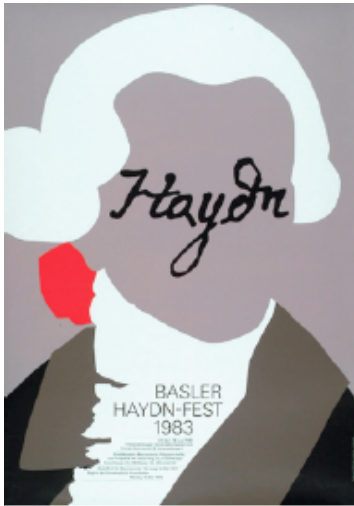


PROJECT #2: Classical Music Festival Poster



A



B



C

Description

Create a poster design to promote a classical music festival. There will be three groups, each with a different composer. Your design should reflect an understanding of the historical context of the music, represented in both type choice and graphic imagery. Your work can appropriate historical styles, or may take a more contemporary vision of the composer's work. Your work should, however, clearly demonstrate an understanding of historical context and the music itself. For example, you may choose to pick up imagery related to the composer or his era (see ex A), or you might interpret the music in more abstract imagery (see ex. B). While you may use found photography, ephemera, printed matter, etc, you should manipulate, retranslate, or in some way alter the meaning of the images enough to make them "your own" (see ex C).

Posters are meant to exist in a public space, and should communicate to the viewer from across the room as well as up close (see ex A). Its message and meaning should be clear and quickly grasped by the viewer; pay special attention to strong contrasts of color, value, scale, and positive/negative space.

Your poster will also contain detailed information about the festival concerts. This information should be set with a clear **hierarchy** of information. This information is intended for close viewing, so should be set at a comfortable size and weight for standard text legibility (see ex B). However, your poster should not look like an image with type slapped on; your image and text should all be a part of the same message and composition – UNITY.

Specifications

- Print size will be **10 x 16 inches**. Can be vertical or horizontal. If your colors bleed, trim off the edges before presenting. Ask if you are unsure about how to set up bleeds and crop marks when printing.
- You may only use 4 Pantone colors (or screens of these 4 colors). These will not be literal spot colors, but will be defined as process swatches.
- You can use Photoshop to edit your photos ONLY, and Illustrator to create your layouts. Images should be placed at no less than 300ppi. If you are not using vector images, keep the resolution requirements in mind when researching and using images.

Deadlines

Tues. October 9	20 thumbnails, 2 full concept sketches, AND working draft of your creative brief.
Tues. October 16	<i>Completed</i> creative brief; 1 rough digital draft of your chosen design concept, printed as a mini-comprehensive draft on 8.5 x 11" paper, for peer feedback.
Tues. October 23	Final 10 x 16" printed poster, mounted on 15 x 20" matte board. Group critique in class.

Group 1

[note to designer: the copy below is not formatted; please design and structure the text as you think best]

[Festival Title]

NEC Presents Celebration of Steve Reich, November 28—29

[Festival Schedule]

Wed., Nov. 28

5pm – Brown Hall

Piano Phase for two pianos (1967) - Stephen Drury & Yukiko Takagi

Different Trains for string quartet and tape (1988) - Borromeo String Quartet

8pm – Jordan Hall

Six Pianos (1973) – [nec]shivaree, Stephen Drury, director

Music for Eighteen Musicians (1976) - Callithumpian Consort, Stephen Drury, director

Thurs., Nov. 29

5pm – Brown Hall

Violin Phase for four violins – [nec]shivaree

Drumming (1971) - Callithumpian Consort

8pm – Jordan Hall

Triple Quartet for string orchestra (1998) - NEC Philharmonia, Stephen Drury, conductor

Vermont Counterpoint for 11 flutes (1982) - NEC Contemporary Ensemble, John Heiss, director

City Life - NEC Wind Ensemble, Charles Peltz, director

Daniel Variations - NEC Philharmonia, Drury conducting

Emily Spear, Sheena Ramirez, Jonathan Reed, Alex Powell, soloists

[Contact Info]

New England Conservatory

Jordan Hall Box Office

30 Gainsborough Street

Boston, MA 02115

(617) 585-1260

newenglandconservatory.edu

Group 2

[note to designer: the copy below is not formatted; please design and structure the text as you think best]

[Festival Title]

The Stravinsky Project

Xak Bjerken, Director

February 19–23

[Festival Schedule]

Except for the Cornell Concert Series performance on Feb 28, all events are free and open to the public.

Thursday, Feb 19 12:30 PM

B20 Lincoln Hall

Midday Music at Lincoln: a Kabuki-inspired Oedipus rex.

Friday, Feb 20 8:00 PM

Barnes Hall Auditorium

Opening concert: guest pianist Christina Dahl plays Petrushka and Mussorgsky's Pictures at an Exhibition, and is joined by Xak Bjerken for Four Etudes and Adams's Hallelujah Junction.

Saturday, Feb 21 10:30 AM

Johnson Museum of Art

Lecture by musicologist Glenn Watkins: "The Cosmopolitan Stravinsky: Culture and the Search for an Angle."

Saturday, Feb 21 1:30 PM

B20 Lincoln Hall

Lecture by John McClure, former director of Columbia Masterworks and producer for most of Stravinsky's recordings: "Working with Stravinsky."

Saturday, Feb 21 8:00 PM

Barnes Hall Auditorium

Ensemble X; Steven Stucky and guest Mark Davis Scatterday, conductors. Features Octet, Three Pieces for String Quartet, the classic Octandre of Varèse, and Judith Kellock singing Three Japanese Lyrics, Two Poems of Konstantin Bal'mont, and Ravel's Mallarmé Songs. Pre-concert discussion 7:15-7:45 pm.

Sunday, Feb 22 3:00 PM

Bailey Hall

Three Classics: Les Noces ("The Wedding") conducted by Scott Tucker; Concerto in D, performed by the Cornell Symphony Orchestra, conducted by John Hsu; and "Dumbarton Oaks" Concerto, played by the Cornell Chamber Orchestra, Xak Bjerken, conductor.

Monday, Feb 23 4:15 PM

316 Lincoln Hall

Music Colloquium: lecture by Dimitri Shapovalov, "Stravinsky's Approach to Text: How to Sing Russian without Accents."

[Contact Info]

Sponsored by the Department of Music, Cornell Council for the Arts, Department of Russian, Center for European Studies, Percy Browning, and Joan Niles Sears.

Cornell University Music Department

101 Lincoln Hall

Ithaca, NY 14853

www.arts.cornell.edu/music/

Group 3

[note to designer: the copy below is not formatted; please design and structure the text as you think best]

[Festival Title]

Debussy and His World

August 10–12

[Festival Schedule]

Friday, August 10

Olin Auditorium

8:00 p.m. Preconcert Talk: Leon Botstein

8:30 p.m. Performance: Jonathan Biss, piano; Colorado Quartet; Jeremy Denk, piano; Dennis Helmrich, piano; Dominique Labelle, soprano; New York Virtuoso Singers, Harold Rosenbaum, music director; Karl Paulnack, piano

CLAUDE DEBUSSY (1862–1918): Ariettes oubliées (Verlaine) (1903); L'isle joyeuse, for piano (1904); Estampes, for piano (1903); String Quartet in G Minor, Op. 10 (1893); Printemps, for piano four-hands and female chorus (1887; 1904); En blanc et noir, for two pianos (1915)

Saturday, August 11

Olin Auditorium

1:00 p.m. Preconcert Talk: Robert Martin

1:30 p.m. Performance: Laura Ahlbeck, oboe; Melvin Chen, piano; Jeremy Denk, piano; Eugene Drucker, violin; Dennis Helmrich, piano; Karl Paulnack, piano; Sarah Pelletier, soprano; Steven Tharp, tenor; Leon Williams, baritone

GABRIEL FAURÉ (1845–1924): Violin Sonata No. 1 in A Major, Op. 13 (1876)

SONGS AND ARIAS BY Emmanuel Chabrier (1841–1894), Georges Bizet (1838–1875), Charles Gounod (1818–1893), Reynaldo Hahn (1874–1947), Jules Massenet (1842–1912), Edouard Lalo (1823–1892), Gabriel Pierné (1863–1937), Benjamin Godard (1849–1895), Ambroise Thomas (1811–1896)

CAMILLE SAINT-SAËNS (1835–1921): Oboe Sonata in D Major, Op. 166 (1921)

Sunday, August 12

Olin Auditorium

4:30 p.m. Preconcert Talk

5:00 p.m. Performance: Jean-Efflam Bavouzet, piano; Randy Bowman, flute; Melvin Chen, piano; Colorado Quartet; Sara Cutler, harp; Jeremy Denk, piano; Dennis Helmrich, piano; Jeffrey Lang, horn; Susan Platts, mezzo-soprano; Nardo Poy, viola; Jonathan Spitz, cello; Steven Tharp, tenor; Eric Wyrick, violin

CLAUDE DEBUSSY (1862–1918): Images, series 1, for piano (1901–05)

PAUL DUKAS (1865–1935): Villanelle, for horn (1906)

SONGS BY Désiré-Emile Inghelbrecht (1880–1965) and André Caplet (1878–1925)

[Contact Info]

Bard College

Tickets: Bard Music Festival, PO Box 5000,
Annandale-on-Hudson, NY 12504-5000

ph: 845-758-7410

www.fishercenter.bard.edu