

BA/HND Graphic Design - year 1**Module Title: Graphic Communication****Level: 4****Semester: 1****Author: Gavin Kirby****Project Title: Lyric Poster****Project No. 2 of 4****Staff: Gavin Kirby**

Inception date: 15/10/19

Completion date: 29/10/19 : Group 1 - 12noon, Group 2 - 2.45pm

Read this sheet carefully, keep it safely and at the end of the project write a few words of self appraisal and hand it in with the rest of your work

Introduction

Words are a powerful thing. So are the images that accompany them. The visual aspects of your designs can dramatically change the context of the text that they are put with. This enables the same phrase or statement to have very different meanings and connotations.

Brief

You are to produce two sets of two posters (four in total) that explore the relationship between text and image. Each poster needs to contain a lyric statement, an image, and an appropriate brand with a web address. The second poster in the set needs to have the same lyric but a different image and brand to change the posters message.

You are to choose two lyrics from a song or a poem (one lyric per set of posters and try to keep it short). Choose appropriate imagery for each poster set that changes the context/narrative of the lyric (You can use your own photography to generate your imagery if you wish). Select a complimentary brand that helps to reinforce the posters context/narrative.

Work required

- Two sets of two posters (four in total) A3 colour posters.
- Evidence of research: Example - influential poster designs, styles, typefaces etc.
- Evidence of exploration of layout ideas and concepts: Example - thumbnail sketches, layout roughs.

Submission Information

The work must be submitted on paper, at the correct size and in colour. Print the work with crop marks and bleed on SRA3. The work does not need to be formally mounted but does need to be presented neatly. Keep your digital files safe as you will need to hand them in on the 11th December. Make sure your name is on the work.

Texts/hints and tips

Read the text provided. Use colour carefully. Print in black and white to check type sizes, do not trust the screen layout for sizing and positioning. The posters in the open access room will help you to a point.

To print the work at actual size and to include crop marks and bleed you will need to print via the Colour printer on SRA3 sized paper.

You can access a huge selection of fonts via the application 'Font Book' by installing extra fonts from the Font Server. To do this follow these steps:

1. Launch the Application 'Font Book'. It should be in the Dock at the bottom of the screen, if not you can access it from the applications folder.
2. Select 'Add Fonts' from the 'File' menu.
3. Click on 'All...' in the 'Shared' section on the left of the Add Fonts window. You should see a long list of computers that are visible on our network.
4. Select 'Font Server' in the list of networked machines.
5. You should now be given the option to 'Connect As...'. Click on the 'Connect As...' button and enter the User Name: **fontserver** and Password: **fontserver**
6. Inside 'admin's Public Folder/Server Fonts' You will now see two folders that are full of fonts. One called 'Adobe Font Folio' and one called 'ITC Font Folio'. Browse the folders until you find the font that you wish to install to Font Book.
7. Select the font you want to install then click the 'Open' button. The font will then be installed to Font Book and will automatically be loaded into the Adobe Applications ready for you to use.

WARNING! Please DO NOT install the entire font folders on to the Macs as there are thousands of typefaces and loading all of them will dramatically reduce their performance. You may also be prompted with a warning when installing some of the fonts. All of the fonts on the Font Server are safe to install.