

Project: Yard Sign as Propaganda (IIB/J)

Objectives:

Studio Fundamental: To understand and recognize the differences between vector-based tools and raster using Text in Photoshop.

Concept: To utilize text as a tool in design elements by creating Yard Signs for a web-based project.

Project Overview:

Using the site <http://myyardourmessage.com/> as a catalyst for design ideas, create a Yard Sign that references your own beliefs in regard to the world around us. Use design elements and placement to emphasize your ideas.

References for further study:

<http://myyardourmessage.com/>
<http://ilovetypography.com/>
<http://www.1001freefonts.com/>
[artCore Composition discussion](#)

Vocabulary:

Scale, size, proportion, context, serif, font, typeface, vector, raster

Materials:

A design idea or phrase and vector-capable software such as Photoshop, Illustrator, Fireworks or Corel.

Preliminary:

View the site <http://myyardourmessage.com/> and think of a topic or belief that interests you and your view of the world.

Project:

- 1) Listen to lectures on Vector/Raster and the demo on using type, or research typesetting tutorials on the Internet.

- 2) Imagine how your topic or idea should work visually when added to a Yard Sign. Create a phrase, sentence, or quick blurb that describes your idea and intent. Design three different ideas using the phrase with different images, colors, fonts, and layouts.
- 3) Break the phrase up in Photoshop or Illustrator, in an 30x18 inch at 300 dpi image and arrange the glyphs into a composition that communicates a stance on the idea, clarifies its meaning, or depicts a situation.
- 4) Though you are primarily to use only the text of the phrase and color, you may add other components (patterns, specific imagery, etc.) However, these should be details of the final image, and not predominate over the text.
- 5) If possible, one image will be printed and adhered to a yard sign for the student to keep.

Yard Sign as Propaganda Rubric

Technical: Did you create three different sign designs? Do the three designs vary in composition, weight, color and mood? Did you explore different fonts and effects with the lettering in your Yard Signs? 50 40 30 20 10

Aesthetic: Does your image have a strong composition and unity? How does the letter placement affect the movement of the eye across it? Is the color scheme engaging? How does your design reference the history of design? 75 60 45 30 15

Conceptual How successfully is your stance conveyed? Is your meaning clear? Is the selected text compelling or interesting? Is your subject a legitimate concern or issue? Did you change anyone's opinion? 75 60 45 30 15

Total points possible; 200

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