**Graphic Design Theory and Techniques (Color, Typography, Layouts)**

**“Informational Poster Set”**

**Target Audience:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assignment:** Your job is to create three informational posters on the F layout, Z layout, and on grids. These posters will act as ultimate guides that not only provide all the basic information needed to understand these concepts but also be an example itself. Please follow all of the steps and requirements for this assignment…

Steps to take while creating the posters:

* Research more information on the layouts and grids
* Narrow your findings and choose what information you will put on each of the posters
* Draw 4 thumbnail sketches for each poster (in total you will have 12 sketches turned in)
* Start designing on Photoshop

Poster requirements:

* 8.5 x 11 in. document; 300 resolution; RGB or CMYK color mode
* Each poster must follow the rules of it’s corresponding pattern (ex. F layout poster must be designed using the F layout)
* Each poster must include the following information:
  + Definition
  + The rules to each layout
  + Why the layout is important to use when designing
* Images to make poster more appealing and easier to understand

Client needs:

* 12 thumbnail sketches (4 per poster)
* Address target audience
* Have all poster requirements

**Due Date:** ­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**See rubrics 🡪**

**Rubric:**

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| **Standard(s) Addressed:**  **ALG 3.0:**  Evaluate the use of graphic design theory to convey specific messages.  **ALG 4.0:**  Synthesize graphic design techniques to produce a message or concept that addresses the needs of a client. |

*F Layout:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **0** | **2** | **3** | **4** |
| **Layout** | Layout is incomplete and shows no sign of organization and is very disorienting. | Layout organization is attempted, but is slightly disorienting. | Layout organization is apparent, but basic with the standard F layout. No originality shown. | Layout organization is clean and very unique. Everything flows nicely and catches the audience’s eye. |
| **Design** | Design shows no sign of effort and does not meet any of the basic requirements:  - Balance  - Harmony (fonts, pictures, and color used matches) | Design shows some signs of effort and meets at least one of the basic requirements:  - Balance  - Harmony (fonts, pictures, and color used matches) | Design shows signs of effort and all of the basic requirements are met:  - Balance  - Harmony (fonts, pictures, and color used matches) | Design shows great thought and effort and goes beyond the basic requirements to create an eye-catching and creative design:  - Balance  - Harmony (fonts, pictures, and color used matches) |
| **Client Needs** | Design does not meet any of the client’s needs:  - 4 thumbnail sketches  - Addresses target audience  - Have all poster requirements | Design meets 1-2 of the client’s needs:  - 4 thumbnail sketches  - Addresses target audience  - Have all poster requirements | Design meets all of the client’s needs:  - 4 thumbnail sketches  - Addresses target audience  - Have all poster requirements | Design meets all of the client’s needs and revises design based on comments received:  - 4 thumbnail sketches  - Addresses target audience  - Have all poster requirements |
| **Technical Requirements** | Does not meet any of the listed requirements (see front page) | Missing one of the listed requirements (see front page) | ----- | Meets all of the listed requirements (see front page) |

Score: \_\_\_\_\_\_\_\_\_

Comments:

*Z Layout:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **0** | **2** | **3** | **4** |
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| **Technical Requirements** | Does not meet any of the listed requirements (see front page) | Missing one of the listed requirements (see front page) | ----- | Meets all of the listed requirements (see front page) |

Score: \_\_\_\_\_\_\_\_\_

Comments:

*Grids:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **0** | **2** | **3** | **4** |
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| **Design** | Design shows no sign of effort and does not meet any of the basic requirements:  - Balance  - Harmony (fonts, pictures, and color used matches) | Design shows some signs of effort and meets at least one of the basic requirements:  - Balance  - Harmony (fonts, pictures, and color used matches) | Design shows signs of effort and all of the basic requirements are met:  - Balance  - Harmony (fonts, pictures, and color used matches) | Design shows great thought and effort and goes beyond the basic requirements to create an eye-catching and creative design:  - Balance  - Harmony (fonts, pictures, and color used matches) |
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Score: \_\_\_\_\_\_\_\_\_

Comments:

Overall Score: \_\_\_\_\_\_\_\_\_