

COURSE: | ART 192 B
INSTRUCTOR: | KIRK MILLER
PROJECT: | PUBLIC SERVICE POSTER
DUE DATE: |

DESCRIPTION: | Create a Public Service Poster

OBJECTIVES: | 1. Address a noteworthy issue of public interest like COVID-19.
2. Incorporate basic and intermediate Adobe Photoshop tools and techniques for the Macintosh/PC computer platforms.

DIRECTIONS: | 1. Research “award winning public service posters” on Google. There are many many excellent examples to be found.
2. Pick a cause to address (i.e., Global Warming, COVID-19, Smoking, Abortion, etc.). Then, work on a unique visual solution. Carlos Gil’s Global Warming Poster on my website is an excellent example.
3. Don’t be afraid to pick a controversial topic, but be prepared to defend your position.
4. Collect photos, drawings, etc., that will serve as a foundation for your illustration. I encourage you to develop your own photo images.
5. Use any or all of the Photoshop tools you have learned to develop your own interpretation for the cause you have chosen.
7. Your poster should be 11” x 17” (vertical or horizontal) and incorporate minimal text (Title and Copy).
8. Good luck, and most important, have fun!

REMEMBER TO SAVE YOUR PROJECT FREQUENTLY!

Your grade will be based on concept, overall design, and technique.

MATERIALS: | Adobe Photoshop, Scanned images (flat bed scanner, digital camera, etc.), Stock Photography

PRESENTATION: | Present your work in a finished comprehensive form (200 ppi minimum, and save your illustrations on our shared Google Drive folder.