

## Assignment C I

# Design as Visual Language: Poster Remix

One of the graphic designer's primary challenges is to how to persuade an audience: how to create a message that causes someone to change her/his attitude, engage in self-reflection, or take action, using a combination of factual information and aesthetic/emotional appeal.

### Part 1: Re-edit, Re-order

Find a publication (i.e. flyer, poster, newsletter, pamphlet, etc.) about a subject of current importance in New Haven which is of particular interest to you. It should not be commercial but rather in the political, social, or cultural realm.

After carefully examining its contents (words, images, symbols, textures, etc), reconsider the hierarchy of information based on what, in your opinion, communicates the content in a more effective, succinct, and powerful manner. You can edit the content for clarity's sake and style (i.e. you may deem it desirable to simplify a call to action like 'call 203 654 6974 for more information' to simply listing the number), but do not omit critical information that would impair it's functionality or change the nature of the event (i.e. if a flyer is announcing a screening of 4 films, don't change it to 2, or change the names of the films).

Using a simple editing program such as Microsoft Word or Text Edit, list all of the content (textual information) your poster will include from most to least important, and print this out on an 8.5 x 11 sheet of paper (this list of content should not be designed, we're only concerned with the hierarchy of information at this stage).

### Example:

- 1 Architecture as Craft
- 2 Seminars on the Architecture Profession
- 3 Spring 2009
- 4 Delft University Department of Architecture
- 5 Information: [www.architecture.bk.tudelft.nl](http://www.architecture.bk.tudelft.nl)

### Part 2: Re-design

Now design a poster (16.5x21.5") by deconstructing the design of the original printed matter you selected, and re-assembling it in such a way that you create an entirely new image. You should only appropriate existing type and images, do not create new ones. Use only a xerox machine (not a scanner) to radically alter the scale of type, imagery, and other graphic elements such as lines, abstract shapes, textures, etc, then recombine them into a new and compelling design.

Cut and paste (collage) your poster together on 2-ply white museum board. Pay attention to craft. Work only in black and white and bring your original reference material to class.

Due: Wednesday, July 21

ART S131 01  
Introduction to  
Graphic Design

Wed/Fri 1.30–6.30  
Green Hall, Room 210

Class wiki-page:  
[art.yale.edu/S131](http://art.yale.edu/S131)

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