

Supplementary Assignment

YCBA Fieldtrip – Drawings

Identify 3 posters that are of particular interest to you and make detailed drawings of each. Prepare an informal 5 min. presentation for our next class.

Your drawings should:

- capture the primary compositional elements and structure
- pay special attention to the type and typographic layout
- identify the primary color palette

Consider the style of the main illustration. Is it:

- abstract vs. representational?
- flat color vs. continuous tone?
- stylized vs. realistic?
- geometric vs. gestural? (are the lines crisp, soft, fluid, precise?)

What is the:

- message and visual concept?
- general attitude? (e.g. witty, elegant, playful, earnest, emphatic)

Identify the:

- poster designer
- year it was made
- printing technique (if listed)
- dimensions
- commissioner

Lastly, make a short list of the reasons why you chose these posters. Are they:

- representative of your aesthetic taste?
- the most surprising, ingenious?
- the most accomplished, beautiful?
- the most eclectic, strangest?

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

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