

Assignment D2

Design as Identity: Branding your Collection

Part 2: Exhibition Poster

Using your collection images as your primary source material, design a color poster (16.5×21.5") to promote your exhibition. You can pick one representative image from your collection, a few, or many, but most likely not your entire collection.

Consider whether your poster could benefit from secondary design elements such as lines, shapes, borders or patterns, that help to integrate type and image (these may have emerged in the type-lock up explorations). Refer to your visual source material for inspiration.

Elements your poster must include:

- Exhibition title/type lock-up (pick your favorite lock-up from your 4 initial studies)
- Exhibition opening and closing dates
- Name of museum or gallery where exhibition is taking place (choose an existing one or invent one)
- Museum/gallery address and contact information: website, phone number

Note: Your poster should be designed in InDesign. You should manipulate or retouch images in Photoshop but do not use it to set type or compose the poster. Images will need to be at least 150dpi at full-size (16.5×21.5") to avoid pixelation when printing. Use the tiling function in InDesign to print your poster or, alternatively, you can print your poster on one continuous sheet using the plotter at TYCO.

Part 3: Catalog Cover + Section Title Pages

Further extend your exhibition identity system by designing a catalog cover (8.5×11") that relates to and complements your poster design, but which does not contain any photographic imagery and is only black & white (if your identity comprises any secondary graphic elements this would be a good place to use them). These formal constraints will provide you with another opportunity to extend the visual vocabulary of your collection's identity.

Your catalog cover should include:

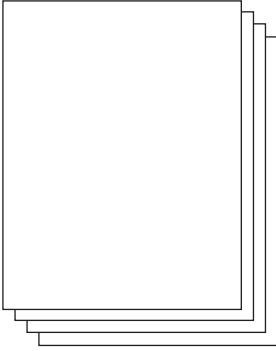
- Exhibition type lock-up (use the same lock-up you choose for the poster)
- Museum/gallery name
- (do not include dates or location)

Also design a complementary set of very simple section title pages that reflect your 4–6 categories, one page for each category (also 8.5×11"). You will use these as divider pages when you print your entire collection catalog.

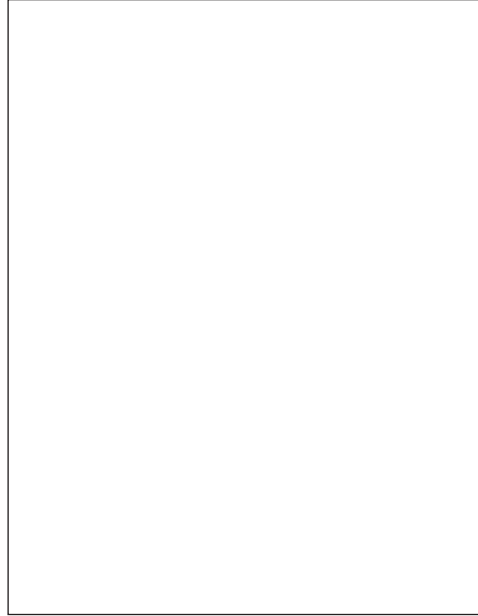
Due:

Wednesday, August 4

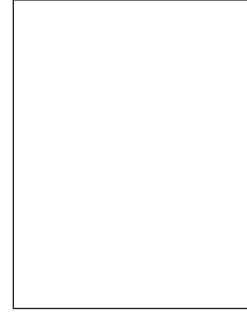
Please bring the following to class:



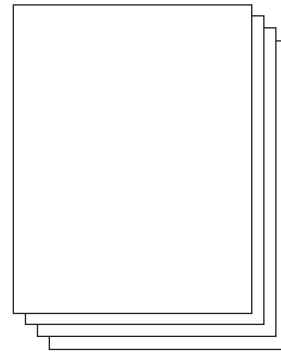
1. Type lock-up studies (x4)
(8.5x11" paper)



2. Color exhibition poster (16.5x21.5" paper)



3. B&W catalog cover (8.5x11" paper)



4. Section Title Pages (8.5x11" paper)