TECH HIGH at SEMINOLE

POSTER DESIGN: Travel Poster
Meets Florida Curriculum Criteria(s):01.0; 04.0; 06.0; 09.0

TASK : Create a poster that advertises a destination
Switzerland – MARS – The Mariana Trench - Hogwarts

PRE-PRODUCTION:
- Think about a destination you like or a place you would like to visit. It could be real or fictional.
- What style do you think of when you visualize this place?

PRODUCTION: 3 Points for all completed Production and Post Production Work
- Resolution is 300 dpi.
- Use your to create 3 solid thumbnail sketches
- Alter the credits to include your name as well. Match your fonts.
- Once done I will look over your work and you may be prompted to make changes

POST - PRODUCTION
- Complete and print the final
- Save as a .PNG 300pdi resolution if in Photoshop.
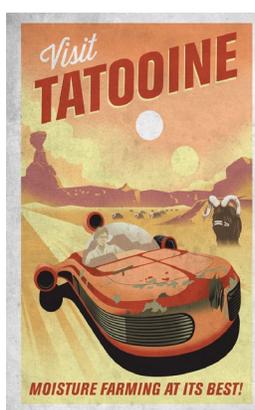
OUTCOME: This project incorporates:

- **Critical Thinking**
- **Sketching and Drawing**
- **Full Design Process knowledge**
- **Copywriting**

- **Feedback & other students based decisions**
- **Measuring**
- **Photoshop knowledge and skill**
- **Digital Photography**

RESOURCES:

[Space Travel Posters](#)   [Vintage Travel Posters](#)   [Modern Travel Posters](#)

PRE-PRODUCTION # 1:

Create or find some images for your poster
1. Determine what destination you would like to work on. Think about a good location that is ripe for visuals
2. Look for images that would help create your vision of the poster.
3. Once you have your images, move on

PRE-PRODUCTION # 2:

Create three thumbnail sketch ideas of your travel poster (1.0 pts)
1. Once you've picked your destination, Create a minimum of three solid thumbnail sketches for your poster. Keep in mind that most designer create many more.
2. Make sure they're in pencil and show lights and darks
3. Once you have your thumbnails finished, see Mr. Juul to discuss your ideas and sign off

PRODUCTION # 3:

Create A Final of your Poster idea (1.50 pts)
1. Use Photoshop or Illustrator to create your final.
2. Illustrate / Digitally Illustrate / Use Photography / Create From Scratch
3. If you are using Photoshop, you should make an 8 ½" x 14" canvas with a 300 dpi resolution.
4. Before you flatten or finalize anything, critique your final with Mr. Juul.
5. Be prepared to make changes and take constructive criticism of your work.

POST PRODUCTION # 4:

After You're Done… (.50 pts)
1. Set up your poster to print on Legal Sized paper.
2. Print your final.
3. Gather your thumbnails and printed final. Make sure your name is on all of them
4. Paperclip them together and turn them all in at the same time.
5. Upload a .PNG file to Focus or turn in to the class In-Box