



DESIGN CHALLENGE:

Create A Concert Poster Of Your Favorite Band

Your favorite band has chosen YOU to create a concert poster for their upcoming Florida concert date.

- Rock Art posters:
<https://rockabilia.com/collections/posters-wall-art?offset=48>
- Concert Posters
www.concertposters.com/

YOU WILL NEED TO:

- Choose your band – singer. Can be from any era.
- Create 3 solid thumbnail sketch ideas in pencil that show values.
- Critique those ideas, receive feedback before doing any digital work. Have Mr. Juul sign off.
- Create a final of your poster. 8 1/2" wide x 14" high 300 dpi resolution
- Critique your work as it nears completion. Be accepting of suggestions / revisions.

TIPS:

- Use the computer to create your fonts
- If you need to scan materials, let me know and I can help you
- You are being graded on
 - ATTENTION TO DETAIL – HOW CLEAN & REAL YOUR FINAL IS
 - SPELLING
 - USE OF HIERARCHY IN REGARD TO TYPE
 - INCLUDING WHAT WAS ASKED FOR
 - USE OF APPROPRIATE FONTS AND IMAGES
 - INCLUDING BAND LOGOS / IMAGES
 - INCLUDING A VENUE LOGO (Jannus Landing / St. Pete Times Forum)
 - INCLUDING A TICKET PRICE
 - INCLUDE THE DATE

OUTCOME:

Students get creative and create an original of artwork for their favorite band. Also explore layout and use of fonts. 3 points for thumbnails, final completed to specifications below

YOU WILL NEED TO # 1:

PRE PRODUCTION

1. Determine what singer / band concert you'd like to promote.
2. Where? When? How Much? Website? Album?

YOU WILL NEED TO # 2:

Create three thumbnail sketch ideas of your poster. Use pencil. Show values. (.50 pts)

1. Once you've picked your title, start to brainstorm.
2. Create a minimum of three thumbnail sketches. Most designers often do many more.
3. Show values (lights and darks)
4. Once you have your thumbnails finished, sign off with Mr. Juul.

YOU WILL NEED TO # 3:

Create a color layout of your poster idea in Photoshop or Illustrator

1. 8 1/2" x 14". (Legal Size) 300 dpi
2. Piece together your poster.
3. Once ready, make it available for a critique with Mr. Juul

YOU WILL NEED TO # 4:

Create a Final of your poster idea (1.50 pts)

1. Make recommended changes
2. Print your final on legal sized paper. 8 1/2" x 14"



YOU WILL NEED TO # 5:

• **POST PRODUCTION (.50 pts)**

1. Gather your thumbnails and final. Make sure your name is on all of them
2. Paperclip them together and turn them all in at the same time.
3. Upload a digital version of your final in a .PNG format to Focus or the Class In-Box

