

AVT 311 Project 3: Theater Poster Design

The theater poster design project gives the student the opportunity to experience two realities of the professional designer's working life: the necessity of working with clients—with their individual strengths, weaknesses, and idiosyncrasies—and the likelihood of working as part of a group. Students will develop a poster, adaptable to two different physical dimensions—and a program cover—as part of a group. Students will also develop an alternative design (large poster only) individually. Each student's final grade will be an amalgam of their group and personal grades.

Tentative Dimensions:

Large poster: 11 x 17 "

Small poster: 8.5 x 11 "

Program cover: 5.5 x 8.5 "

All imagery must be original, created by a member or members of the group. Each poster must contain play name, author name, Mason AVT logo, dates and times, and other information as specified by the client. The final poster will be B&W, although hand tinting and/or colored papers may be possible.

While group organization is up to the members of each group, it is recommended that students leverage their individual strengths where they can be used most effectively. For example, the most organized student can be project manager, the most articulate student can make client presentations, the student who has her or his idea chosen can be responsible for art direction, etc.

Tentative Schedule:

Week 1: Studio and meeting time, Monday. Rough presentations, Wednesday.

Week 2: Studio and meeting time, Monday. Schematic presentations, Wednesday. Class begins research for brochure project.

Week 3: Studio and meeting time, Monday. Final presentations, Wednesday. Director chooses final poster by Friday, November 12. Class begins work on brochure project.

Week 4: Selected group presents final revisions to client.