

# Assignment

MPC 635: DESIGN PRINCIPLES & DESKTOP PUBLISHING

## VISUAL EFFECTS POSTER

**Due:** Thursday, April 4

**Deliverables:** One poster, one list of design principles employed

**Save as:** Lastname\_PersuasiveBrochure.pdf; Lastname\_PersuasiveBrochure.indd;  
Lastname\_PersuasiveBrochureMemo.docx

**Turn In:** Two digital copies of poster (PDF and INDD/PSD files) on Angel, one digital file of design principles list (DOCX), and one physical copy printed in full color (cut appropriately for bleeds) in class

**Value:** 100 points (10% of overall grade)

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Description and Rationale—The more you familiarize yourself with design software, the more you will realize how complex the programs really are and what you are capable of creating. A one-semester long course simply is not enough time to go into depth about any given software program. With that in mind, this assignment encourages you to reach out on your own to search visual effects tutorials. The more of these tutorials you do, the more you will learn about the programs' capacities.

Assignment—For this assignment, you will select an event of some kind (concert, sporting event, cooking class, whatever) and develop a poster advertisement for it. More specifically, you will design an 11X17 poster using multiple visual effects created in Adobe Photoshop. You will then create a list that describes the design choices you employed. The content and design is entirely up to you, but you will be expected to include the following in your poster:

- At least **two different** visual effects, blended smoothly into a cohesive design
- At least some evidence of an installed Photoshop brush being used
- Effective demonstration of the CRAP principles to identify information
- An effective color scheme that demonstrates cohesion and appropriate personality to the theme of the document
- Some combination of at least 5 different design principles and/or theories. Use Williams' Weinschenk's, or McWade's books or the Universal Principles of Design for specifics.

On your list (written in Word), please identify the following:

- What two visual effects you used
- What brush you used and where it is located on the poster
- What your color scheme consists of (you might have a photo with multiple colors, but identify the 4-5 colors that dominate the poster theme)
- Which design principles you employed

Scoring Standard—You will be graded on your ability to effectively follow the guidelines listed above. You are expected to turn in professional work, exhibiting both creativity and effective employment of design principles. Your list, though short, is expected to be designed and organized well.