

# GRAPHIC DESIGN I: Typography Font Poster Design Using Illustrator (Creative Design Process)

## Essential Questions:

Why is it important for Graphic Designers to follow the creative design process?

How do graphic designers use typography for more than just information but as a design element?

What are the 4 basic design rules and why is it important to follow them and also break them?

**Role/task:** You are a graphic designer who needs to create a typography font poster for educational use in a Graphic Design classroom. You need to design and create the poster using Illustrator. You will follow the creative design process to complete this task. Your design needs to be very creative but follow the design rules. Find that balance between following design rules and breaking rules to be creative. There are many typography posters out on the market; how will you set your poster apart from all the others so educators (consumers) will buy yours over posters designed by others?

[Link to Typography Font Posters](#)

[Link to Typography Posters on Pinterest](#)



## CRITERIA

### Content:

- Title: Name of the font  
Pick one serif or one san serif font
- Enlarged Letters or graphics that divide the space in interesting ways.
- The history of your font.
  - Name of the creator
  - Date created
  - Place created
  - History of the font
  - Purposes for the font (What it was created for or what it is used for).
  - Include the upper and lower case of the whole alphabet
  - Include numbers 0-9 and 5 other keyboard symbols or punctuation
  - Show it in regular, bold, italic, condensed, extended, etc.

- Color pick one or two colors plus use black and white (optional gray). If you use three colors, choose a color triad.
  - (Go to Useful Links on Mrs. Hayes Website, then to Kuler Adobe Color. Spin the color wheels to pick the exact colors you want. Write down the RGB numbers to select these exact colors in Illustrator).
- A creative and original design

### Design Rules:

- Follow the Design Rules for Contrast, Repetition, Alignment, and Proximity(grouping & hierarchy).
- Title: “Font Name” clearly stands out
- Name of the font clearly stands out
- Contrast is used to create visual interest
- Negative space is as important as positive space.
- Color and other elements are used to divide the space and unify the design.
- Elements are repeated to lead your eye around the design promoting movement and unity.
- Placement/Alignment of the text is an integral part of the design, not separate from it.
- Proximity: Text is grouped and there is a hierarchy of importance name of the font is the largest text size, creator of the font is the next largest font size, date created, etc.)
- Break the design rules with a purpose!

### Technical:

- Create 13" wide X 19" high 300 Resolution file in Illustrator
- Margins of white space around your design.
- Use what you learned in the tutorials!
- Clean lines and smooth even areas of color
- The text is legible!!!!
- All text should be in your Font choice.
- An effort to make design visually interesting and look professional.
- Elements that go to the edges need to Bleed off.

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## Creative Design Process to complete the task:

1. **Create a goal:** Go to your Graphic Design Blog and create a new post called “Typography Poster Goal”. Create a goal based on the essential questions and the role(above). Think about what you already know and what you want to learn more about. Your goal should be focused on what you want to learn more about by doing this project.
2. **Inquiry/research:** Go to your Graphic Design Blog and create a new post called “Typography Poster Inquiry”*Answer the following questions by doing Internet inquiry and research from multiple web sources. Cite your sources by pasting the URL after the information. You may get help from classmates and teacher to answer these questions.*

### Typography Inquiry:

#### Font families:

- What are Serif fonts?

Paste Serif font example here:

For what purposes are Serif fonts used?

- What are Sans-serif fonts?

Paste Sans-serif font example here:

For what purposes are San Serif fonts used?

- What are Script fonts?

Paste Script font example here:

For what purposes are Script fonts used?

- What are Monotype(mono-faced) fonts?

Paste a monotype font example here:

For what purposes are Monotype fonts used?

- What are slab-serif fonts?

Paste a slab-serif font example here:

For what purposes are slab-serif fonts used?

### Design Rules Inquiry:

- Do a Google Image search for an excellent example of Typography Font Poster design that follows the design rule of Contrast.

*Paste image example here:*

Explain in detail how it follows the design rule for contrast:

- Do a Google Image search for an excellent example of Typography Font Poster design that follows the design rule of Repetition.

*Paste image example here:*

Explain in detail how it follows the design rule for repetition:

- Do a Google Image search for an excellent example of Typography Font Poster design that follows the design rule of Alignment.

*Paste image example here:*

Explain in detail how it follows the design rule for Alignment. Explain if it breaks the rule with a purpose:

- Do a Google Image search for an excellent example of Typography Font Poster design that follows the design rule of Proximity.

*Paste image example here:*

Explain in detail how it follows the design rule for Proximity. Explain if it breaks the rule with a purpose:

### 3. Thumbnail Sketches:

You must draw 5 thumbnail sketches of your design ideas before you begin the project. Complete today or at

home and bring to the next class. Show me where you are going to place everything including text and graphic elements within the design! Share your thumbnail ideas with your classmates, other teachers, parents, friends, etc. for feedback. Write down the feedback on the back of your sketches and draw one last sketch based on the feedback you received.

Show to Mrs. Hayes and turn in for a grade.

**4. Create a poster using Illustrator & turn in the project when complete:**

Seek lots of feedback from classmates and Mrs. Hayes as you complete and revise your design to ensure it's a strong and creative design!

**5. Turn in Poster to the Hayes Folder on the server**

**6. Critique Blog:** When done with your project you will take a screenshot of your project (command+shift+4) complete a critique blog.

Create a new post in your Graphic Design Blog. Name your post "Typography Font Poster Critique."

Copy and paste this into your new post, complete it, then publish it. You can edit and update it as much as you need.

Insert a screenshot (command+shift+4) of your book Cover design here:

**Answer the following:**

How did you use Adobe Illustrator to manipulate text and simple graphics and incorporate it into your design?

How did you use typography for more than just information but as a design element?

How did you self regulate, reflect on, and revise your work?

How did you use the 4 design rules (contrast, repetition, alignment, and proximity) in your design?

What were the criteria for the project and how well did you follow them?

What do you still need or want to learn to improve your designs?

Extra Credit: Comment on a minimum of 2 classmates posts. Read their critiques. Comment whether you understand the target demographic and overall message of the client (gubernatorial candidate)? Explain what's working in the design and make constructive suggestions for improvement. If a classmate leaves a comment for you, respond back by saying "Thanks! Yes I did consider that but...." or "Thanks! No I haven't thought of that and I will think about it like this... or I will use it like this ...."

**Project Extensions: (For advanced students that want a challenge):**

**Use two fonts:** one serif font and one sans serif font in your poster design.

Create a screencast using app/software of choice. You will create a 5 minute screencast explaining how you followed the criteria for the project and how you used the Design Rules of Contrast, Repetition, Alignment, and Proximity in your Typography Book Cover project.

Place your screencast in a new post on your Graphic Design Blog.