

Lecture Poster

Progress Review	Monday 10/22	Have at least 3 sketches and one digital version ready in Illustrator.
Jury Deadline	Wednesday 10/24	Upload your 3 best posters as .jpg files to the art120 student server by 10pm for jurying.
Final Critique	Monday 10/29	Have 3 final versions printed on Zeppo using special 12 x 18 paper* for critique.

In this assignment, you will be designing a poster using Adobe Illustrator. The poster will be used as public relations material announcing a special lecture and presentation at Joppa Hall by Graphic Designer and Professor Nahid Tootoonchi as part of International Education Week, November 12-16, 2007.

As part of this assignment you will have the opportunity to:

1. Win a ticket to the Sat. 10/27 NYC Art Bus Trip {\$35 value}. as part of the juried contest {10/24 deadline}.
2. Have your poster selected to be used by HCC as the official Lecture Poster around the campus and community.

Rules

I. The posters must include the following information as copy:

- Nahid Toontoochi
- Lecture & Presentation
- Beneath The Surface: Iran's Graphic Design Evolution
- Tuesday, November 13th, 2007
- 7pm
- Joppa Hall Room J125
- Free and Open to the Public
- Light refreshments served
- Sponsored by the Visual, Performing & Applied Arts

II. The posters will also need the following logo's attached:

1. International Education Week Logo

<http://iew.state.gov/promotional/logos.htm>

Choose one logo from the webpage above. These logos are in .eps format. You will need to include this logo as part of your poster design.

2. Harford Community College's Current Logo

<http://student.harford.edu/art120/HCCStackedLogoBlue.jpg>

<http://student.harford.edu/art120/HCCBodegaBlue.jpg>

You can download this logo from the student server above. Choose one.

III. The poster must be made in Adobe Illustrator.

- It can include any graphic element, design, drawing, photograph or type you choose.
- Graphic elements do not necessarily have to be digital.

IV. The poster must meet the following specifications:

For PRINT

- Be 12" x 18" either horizontal or vertical.
- Be CMYK color space.
- Be 300 ppi.
- Have all fonts converted to outlines.
- Digital file must be .ai

For SCREEN

- Be 1024 by 780 pixels either horizontal or vertical
- Be RGB color space.
- Be 72 ppi.
- Have all fonts converted to outlines.
- Digital file must be .jpg
- Be under 2mb.