

# VCS

## Visual Communication Studio

De Angela Duff • Fall 2006

**MONDAY / TUESDAY CLASS ONLY**

**FINAL • Assigned 11/27/06 • Due Monday 12/11/06**

**WEDNESDAY CLASS ONLY**

**FINAL • Assigned 11/29/06 • Due Wednesday 12/13/06**

### ATTENDANCE IS MANDATORY FOR THE FINAL

- If you turn in your final **BEFORE** the due date, knowing that you will be absent on the final, 40 pts will be subtracted from your final project grade.
- If you attend the final **WITHOUT** a finished project, you will receive 40 pts for your presence and participation.

- **A late final  
WILL NOT  
be accepted  
under any  
circumstance.**

- after 4:10pm on the due date is considered late for the MONDAY /TUESDAY CLASS
- after 8:40am on the due date is considered late for the WEDNESDAY CLASS

## FINAL

### Designing Dissent: Advocacy Poster Series

Based on the project proposed by Elizabeth Resnick,  
Massachusetts College of Art

**Merriam-Webster's Dictionary defines dissent as "difference of opinion" and Advocacy as "the act or process of advocating or supporting a cause or proposal."**

### Assignment

To persuade or inform in order to bring public awareness to a chosen issue using the poster as your medium. You can be for or against an issue. You can be serious or satirical (Irony, sarcasm, or caustic wit used to attack or expose folly, vice, or stupidity.)

Utilize the visual language we have learned throughout the semester: point/mark, line, shape, texture, type, image, and composition

For the final, things you should consider:

Message

Method of production

Medium (i.e. paper, aluminum, glass, etc.)

Format (horizontal or vertical; square or oval, etc.)

For the final, everything you have learned so far in visual communication studio will be utilized in a poster. Issues of layout, typography, image, visual hierarchy, emphasis, negative/positive space, proximity, and production will be called into play.

1. Choose **only one** of the two issues from below
2. Choose whether your poster will persuade or inform
3. Choose 1 side of the issue (i.e. one side of the vs.);  
**DO NOT DO BOTH**
4. Size: 16"x20", 18" x 24", or larger
5. Horizontal or Vertical

#### 1. Smoking

○ *Persuade*

▪ Smoke vs. Don't Smoke

○ *Inform*

▪ How to Quit Smoking vs. How to Start Smoking

#### 2. Eating

○ *Persuade*

▪ Eat Meat vs. Don't Eat Meat

○ *Inform*

▪ How to Become a Vegan or Vegetarian vs.  
How to Be a Meat Eater

- Use a specific color family
  - Achromatic colors (grayscale)
  - Primary colors
  - Secondary colors
  - Tertiary colors
  - Analogous colors
  - Warm Colors
  - Cool Colors
  - Neutral Colors
  - The contrast of hue
  - The contrast of value (or light and dark)
  - The contrast of warm and cool
  - The contrast of complements
- You must incorporate a photograph(s) (300 dpi, CMYK) **OR** an illustration(s) **OR** both to communicate with type and images. **DO NOT USE IMAGES FROM THE WEB**
- You must incorporate type.
- Don't forget to convert type into outlines if you are using Illustrator or rasterize your type if you are using photoshop **AFTER SPELLCHECKING** or take the fonts you are using to the service bureau
- Don't forget to also take the photoshop file to your service bureau of choice if you place an image inside of Illustrator.
- Remember, in arranging for output: Call them **NOW!!!!** Get prices. Get turnaround times /deadlines.

Here are some suggested output services:

Look at samples. Inquire about the use of different kinds of paper or fabric if your design lends itself to this inquiry.

**Typo**

Anderson Hall  
UArts  
6<sup>th</sup> flr

**Adams Graphics**

(215) 557-7376  
211 N 13th St # 903  
Philadelphia, PA

**The Type Connection**

1315 Walnut Street, Philadelphia, PA 19107  
(215) 735-1700  
(215) 633-5225  
(800) 289-6664 (toll-free)

**Color Reflections**

400 Green St, Philadelphia, PA 19123  
(215) 627-4686  
(215) 627-9030 (fax)  
(800) 972-0009 (toll-free)  
<http://www.color-reflections.com/>

Only use **KINKO's** as a last resort

**Stop by or  
Call them  
NOW!!!!  
Get prices.**

**Get turnaround  
times /  
deadlines.**

**Don't wait  
until the  
last  
minute!**