

POSTER /
HIERARCHY
PROJECT

Create a poster for a lecture series about contemporary design. Carefully consider the typographic hierarchy of the information presented. A viewer should be able to easily understand the calendar of events and to quickly learn who the main speakers are. The poster must also convey the excitement of contemporary design to an audience of designers and students. The information itself must constitute the “imagery” of the poster.

Size: 11 x 17.

Your poster must be purely typographic. You may use colors, shapes, and lines as well as text, but no falling leaves or angels.

WEEK ONE: First draft of design. Present design at actual size. If your poster “bleeds,” then neatly tile and trim your printout.

WEEK TWO: Second draft of design.

FINAL PRESENTATION: Trim poster to edge. Neat, careful tiling is acceptable.

WARNING

The Memo Problem

Don't let your poster look like an interoffice memo!

Don't be a slave to the document. For example, the name of the lecture series and the museum address don't have to be at the top of the poster.

Instead of making one big text box, break up the content and move it around the page.

Use an interesting variety of type sizes (some big, some small), but use variety in a consistent way. Mind the hierarchy!

Use color. Even just making the background a color (try printing on colored paper) helps your piece look more like a poster, and less like a... memo.

USE THIS TEXT

Design Culture Now

Cooper-Hewitt, National Design Museum
2 East 91st Street
New York City

Erik Adigard | M.A.D.
Thursday, September 12
6:00 pm

Graphic designer Erik Adigard founded McShane Adigard Design (M.A.D.) in 1989. The firm has since designed Web sites, multimedia installations, and print publications for global clients, including *Wired* magazine..

Julie Bargmann | D.I.R.T. Studio
Tuesday, October 9
7:30 pm

Julie Bargmann founded D.I.R.T Studio, a landscape consultancy, in 1992. Recent projects include the landscaping of the Massachusetts Museum of Contemporary Art in North Adams, and Riverside Park South and the Hudson River Park in New York City.

Michael Gabellini | Gabellini Associates
Wednesday, November 2
6:00 pm

Michael Gabellini, a graduate of the Rhode Island School of Design, worked for Kohn Pedersen Fox Associates before founding his own practice in 1991. Recent projects include exhibitions for the Guggenheim Museum, the Marian Goodman Gallery, and the Council of Fashion Designers of America.

Rebeca Méndez | Méndez Communications
Thursday, December 4
6:30 pm

Rebeca Méndez, born and raised in Mexico City and trained at the Art Center College of Design in Pasadena, has designed publications for the Getty Center, the Los Angeles County Museum of Art, and the Whitney Museum of American Art.