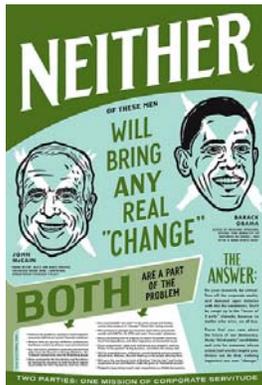


BROADSIDE/POSTER

broadside A sheet of paper printed on one side only, forming one large page.

poster A printed or written notice posted or displayed in a public place as an announcement or advertisement.



For this assignment, you will be designing a poster or broadside that combines image and text to convey a message to your chosen audience.

CONSIDER EXAMPLES

In class we've looked at political posters, public service announcements, illustrated poems. For additional examples, consider the historical broadsides housed by the University of Georgia at <http://fax.libs.uga.edu/bro/>, the contemporary broadsides at <http://www.broadsidedpress.org/> and the portfolio of posters at <http://designaction.org/index.php/portfolio>. These can be helpful, not only in showing the wide variety of messages that can be effectively conveyed through this medium, but may also offer you some ideas for designs.

Make Rhetorical Choices

What issue, position, or idea are you interested in expressing? Consider what kinds of messages are best suited to this medium. Who will your target audience be—who needs to hear what you have to say? Now, imagine how you might catch the attention of these viewers on a street, waiting for a bus, in the hall of the dorm, or in the digital world. Here are some questions to consider in the design process:

- How will your poster/broadside attract the attention of viewers? (Color, forms, font, etc.)
- How will it focus their eyes on the elements that matter? (Composition, emphasis, etc.)
- How will the images collaborate with and reinforce the messages offered by the text?
- How much (and what kinds of) text will you need to include to be persuasive?

PRODUCE. PRODUCE, PRODUCE

In class we will go over two tools for creating your broadside: MSWord and PageMaker. We'll talk about the benefits and drawbacks of each. Your final product should be digitally reproducible—saved as a .pdf—as this allows for greater reproduction and distribution of your creation. We will have a studio workshop on x/x and you should bring a well-thought-out draft to class that day.