

# ASSIGNMENT 3

## LETTERPRESS POSTER

### ASSIGNMENT NARRATIVE

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**T**hink about our discussion of color this week and how it relates to our discussion last week about Hatch Show Print in Nashville. The letterpress printing technique they are working to preserve shapes what they are able to design and affects the texture and look of the posters they produce. Think about the limitations they have in presenting detail and form using this printing process versus what can be done in Photoshop, Illustrator and InDesign. Those limitations however do not mean bad design as the examples we discussed in class illustrate. The Hatch Show Print artists mastery of the principles of typography and color and their understanding of how those elements of design work together allow them to successfully design within the parameters of the letterpress process. For assignment 3 you are going to be a letterpress poster designer. While you will use Adobe Illustrator to complete this assignment, I want you to mimic the style and look of letter press posters we saw from Hatch Show Print. Pay particular attention to how the colors you choose interact and how the type you choose conveys the message you are trying to communicate with your audience. The content and message of the poster are entirely up to you as long as you follow the assignment specifications below. The idea behind this assignment is simplicity – visual communication in its simplest form: color, shape/type. While I want you to limit your color pallet, choice of font and shapes, I want to stretch your spatial thinking and explore all the ways just a few elements can work together to create a desired visual message.

### ASSIGNMENT SPECIFICATIONS

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Using 2 (complementary) or 3 (triadic) colors create a letterpress style poster that features at least two (but no more than three) different type faces. Your poster should also incorporate at least one shape (square, circle, triangle, star or decorative rule) or representative silhouette (see examples on next page). The poster must be completed in Adobe Illustrator and measure 8.5x11. Please save your work as a .pdf file using a CMYK color profile. Please label your assignment in the usual naming format. "lastname\_assignment3\_CAS111SS19.pdf".

### HOW YOU WILL BE GRADED

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This assignment is worth 50 points.

**10 points** for meeting the color requirement of 2-3 colors.

**10 points** for for meeting the requirements of 2-3 type faces.

**10 points** for meeting the shape requirement .

**20 points** for your execution of letterpress poster design.

### DEADLINE

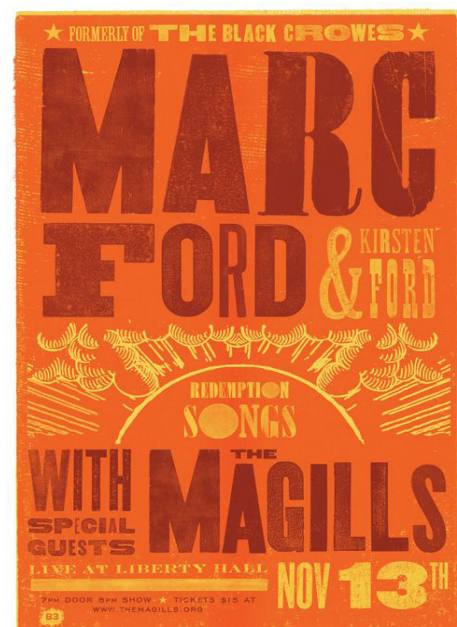
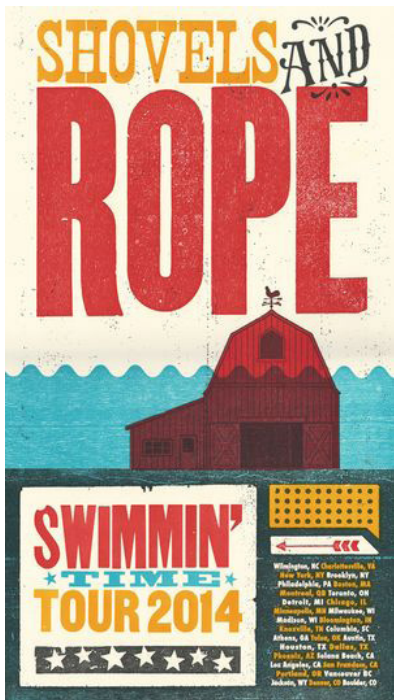
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This assignment is due **Thursday, January 31, by 5pm** (est).

# ASSIGNMENT 3

## LETTERPRESS POSTER

### INSPIRATION





Aaron Copland

**BILLY  
THE  
KID**

Ballet Suite

# Xiaomi

★ MI BAND 2 ★



**\$19.99**



# LOGIC

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