'BE GREEN' STREET POSTER

California Institute of the Arts
Undergraduate Program in Graphic Design
Optional project for admissions portfolio



The following project is optional but highly recommended particularly for applicants who lack examples of graphic design in their admissions portfolio.

BE GREEN STREET POSTER

Demonstrate your abilities in designing a visual message. According to the specifications below create a street poster for the Be Green campaign and include it as part of your portfolio for admissions to the CalArts Program in Graphic Design.

PROJECT BRIEF

Design a 12" x 18" vertical street poster for the Be Green campaign. Your audience is the general public. Imagine that your poster will be displayed at bus stops and train stations in any big city. The goal of the Be Green campaign is to motivate people to adopt a more eco-friendly lifestyle. Your poster must combine type and image to create a powerful, clear, and memorable visual message. You may work digitally or with traditional materials or any combination of both.

Focus on creating an inventive and communicative visual message and a well composed design. On page 3, you will find a selection of historic and contemporary posters by professional and student designers that may be helpful and inspirational. HAVE FUN!

PROCEDURE

Step 1 CHOOSE A TOPIC

The Be Green campaign consists of five topics. Choose ONE topic from the list on page 2 and design a poster for that topic.

Step 2 DEVELOP AN IMAGE CONCEPT

Brainstorm and conceive of an image that will motivate your audience. Thumbnail sketches are a great way to think visually.

Step 3 CREATE YOUR IMAGE

Once you've decided on your image concept, create your image using a medium of your choice: digital, drawing, painting, photography, photo-copy, collage, mixed-media, etc.

Step 4 DESIGN YOUR POSTER

Next, integrate your typographic information with your image to create a dynamic composition. Your poster must include a title and sub-title from the choices on page 2. Create your type with a medium of your choice: digital, hand-made, collage, etc. Be sure to consider style, color, and how they relate to your message. Compose your type and image elements any way you wish. Elements may rotate, overlap or bleed off the edge. Your poster must be 12"x 18", vertical.

Be Green Topics and poster specifications: Choose ONE topic and include both the title and subtitle.

12"

18"

ELEMENTS MAY ROTATE,

OVERLAP, OVERLAP,

OR BLEED OFF THE EDGE

SHARE RIDES

TITLE: *Be Green*
SUB-TITLE: Share Rides
Sharing rides to school and work reduces emissions and helps reduce global warming.

ALTERNATIVE ENERGY

TITLE: *Be Green*
SUB-TITLE: Use Alternative Energy
Electric cars, solar and wind power are just few sources of alternative, non-carbon energy sources.

BUY LOCAL

TITLE: *Be Green*
SUB-TITLE: Buy Local
Purchasing food and other goods from businesses in your area reduces energy and emissions that would otherwise be used to transport the same goods to your area.

RIDE A BIKE

TITLE: *Be Green*
SUB-TITLE: Ride a Bike
Riding a bike to work or school reduces emissions, fossil fuel dependency, and promotes green living.

CHANGE YOUR LIGHT BULBS

TITLE: *Be Green*
SUB-TITLE: Use Energy Efficient Light Bulbs
Replacing traditional light bulbs with energy efficient bulbs is an easy way to conserve energy and help reduce global warming.



LESTER BEALL, 1953, U.S.

A simple, stylized image, and minimal elements are used in a dynamic composition to create an urgent visual message. Lester Beall's famous series of posters for the Rural Electrification Administration informed it's viewers about the importance of assuring basic utilities to all citizens of the U.S., particularly those living in rural parts of the country.



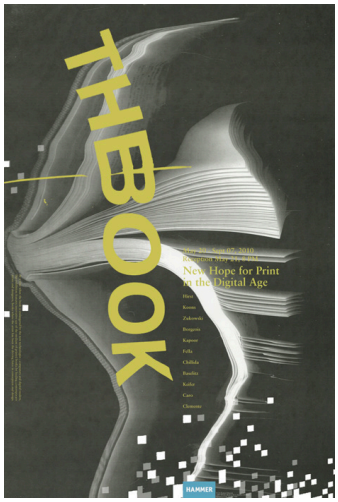
JOSEF MÜLLER-BROCKMANN, 1953, SWISS

A dramatic use of scale is employed for one of Müller-Brockmann's most well known posters for the Automobile Club of Switzerland. The jumbo motorcycle is too large to fit in the poster and the ground-level point of view makes a menacing impression as the bike speeds toward the young boy. Schützt das Kind! or "Protect the Child" uses a minimal amount of elements and dynamic photography to create it's memorable message.



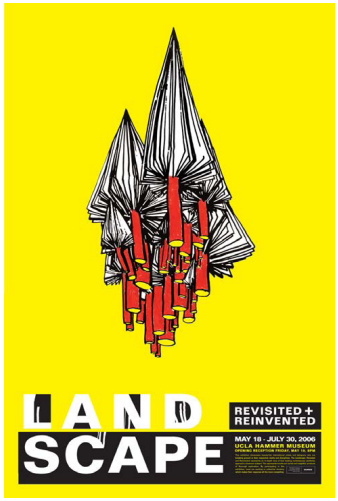
STUDIO DUMBAR, 1995, DUTCH

Dynamic photographs of dancers are combined with human-sized musical notes to create an image that communicates modern dance & music to promote The Holland Dance Festival. Organic forms and contrast in direction mimic the movement of dance in a composition that doesn't even need color to create a memorable visual message.



DAVID DAVIS, CALARTS DESIGN STUDENT, 2010

For his poster promoting an exhibition of the plight of the printed book in the digital age, David Davis used a photocopier to create his image. A book is captured in a precarious moment, as it either evaporates into history or as it is being converted from a tangible object to digital information.



AARON VINTON, CALARTS DESIGN STUDENT, 2006

A image of dismembered, floating trees is used to represent an exhibition of contemporary landscape painting. The surreal and eerie mood of the image suggests that the exhibition depicts the traditional subject of the landscape in a new and unexpected way.



KAORU MATSUSHITA, CALARTS DESIGN STUDENT, 2011

Kaoru Matsushita used a simple photograph of her friend as the base for her exhibition poster which promotes figurative art in the digital age. The poster suggests that the proliferation of images via cell phone cameras and the internet has changed the way we consider representations of familiar subjects.