Design Observer Poster

Create a poster promoting Design Observer, a web site of critical essays and selected writings on design culture. The aim of the poster is to express what the site is about and to get people excited about visiting. The audience is potential readers, both designers and laypeople.

Some questions to prompt ideas for your poster:
Why is the site about "design culture" rather than simply "design"?
How does DO deliver information differently from a book or magazine about design?
How is DO different from a portfolio site, such as AIGA Design Archives?

Process

Begin by reading about "Design Observer 3.0" at
http://observatory.designobserver.com/entry.html?entry=9707

1 : Essence Statement / 150 to 300 words
Delve deeply into the content—educate yourself on what DO is all about and develop your own understanding of its essence. What is DO's mission? Its personality? Write a short "essence statement" describing DO in 150 to 300 words.

2 : Word List / 100 items
Make a long list of words and/or phrases describing and related to DO's essence; keep going until you have 100 items on your list. Use the word list as a jumping off point for visual ideas.

3 : Pencil Sketches / 10
Brainstorm ideas about how DO's essence could be expressed visually with type. Consider how each item on your word list might play out visually; other ideas (not from the word list) are also valid. Look for the unexpected avenues. Pencil sketch extensively. Formalize your best ideas into 10 thumbnail sketches for the poster. Consider how composition can enhance your ideas.

Due Dates

Mon Mar 1
Text Project (5 compositions)
Essence Statement, Word List and Pencil Sketches for poster

Wed Mar 3
Development of poster ideas, visual trials

Mon Mar 8
3 draft layouts, tiled on 11x17 in b+w
Small group pin-ups

Wed Mar 10
Interim Critique
One or more versions, tiled on 11x17 in color

Mon Mar 22
Begin new project
Quiz 2

Wed Mar 24
Final Critique

Poster Specs

16x20 inches
Full color
Type and line only, no imagery
Include all text provided
You may add text as needed