

Brief

Create a set of type-driven components for an event called ‘Total Power Move’. The event is a night of conversations that deal with the subject of power. Speakers take the stage to share their personal stories, as powerful graphics unfold on the big screen, similar to a live ‘magazine’.

Each student is assigned a section of the show’s run-of-show — a talking script of the night’s six speakers. Each student should render their portion of the script into a series of graphics that are displayed on a big screen as the speakers deliver their stories in a live setting.

Drawing from the whole script, students will also produce a poster and a social media card that advertises the show and showcases its speakers.

Component A—Poster

Component B—Presentation graphics

Component C—Social media assets

Students may trade script assignments.

All projects must use Agipo family of fonts. Font files can all be found on Shared Resources folder on our Google drive.

Due April 9 at the beginning of class.

Schedule

- 2/26 Project 2 Introduction
- 3/5 Bring initial ideas and sketches in InDesign for at least one Component (recommend Component A—Poster). Sketches should show at least two typographic directions.
- 3/12 Bring refined sketches of Components A, and lay out Component B. Be sure your sketches deal with the issue of rhythm and composition. Small group critique.
- 3/19 SPRING BREAK
- 3/26 Component B should be mostly completed. Bring early sketches for Component C. In class, present your design system as it stands for class feedback.
- 4/2 Bring refined sketches for Component C, and revisions for B and A, for final 1:1 feedback
- 4/9 Project 2 due; full run-of-show in class with audio.

Component A—Poster

Format

- A single printed poster

Size

- No smaller than 11"x17" and no larger than 20"x30"

Color

- CMYK
- Images permitted, but should be a type-driven design

Typeface

- Agipo family by Radim Peško

Working Deliverables 2/26–4/2

- InDesign file with guides and grids, showing multiple directions and various experiments

Final Deliverables on 4/9

Digital presentation

- Export a PDF and upload onto Project Submissions
- Naming convention:
Firstname_Lastname_PUCD2130-K_Project2_A.pdf

Physical presentation

- Printed and trimmed poster

Component B—Presentation graphics

Format

- PDF
- Minimum 15 slides

Size

- 1920px wide by 1080px high

Color

- RGB
- Images permitted, but should be a type-driven design

Typeface

- Agipo family by Radim Peško

Working Deliverables 2/26–4/2

- InDesign file with guides and grids, showing multiple directions and various experiments

Final Deliverables on 4/9

Digital presentation

- Export a PDF and upload onto Project Submissions
- Naming convention:
Firstname_Lastname_PUCD2130-K_Project2_B.pdf

On 4/9 we will go through the entire script with audio recordings from the live show. Students should present their graphics along with the audio recording

Component C—Social media assets

Format

- h264 MOVs

Sizes

- 1080px wide by 1920px high (9:16 aspect for Stories)
- 1080px by 1080px (1:1 aspect for Instagram)
- 1920px wide by 1080px high (16:9 aspect for Twitter)

Color

- RGB
- Images permitted, but should be a type-driven design

Typeface

- Agipo family by Radim Peško

Working Deliverables 2/26–4/2

- After Effects compositions, showing multiple comps and various experiments

Final Deliverables on 4/9

Digital presentation

- Export an MOV and upload onto shared drive
- Naming convention:
Firstname_Lastname_PUCD2130-K_Project2_C.pdf