

Multimedia Production Poster Assignment Using Illustrator

General Description:

You will be making a full page poster for an event, concert, lecture, or meeting using Illustrator. Some completed examples would be the Cheshire Cat concert poster, the Bedlam Ballroom poster, or the Tech Wars movie poster.

The project must meet these criteria:

- Complete information about the event in different types of creative text envelopes. The information should include the name of the event, its location, date, and time. Place each text item in a separate layer.
- Create at least three original illustrations that are appropriate for your event.
- Your project file should have at least 12 layers of graphics and text. One of your illustrations should have at least three layers of drawing work.
- Provide a background and filigree artwork around the edges or where it is needed. Place these in separate layers.
- A layer with your credits, in this case your name, period, class, and school.
- Your poster must be 8 x 10 inches in size, and be printer ready. Be sure to do a print preview soon after you create the file to confirm that the size is correct.
- All the elements of the poster must be created in Illustrator. No photos are permitted.

Grading Points.

At least twelve different layers present = 15 points

Correct size and print ready = 10 points

Your personal credits in a layer = 5 points

Four examples of customized text from clipping masks, text path tool, etc. 5 points each = 20 points

Three illustrations 10 points each = 30 points

Illustration Rubric: Outstanding = 10, Excellent = 8, Good = 6, Average = 4, Poor/Minimal = 2

Background and filigree = 5 points

Artistic impression = 15 points

AI Rubric: Outstanding = 15, Excellent = 12, Good = 9, Average = 6, Poor/Minimal = 3

Total = 100 points