

# design lab::05

## Classical Music Concert Posters

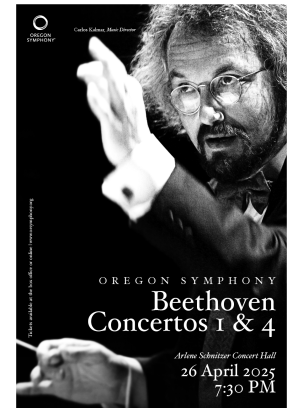
### Assignment ::

For this design lab, create *three* different posters to promote a classical music performance by the Oregon Symphony. The design should reflect the type of music event it is and work to connect with the Symphony's target audience. Review the content and determine what you think is the most-appropriate hierarchy for the information provided. Work to represent that hierarchy in each of the three posters.

### Variations ::

Each version of the poster will use the same content but have different constraints. Work to make each design distinct from the others. Look to change typefaces, layout, and tone from one poster to the next.

Design your posters following these requirements:



# 1

#### Image Emphasis

One of the provided images should be given the most visual emphasis/weight (see example to the right).

Name this file 01\_image\_emphasis.indd

# 2

#### Typography Only

Use only type in this version. You may add additional characters/type as-needed (for example, an oversized T used as perpendicular lines). Converting type to outlines to treat them as graphics might help here.

Name this file 02\_typography.indd

# 3

#### Elements of Design Focus

You may use any mix of content types—text, images, shapes, etc.—of your choosing. However, your design should clearly represent the Element of Design given to you, working to give focus using that Element.

Name this file 03\_element\_focus.indd

### Specifications ::

- Each poster should be 11"×17" in portrait orientation. Set a reasonable margin to keep important elements away from the trim line.
- If any elements touch the edge of the page, use a .125" bleed. If you use bleed, be sure to print on 12"×18" paper and trim to size after printing. Text weight paper is just fine.
- Do not use any color—keep the designs grayscale/black-and-white.
- Experiment with different text alignments (centered, justified, align left or right), including vertical text (either rotated or stacked).
- Include the provided Oregon Symphony logo, either black or white/reversed, and do not alter it in any way other than scale. Changing the opacity of the logo is OK.

**Dates & Deliverables ::**

Create a folder for this Design Lab, naming it `lastname_design_lab_05`. Save all files—InDesign document and linked images (if any)—to this folder. When done, upload your folder to the shared Drop Box on Google Drive for this class. In addition, upload a PDF of your design to Canvas.

Print all three of your layouts on the VC Color printer in grayscale, trim the design to its final size (if necessary) and bring it to class. Pin them to the critique wall in 4/225 prior to the start of class on the Design Lab due date, with your posters stacked three-high in this order: *Image Emphasis* (top), *Typography Only* (middle), *Elements of Design Focus* (bottom).

This Design Lab is due by the beginning of class on **Wednesday, April 23rd, 2025** (Week 04). Be prepared to discuss your work with the rest of the class.