

In-class Assignment

05.10.07

due: 05.17.07 beginning of class

Utilizing the font created in lab, generate a promotional sumo-size card for a theatrical (or cinematic) production of **Macbeth**.

For today: formalize your concepts from last lab. The template provided from Modern Postcard will be used later in the course, so save this information.

PART 1: 05.03.07

- Break down the traditional reading format of the heading for *Macbeth* using class font. Provide three mockup versions of heading.
- Modify the font slightly—do not make radical changes, do not re-invent the font.
- Additional *graphic* enhancements are permissible. Limit the design to one, small iconic image. *Type is the solution to your work in this case, not imagery.*

PART 2: 05.10.07

- Do not use default swatches in program. Set up an elaborate color scheme.
- Secondary font appearing on back of card should work with the class font, not contrast against it's message.

DO NOT USE:

Arial, Helvetica, Formata, Futura, Gill Sans, Myriad for additional text.

- A mock-logo will be supplied on transfer space.
- Front of card will be presented in CMYK; back of card will be BW.

- Necessary secondary info for back of card:

Theatre in the Round

245 Cedar Avenue
Minneapolis MN 55454
612.333.3010

Theatre in the Round presents:
William Shakespeare's
Macbeth

July 6 - August 12, 2007

Show times:
Fridays and Saturdays: 8:00 pm
Sundays: 2:00 pm

Regular tickets are \$20.00 each. All seats are reserved. Discounts are available. Contact the box office for full details: 612.333.3010.

There are three main objectives:

01. Provide a *typographical* design with abstracted background for front of card utilizing class font.

02. Design back of card with unique style, unique presentation of information. Break down the expected reading styles.

03. Show you completed adequate research by utilizing a design which translates the play's subject matter to your theme.

Printed Format: Tabloid size paper; landscape; color.

Show crop marks/printer's marks.

Digital Format: Save folder titled with your last name. All support documents should be included in this folder: back up images, fonts, research images, images folder and finalized production document.

This file should be too large to place on transfer space; burn a CD with all pertinent information. Keep it organized and planned for easy viewing.

