

School Spirit and Promotion Poster (Project)

Computer Graphics

John Jay High School
Department of Technology Education

Mr. Butler

Team Members: _____ Date: _____ Period: _____

Introduction:

In this activity you will be designing a poster 24"x36". In this activity you will be utilizing skills acquired in Adobe Photoshop. You will be working in teams of 3-4 students where you will be responsible for obtaining your own imagery thorough the use of digital photography and scanned imagery.

Design Challenge:

You and your team will be responsible for creating a school advertisement poster which will hang in the hallways of John Jay. Your poster will focus on an area of the school. You and your team may choose one of the following areas to focus on:

- John Jay Sports
- John Jay Activities
- John Jay Academics
- John Jay Clubs
- John Jay Department of Technology
- Faces of John Jay (students, faculty and staff)
- Other: _____

Directions:

1. Choose a topic (look at list above)

Instructor Approval: _____

2. Draw all group ideas out on paper as thumbnail sketches

Instructor Approval: _____

3. Choose one idea, and expand upon it. Draw a rough sketch on how your layout will look.

Instructor Approval: _____

4. Design your idea/rough sketch on the computer using Adobe Illustrator and Photoshop. Your document size will be 24" x 36", RGB (Red Green Blue) color mode @ 300dpi/ppi resolution. You will convert your final flattened document to CMYK color mode before you print.

Instructor Approval: _____

5. Print your poster in black & white on 8.5"x11" paper.

Instructor Approval: _____

6. Print your poster in color on 8.5"x11" paper.

Instructor Approval: _____

7. Your instructor will print your final poster on the HP Plotter as 24" x 36" document.

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School Poster Thumbnail Sketch

Note: Each team member will be responsible for making one sketch.

Sketched by:

A large empty rectangular box for sketching a school poster thumbnail.

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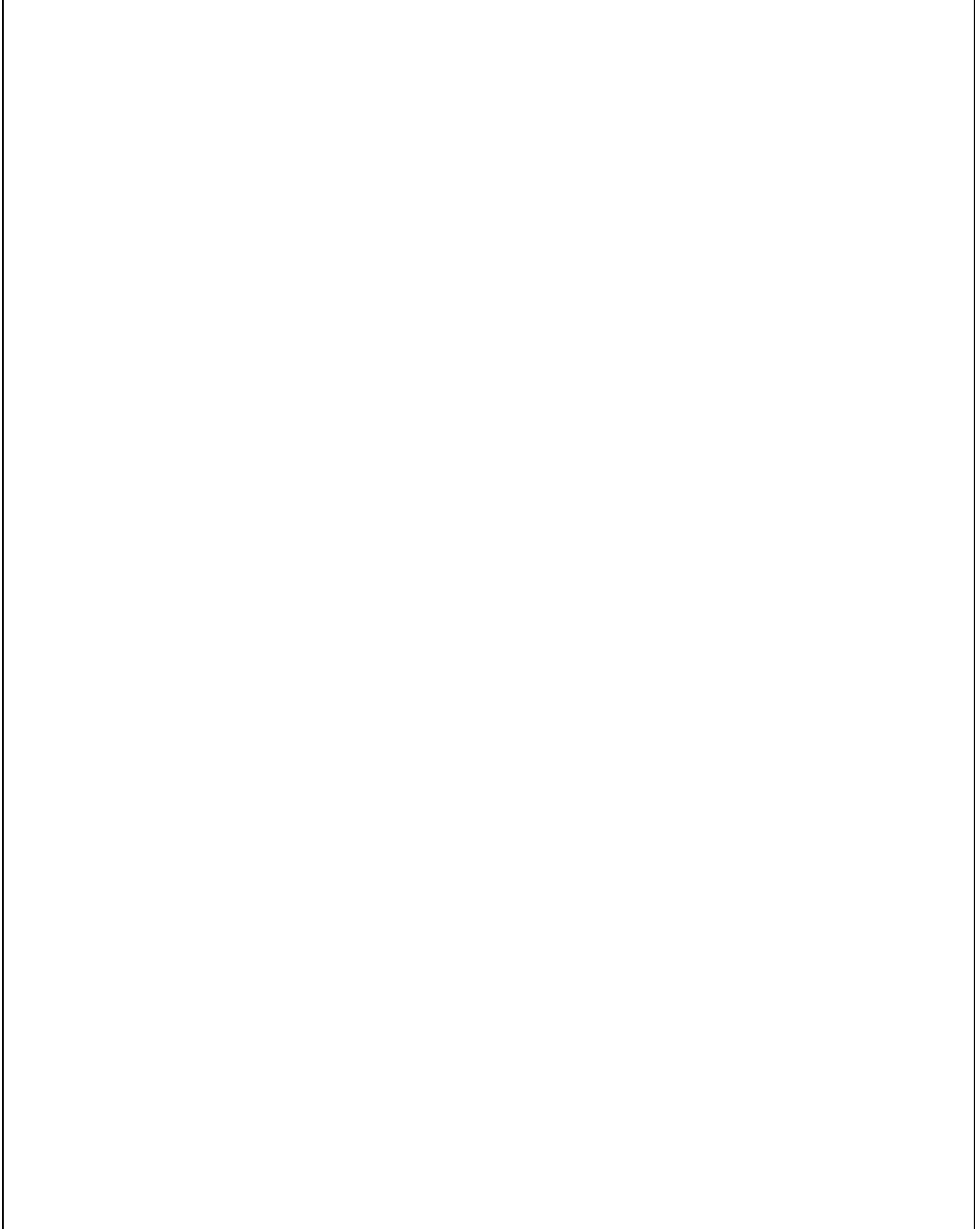
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Final Rough Group Sketch



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School Poster Grading Rubric

Design Grade

Thumbnails

Separate layouts from each group member _____/20

Instructor's Approval _____/10

Rough Sketches

Mechanical Layout _____/20

All Information Included _____/20

Instructor's Approval _____/10

Total: _____/90

Final Printed Document

Instructor's Approval _____/10

Grammar, Punctuation, and Spelling _____/20

Use of Fonts and Graphics _____/25

Overall Design (Appearance) _____/25

Electronic File:

Are All Layers Labeled in Photoshop? _____/10

Is there a Flattened File? _____/10

Is the Document the Right Size? _____/10

Total: _____/110