GRAPHIC DESIGN PROJECT
PROMOTIONAL BAND CONCERT POSTER

Your goal for this project is to produce a promotional tour poster of your favorite band or performer, *using only text and/or geometric shapes*.

File size:
Height: 19in.
Width: 13in.
Resolution: 150dpi.
(Alternatively, you can swap the height and width if you prefer to make a landscape image vs. portrait)

Requirements:
1. Band or Performer name
2. Location of concert, including date and time

References:
Look at the poster examples below. Notice the <u>heavy use of geometric shape and reliance on text</u>. The blue "Futura" poster relies almost entirely on text…notice the different angles the artist used to display the text on.
Notice the heavy use of negative space with the Jazz poster, and the clever placement of the "Jazz" text.
The "My Bloody Valentine" poster is a series of posters done in the **Bauhaus**, German minimalist style.

Questions: Which of the posters below is most successful and engaging? Why do you think that is?
Which is the least successful? What elements make it the least successful?
What decisions will you make to create an effective, engaging and informative poster?