

Design Memo : *Kristine R. Hall*

To: Professor Londie Martin

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PROJECT 3: EVENT POSTER

"If you can put the dynamics of the relationship into words, you have power over it."— Robin Williams, The Non-Designers Design Book, excerpts from Chapter 12.

Section 1. Introduction and Purpose

The purpose of this project was to create an Event Poster which identifies an event you want to publicize and create a poster that will accomplish your communication goals in both digital and print environments (e.g., pasted to a wall, distributed via Twitter). This project departs from previous course projects in a significant way: you must now analyze the rhetorical situation of a specific event and the needs of a specific community, organization, or business as they try to reach a specific audience. To assess your rhetorical situation, you will need to conduct primary and secondary research (e.g., talk to people, search online), and you will need to identify potential audience members to consult during planning and revision stages. An effective poster will use typography, space, color, and shape to attract and hold attention, convey purpose, aid memory, and inspire action. For this project, you must identify a real upcoming event, but you do not have to be affiliated with the event or its sponsors in a formal way.

For my event poster I chose to create a flyer for a benefit concert for First Responders in support of Covid-19. I used one of my favorite groups as inspiration...The Cure with Morressy and the Smiths. My oldest son worked at Vino's all through his senior year so we became familiar with the bands and event posters the owner would display.

Section 2. Description of the Users/Readers

My intended audience would be rock/punk/goth/80's retro music lovers. I wanted the poster to convey the dark wave of the 80's and the pandemic we are experiencing. I wanted to keep the color scheme simple and use face types to make an impact. Along with my color scheme I added a Cure pic, biohazard and Covid-19 graphics which I set to background, along with a local radio station logo and Vino's logo. I love how the poster turned out and I plan on dropping a copy off at Vino's just for fun.

Section 3. Description of the Context and Design

When looking at my poster, I used a standard letter paper dimensions of 8.5 x 11 inches. I liked this size because when making color copies the poster will be affordable. Large, or odd shape dimensions can be costly when printing. When looking at my design I can see where I am unaccustomed to using different fonts. **The Chiller font I chose is outside my norm (which may be considered a design constraint). Working with it took some getting used to.** I had to bold it, along with playing around with the text spacing (set to Loose or Tight) to achieve my desired look. As far as contextual challenges, the venue might be considered questionable. Vino's is located downtown and though it's next to a fire station, it could be considered a moderate risk area after dark, that being said my targeted audience is more than likely used to attending music concerts off the beaten path.

Section 4. Design Rationale

When I started brainstorming ideas for my poster design I was inspired by my fiancé and his love of the Cure and really all 80's goth/punk/electronic music, our framed concert poster collection, and Vino's Pizza Pub (the best pizza in the little rock area). In the class readings, Schriver, Ch 3 - How Documents Engage Readers' Thinking and Feeling – excerpt pg 152 stated “To create effective communications-ones that are sensitive to the needs of audiences-document designers must understand how readers might think and feel as they interact with documents. They must anticipate what their audiences need and expect.” After reading this article, and with Covid in the headlines daily, I wanted to make a play on **The Cure 4 Covid concert poster.**

In the graduate reading from Foss “Theory of Visual Rhetoric” the article states “Conceptualized as a communicative artifact, visual rhetoric is the actual image rhetors generate when they use visual symbols for the purpose of communicating. It is the tangible evidence or product of the creative act, such as a painting, an advertisement, or a building and constitutes the data of study for rhetorical scholars interested in visual symbols. Visual rhetoric as an artifact is conceptualized broadly to include both two-and-three-dimensional images such as paintings, sculpture, furniture, architecture, and interior design. The images included under the rubric of visual rhetoric are equally broad in terms of their functions. Both aesthetic and utilitarian images constitute visual rhetoric—works of art as well as advertisements, for example.” The article went on to say not every visual object is visual rhetoric, the visual object must include these three markers to qualify as visual rhetoric: Symbolic Action (symbols, shapes, and color), Human Intervention (human action of some kind, process of creation or in the process of interpretation), and Presence of an Audience, (the visual rhetoric must appeal either to a real or an ideal audience. Even if the only audience for an image is its creator, some audience-and thus the implied act of communication, is present in visual rhetoric.”

I wanted to make sure my design followed Foss' theory and **incorporated**

Section 5. Design Evolution and Reflection









When I look back at my design process, I have to say I was pretty focused from day 1 on my poster design. After locating the right image of the Cure it all fell into place after. The only real difficulty I had during the design was trying new techniques with font shading/ glowing (can be seen on my rough draft) as a means to highlight the text in areas of contrast. It didn't work and I conceded to just using a text box with color fill. I also took into consideration the feedback I received this week, and made changes to the font placement and giving a description what the concert is for.

I think I might frame this poster too, it's definitely a concert we would have attended, and what better way to mark a time in our lives when we had to stay away from group gatherings which has led to daydreaming about what or where we would go “if only” Covid-19 wasn't a health risk.

Section 6. Self-Assessment Rubric

Copy this chart and paste it into your memo. Assess your work by placing an X or check mark in the column you think (based on the evidence you provide in the rest of your memo) best reflects your work.

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	A: exemplary, far beyond requirements & expectations	B: exceeds requirements & expectations	C: meets requirements & expectations	D: underdeveloped, does not meet requirements & expectations
Inspiration Collage				
Level of Effort Invested in Rough Drafts				
Participation in Peer Response & Classmate Support				
Quality of Final Draft Based on Specific Learning Goals for the Design Project				
Quality of Design Self-Assessment Memo: Editing & Style				
Quality of Design Self-Assessment Memo: Use of Specific Evidence				
Ability to Meet Project Deadlines, Including Peer Response Participation				
Based on this rubric and the evidence I provide in my Design Self-Assessment Memo, the grade I earned for this project is:				

GRAPHICS AND FONTS USED:

Covid-19 Graphic: <https://centraljersey.com/2020/05/17/old-bridge-officials-report-20-new-covid-19-cases/>

The Cure Graphic: <https://do312.com/events/2018/7/13/primary-the-cure-still-il-the-smiths-tributes-at-beat-kitchen>

Biohazard Graphic: https://www.google.com/search?q=biohazard+graphics&client=firefox-b-1-d&source=Inms&tbm=isch&sa=X&ved=2ahUKEwiL1_KQ2ILqAhXDKM0KHxm7C1oQ_AUoAnoECAwQBA&biw=1525&bih=1134#imgrc=l76ySw3tTiTPM

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