

P O S T E R

Quarter 6

Project 4.1

Week 8

Objective:

To emphasize the idea of concept and the symbiotic relationship of words and images, further the student's understanding of audience definition and communications targeting.

Lecture Outline:

Branding
Positioning
Market
Concept
Audience

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Assignment:

Design the poster “The Great Texas Chili Cookoff”

Friday, July 14, 2006-6:00 pm to Midnight

Saturday, July 15, 2006-1:00 pm to Midnight

Auditorium Shores at the Congress Avenue Bridge Austin, Texas

100's of Chili Competitors including 2005 Medalists: Bad Attitude, El Yucateco Green and Capital Punishment

100's of Beers featuring Blackhorse, Rattlesnake, Pale Rider and Bat's Breath

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“Like the 78 rpm record, the poster is an innovation of the late nineteenth and early twentieth century. Today in an era of digital compact discs, the poster remains what it has always been; a large printed sheet of paper.

That posters haven't changed - or disappeared from the face of the earth - is testimony to the fact that in the face of amazing technology, nothing has come along that serendipitously and spontaneously grabs people's attention like a good poster.”

(Robt. Brown, The Poster Society)

100's of Bands including Broken teeth, Black Joe Lewis, Muchos Backflips, Texas Rollergirls and The Oil Pan Sluts

Size: 22" x 34"

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Lecture(s) / Procedure:

8:00am Project Intro Mondays
Lecture

8:00am Other Mondays
Individual Consultations

11:00am Wednesdays
Interim Critiques
Group Discussion

11:00am Fridays
Interim or Final Critique

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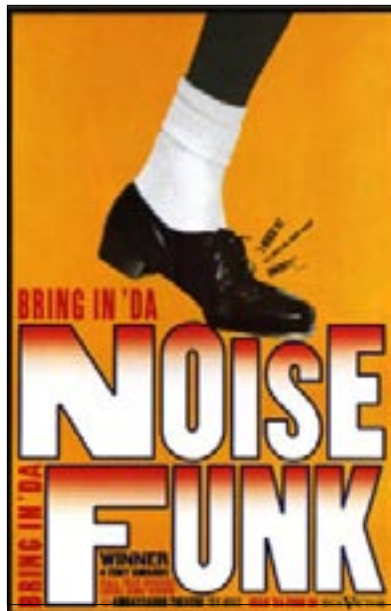
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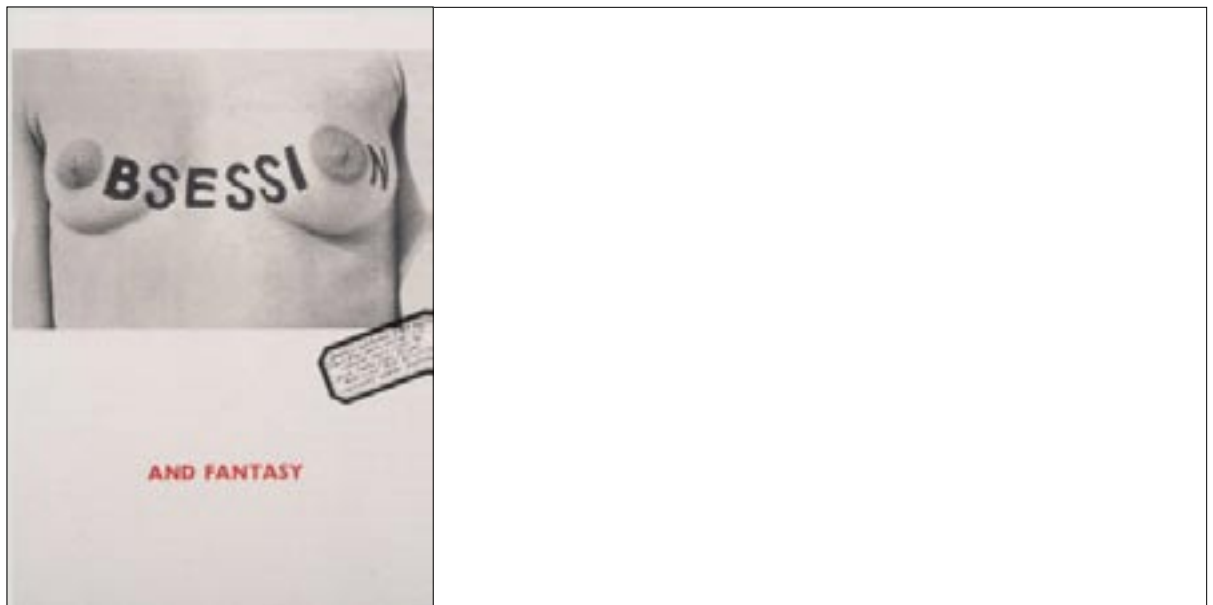
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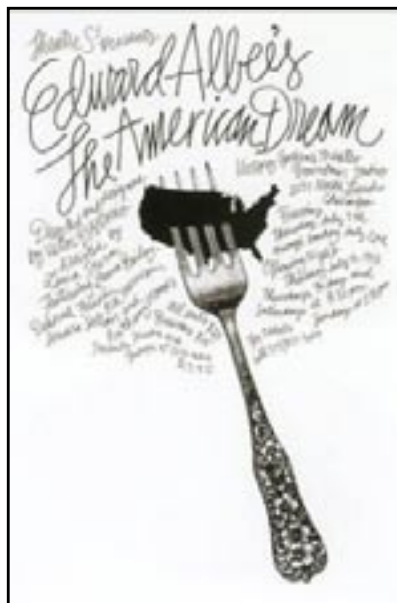
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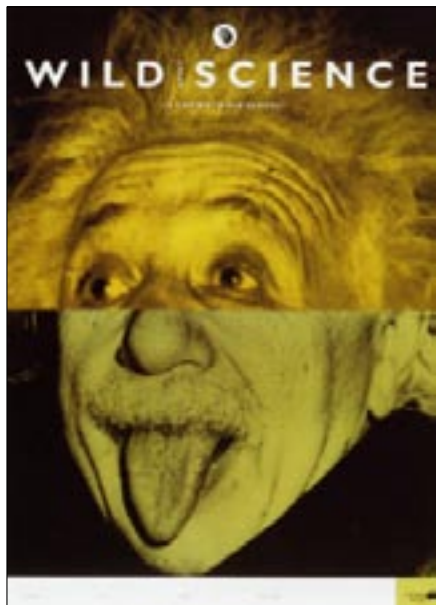
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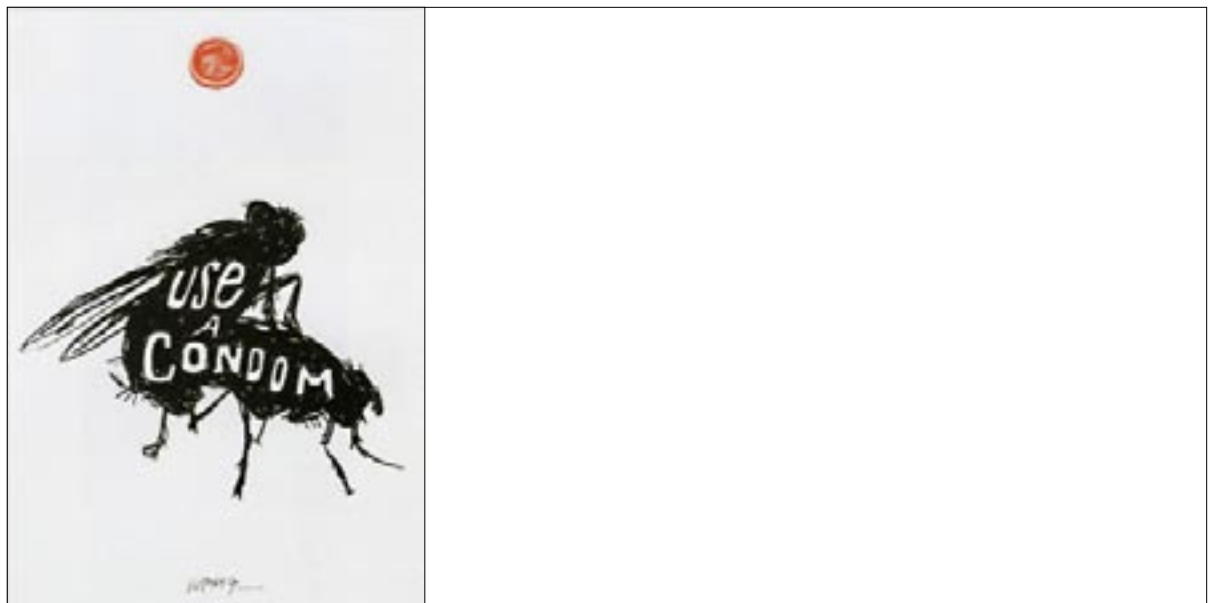
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