

You will be designing a series of 3 abstract travel posters for specific locations in your environment, based on the sound character of each particular place. A successful set of posters will convey a specific place through a visual interpretation of its associated sounds, within the limited means of the assignment.

You'll start by making audio recordings in a number of areas, choosing the most interesting, and analyzing the specific attributes that each audio environment has. After studying these qualities, you'll design a set of 18"x24" posters using pure geometric shapes.

Process Step 1: Choose your locations and record your audio. Pick 10 areas in your environment—these can be obvious (a busy street) or subtle (the hum of an air conditioner in an otherwise quiet room). Try to explore as many places as possible and think about areas that might give interesting results. Make at least 10 audio recordings, one to three minutes each. You can use any recording device you wish (your phone, digital recorder, tape player) but keep in mind you'll need to easily access and listen to the audio, so digital is preferable.

Step 2: Pick the best 3, Analyze, Create Thumbnails
Out of all your recordings, choose the three that are most interesting. For each of the three places, compile a list of 15–20 adjectives that can be used to describe their specific audio environment. Try to be as specific as possible. Think about ways these different adjectives can be represented using simple shapes. Begin sketching a series of 10 small 3"x4" thumbnails for each place (30 thumbnails total). These should be executed quickly (by hand in pen or pencil) to get your ideas out, but be sure that the elements of your ideas are clearly understood—what shapes are being used, what form they take, etc. We'll go over these and choose the best ones to pursue further.

Step 3: Sketch Poster Ideas

For each of your places, make two 6"x8" refined rough designs for your posters. (That's six total.) By this point you should be working on the computer, and your shapes and colors should all be carefully considered. Print these in color, and we'll have an in-class group critique to discuss our ideas before moving forward.

Step 4: Refine

Using the best design for each of your three places, create a full-size (18"x24") rough poster for each.

Step 5: Add Type

Choose a typeface and setting that you feel fits the shared identity of your three spaces. Font, size, and placement should be similar for all three of your posters, although minor variations are allowed if necessary to fit the layout. Print your three posters again in full size to discuss in class.

Step 6: Final Presentation

You should have 3 finished 18"x24" posters printed on nice paper using the lab plotters. We'll be hanging them all up for our group discussion. Be sure and also bring your recordings for reference!

Rules

- You are allowed to use two of the three geometric shapes (Circle, Square, and Triangle) on each poster. (i.e., you can have circles and squares, or squares and triangles, but not all three)
- Your shapes must be Perfect shapes (all sides equal)
- You can use your chosen shapes as many times as necessary
- You are allowed to use three colors for each poster
- One color must be shared with all three posters
- You must choose one typeface to be used for all three posters
- Each poster must feature the name or location of its specific place
- Your three posters must read as a series

Typefaces

Serif: Garamond, Caslon, Baskerville, Bodoni
Sans serif: Helvetica, Franklin Gothic, Gill Sans, Futura
Slab serif: Rockwell, Century Schoolbook
Monospace: Courier, Letter Gothic

**Assignment 3
Sound Posters (con't)**

Fall 2012, Art 081 231
Rutgers University
Mason Gross School of
the Arts

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Section 1 WF 12:00–3:00pm
Section 2 WF 3:20–6:30pm

Section 3 WF 3:20–6:30pm
Section 4 WF 12:00–3:00pm

Office hours by appointment.

Schedule

Fri, November 16: Bring your 10 audio samples to class in a form that's easy to play, with the three you'd like to work with already selected. Bring your lists of adjectives for your three favorite recordings.

[thanksgiving]

Wed, November 28: Mid-project critique: bring two 6"x8" refined rough designs for your posters to class, printed in color and trimmed.

Fri, November 30: Refine your posters, and begin incorporating type.

Wed, Dec 5: Bring full-size prints of your three posters to class for discussion.

Fri, Dec 7: Full-size final posters due at the start of class, and be sure to bring your recordings so we can listen to them alongside your designs.