BRANDING
PART 2: MUSEUM POSTER

One of the most important objectives in graphic design is to clearly formulate a brand's visual identity. This brand identity needs to be based on the creative brief and the audience defined therein.

GOALS:
- Create a clear brand identity of a company, based on your logo and your creative brief.
- Explore the design possibilities of posters.
- Develop typographic hierarchy in a design.
- Learn to save the document with the correct settings for a bleed

Start forming your brand identity by studying your final logo. Look at all the shapes, lines, colors, and fonts of your logo. Most, but not all, of your brand's identity is already present in your logo. Once you've discovered them, look for creative ways to incorporate these visual elements into your poster. For instance, are there rounded strokes and curves or are there more angles?

REQUIREMENTS:
The goal of this poster is to advertise the museum, aiming to get new visitors from your target audience.

✔ The poster must include all of the following:
- A sentence/phrase hinting at the museum's mission
- At least (3 different) prices for adults, students, and members
- A list of 3–4 upcoming exhibits, with their dates
- The logo
- All (fake) contact info, including address, phone, email, and website. (You'll make up all of this info.)

✔ You must also design this poster to use a bleed (this is so you get the experience of saving the document with the right settings to make the bleed work).

✔ Set up your document using the directions on the next page.

INSTRUCTIONS FOR IMAGES AND COPY (TEXT)
For the photos in your design, use **only** photos from these sources (**or** photos you yourself have taken): Pixabay.com, Unsplash.com, and Pexels.com. All vector artwork must be your own. Make up text based off of other existing museums and what you have written in your creative brief.

IMPORTANT: Set up your document using the directions on the next page. I will be looking for these settings when I grade them

DOCUMENT SET-UP INSTRUCTIONS

Set up your document, in either InDesign or Illustrator as follows:

– CMYK (& Print res)
– 11" x 17" (tabloid size), portrait orientation
– .25" bleed, at least
– .5" margin (use view -> snap to grid)
- Note: If we weren't doing this online, you would be printing it on 12" x 18" paper, and then trimming it down to the exact 11" x 17".

SAVING INSTRUCTIONS

When you are finished in Illustrator, save as a PDF with these settings:

– High Quality Print
– Turn on Trim Marks
– Select "Use Document Bleed Settings"

EVALUATION

	5	4	3	2	1
Creativity and concept of poster layouts	5	4	3	2	1
Branding is consistent with the logo and the audience previously defined	5	4	3	2	1
Effectiveness of typography: clear hierarchy, appropriate fonts and weights, orphans resolved, etc.	5	4	3	2	1
Effectiveness of layout, color, and other design choices	5	4	3	2	1

	yes	somewhat	no
Craft/professionalism of final print	yes	somewhat	no

____Free of smudges, bends, or wrinkles
____Correct paper size and weight
____Correct use of bleed and trimmed neatly to the correct size
____Follows all directions provided
____Other neatness/professionalism issue

_____% (out of 100 points)