

ADV1160

Instructor: Genevieve Hitchings

Poster Design

Stage 3: Using the nine typographic exploration of the circles of hell you will explore ways to integrate these three words into an advertisement for a performance of Dante's Inferno at the Public Theatre in NYC. The poster should be designed using only type and color (no photography).

For next week sketch out (pencil and paper) three different layout possibilities for your poster in either vertical or horizontal format. This is a preliminary exercise to visually diagram all parts of the poster and to explore layout possibilities in terms of, hierarchy, structure, sequence and all interrelationships within. The poster must include the following elements:

- Title:
Dante's Inferno - The Divine Comedy
by Dante Alighieri
- Typographic exploration of the nine circles of hell
- A quote from the poem (see list of options given in class)
- Date:
February 1-March 6, 2011
- Location:
The Public Theater | 425 Lafayette Street | NY, NY 10003 | 212.539.8500 | www.publictheater.org
- Logo of the Public Theater

Keep in mind: Logo, date and event location must be readable within the poster, but not a focal point.

We will evaluate your three interim compositions next week and from there begin to develop the final solution using InDesign.