

## ADV1160

**Instructor:** Genevieve Hitchings

### Project 1 Overview

Poster Design – The Divine Comedy: Dante’s Inferno

Over the next couple of weeks we will be designing a poster campaign for a performance of Dante’s Inferno at the Public Theater in NYC. The poster will be designed in a series of stages and ultimately require the following elements:

- Typographic exploration of the nine circles of hell
- A quote from the poem (list of options will be given in class)
- Title: The Divine Comedy: Dante’s Inferno
- Date and location of event
- Logo of the Public Theater

Note: The poster must be designed in InDesign using only type and color (no photography).

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#### Stage 1: Research:

Read text synopsis of the poem given in class.

#### Stage 2: Typographic exploration of the nine circles of hell

Purpose. To discover how the expression of the meaning of a word can be enhanced by letterform and letter-spacing alterations and by composition in the visual field.

Assignment. Take the words from Dante’s nine circles of the inferno:

1. Limbo
2. Lustful
3. Gluttonous
4. Misers & Spendthrifts
5. Wrathful & Sullen
6. Heretics
7. Violent
8. Fraudulent
9. Traitors

Modify these words in away that enhances their meaning. Consider the possibilities of altering the shapes of the letterforms or varying the letters-pacing in the word without compromising the legibility or integrity of the word form. Your goal is to use specific visual variables (size, weight, shape, texture, position, orientation) that might successfully support, enhance, or otherwise reinforce the meaning of each word.

#### Step1:

Create 9 thumbnail sketches: start to develop ideas with pencil and paper. I will review your interim compositions (sketches) next week and from there you will begin to develop one final solution for each word using InDesign.

**Step2:** Next week we will be using InDesign to set each word to one of the typefaces listed below that seems appropriate for the expression of some aspect of the character of each word you sketched. Remember your goal is to alter the shapes of the letterforms in the word without compromising the legibility or integrity of the word form.

Type List: Garamond, Baskerville, Goudy, Bodoni, Didot, Memphis, Clarendon, Caslon, Century Expanded, Rockwell, Universe, Gill Sans, Futura, Franklin Gothic, Helvetica.