

PROJECT 3: MS MADE

GD1 3313

F_22 / SECTION 1 & 2

START: 11.03.22

END: 11.21.22

[https://apohl.ch/msu/
fall_22/3313](https://apohl.ch/msu/fall_22/3313)

PROJECT 3: MISSISSIPPI MADE // 929 EVENT DESIGN

PROJECT DESCRIPTION

This project is a focus on event and promotional design, via the creation of a key visual.

What is a key visual?

The days of one and done event posters are (unfortunately) behind us. When designing for an event, the designer must now adapt to a multitude of formats and platforms. Historically, what was once the poster-image, has now become the key visual. A design that is versatile, adaptable, scalable.

Our goal is to design a key visual for the upcoming event at 929 Coffee House, "Mississippi Made." This key visual must be designed as a poster.

This project functions not only as a graded portion of this course, but also as a competition amongst your fellow classmates, in both GD1 sections. The winner, selected by 929 and a small jury of outside designers, will receive a free lunch and coffee from 929 and their design will be used in the promotion of the event.

All posters will be displayed at the event.

DELIVERABLES

1 11" X 17" KEY VISUAL POSTER (SUBMITTED TO CANVAS)

**1 13" X 19" KEY VISUAL POSTER (PRINTED AND TURNED IN FOR
FINAL PRESENTATION)**

*ALL FILES IN CMYK

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INFO FOR KEY VISUAL

PRIMARY: MISSISSIPPI MADE

SECONDARY: ART MARKET, LIVE MUSIC, BEER AND FOOD SPECIALS.

WHEN: DECEMBER 3 (12.03.2021) // 5 - 8 PM

WHERE: 929 COFFEE BAR // 106 E. MAIN STREET

MUST INCLUDE: ONE OF THE TWO PROVIDED 929 LOGOS

TIMELINE

*SOME DATES SUBJECT TO CHANGE DUE TO 929 AVAILABILITY

11.03.22 - PROJECT START

11.07.22 - AT LEAST 5 CONCEPT SKETCHES DUE / WORKING DAY

11.09.22 - 1 CONCEPT SELECTED / WORKING DAY

*BEGIN DESIGN IN COMPUTER BY END OF DAY

11.14.22 - 3 POSTER VARIATIONS DUE / WORKING DAY

*PRINTED ON 11X17 PAPER

11.16.22 - "WORKING" FINAL DRAFT DUE TO CANVAS

*PROGRESS CHECK IN / 929 AND JURY SEES DESIGNS

*FEEDBACK PROVIDED VIRTUALLY

11.21.22 - PROJECT FINISH / FINAL CRITIQUE AND PRESENTATION

*929 AND JURY WILL BE PRESENT

*POSTERS MUST BE PRINTED ON 13 X 19 PAPER