

P1 / MSBH POSTER

ART 3323

S25

START: 01.27.25

END: 02.17.25

SHAUHA.US

FEATURING MARY SHEPARD / POSTER PROJECT

PROJECT DESCRIPTION

For this project, you will design a poster that tells a story of Mississippi's Black History, specifically, the story of Mary Shepard and her legacy as the owner of Club Ebony in Indianola, MS.

You will conduct research, iterate sketches, and produce an exceptional poster under a series of design constraints that cross the thresholds of analog and digital design. These posters will be part of a group exhibition, which will take place at the Black Prairie Blues Museum in West Point, MS, in April 2025.

These should be more than advertisement posters, and should tell a story that is compelling, exciting, and important. What you say as a visual communicator matters, and matters deeply.

This is the fourth iteration of this project, you can find examples of previous year's exhibitions here:

*note: the requirements for these projects change each year

[2024](#) / [2023](#) / [2022](#)

DELIVERABLES

- **24 x 36" PRINTED POSTER**
*can produce 1 or a series of 3
- **DOCUMENTATION (DIGITAL SUBMISSIONS):**
 - VIDEO DOCUMENTATION OF AUGMENTED REALITY (MP4)
 - DIGITAL POSTER IMAGES (JPG, PNG)
 - PRINT FILES (PDF)
 - PROJECT MOCK-UPS IMAGES (JPG, PNG, PDF)
 - RESEARCH (PDF)

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DESIGN BRIEF

24 x 36"

CMYK

TYPE + IMAGE

Each poster should include a combination of typography and image. The balance of these elements, is up to the designer. Consider the basic principles of design (as you always should).

SHOW POSTER

In the spirit of Club Ebony as a space for blues music in Mississippi to thrive and grow, historically and in the present, your poster should act as a show/venue poster promoting the exhibition in its honor. You have lots of freedom in how you apply these requirements, but each poster should feature the following information in some form:

Title: FEATURING MARY SHEPARD

What: A poster exhibition in honor of Mary Shepard and her blues legacy as the owner of Club Ebony.

When: April 5, 2025

Where: Black Prairie Blues Museum, West Point, MS

***a logo is not necessary for this posters.**

MAXIMUM 5 COLORS / 5 LAYERS

Black and white can be used in place of or in addition to of color. Think of color in terms of layers, and design accordingly. Each poster should be designed to contain up to 5 layers that can be expanded and viewed in augmented reality.

NON-FIGURATIVE

These posters should not be portraits, at least not in the traditional sense. Each designer should conduct research and identify 3-5 research motifs that are utilized or informative

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of the poster composition. These motifs can be image, texture, pattern, language, typography, color, shape, etc.

DIGITAL + ANALOG

Your poster will exist in two spaces: digital & analog. Your poster can be designed by any means necessary, but will be compiled as layers in the computer. After the fact, these layers will be mapped into augmented reality so that your poster can be experienced in the physical and digital realm alike.

TIMELINE

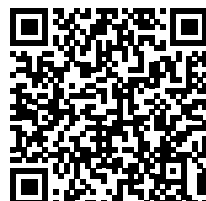
01.27.25 - PROJECT START
01.29.25 - 3 PAGES OF THUMBNAILS/SKETCHES DUE
WORKING DAY
02.03.25 - 2 PAGES OF THUMBNAILS/SKETCHES DUE (5 TOTAL)
WORKING DAY
02.05.25 - 3 FIRST DRAFT POSTER CONCEPTS
DIGITAL, PRESENTED AS JPGS
PROGRESS CRITIQUE
02.10.25 - WORKING DAY
02.12.25 - WORKING DAY
02.17.25 - WORKING FINAL PRINTS DUE (1 EACH)
FINAL CRITIQUE

RESEARCH/INSPO SOURCES

Find more at course website

Mary Shepard and Club Ebony
<https://msbluestrail.org/blues-trail-markers/club-ebony>

Montreaux Jazz Fest Posters
<https://www.montreuxjazzfestival.com/en/posters/>



THIS IS A TEST