

Culminating Project: Poster Applying Multiple Principles

Name: _____ Date: _____

LEARNING OBJECTIVE

Student will be able to design an original poster that intentionally applies at least 4 principles of design learned this quarter and explain their choices.

MATERIALS NEEDED

- Poster board or large paper
- pencil
- ruler
- colored pencils, markers, or paint
- scissors and glue (optional, for mixed media elements)

HANDS-ON ACTIVITY

1. Choose a purpose for your poster (advertise an imaginary event, promote a cause, or design an album cover) and brainstorm your main image/message.
2. Lightly sketch your poster layout in pencil first, planning where you will apply at least 4 of these principles: balance, contrast, emphasis, movement, pattern, proportion, or unity/variety.
3. Create your final poster using color and your chosen materials, following your plan and making sure your focal point and message are clear.
4. On a separate index card or the back of the poster, label and briefly explain (one sentence each) the 4+ principles you intentionally used and where they appear.
5. Present your finished poster to a family member, pointing out each design principle you used and why you made that choice.

QUESTIONS

1. What is the purpose/message of your poster, and what are the 4+ design principles you intentionally used?
 2. Choose one principle you used and explain specifically how you applied it in this poster.
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3. Which principle from this quarter did you find most useful or interesting to apply, and why?

4. If you could revise one part of your poster to apply the principles even more effectively, what would you change?
