

# COOPER HEWITT

## Design Brief Poster Techniques

Your group has selected one of the following 5 design challenges:

<b>Music Festival</b>	<b>Fashion Designer</b>	<b>O2 Water</b>	<b>Renee Zeppelin</b>	<b>Red Cross</b>
<b>Jazz Fusion Festival – Central Park – July 2016</b>	<b>Nu Wave Sports Autumn Collection 2015</b>	<b>Bottled from the purest waters from the hearts of glaciers in Antarctica</b>	<b>New book, 'I did it my way!' Book launch and author meet at Madison Sq Gardens September 15, 2015</b>	<b>We need more donations of blood to help those in need. Begin the healing, NOW!</b>

You are to produce three posters that promote your design challenge. You can only use the techniques specified in each round and these techniques cannot be used in other posters within this challenge.

<i>Poster 1</i>	<i>Poster 2</i>	<i>Poster 3</i>
<i>Focus the eye Overlap Simplify Double the meaning Make eye contact</i>	<i>Overwhelm the eye Cut and paste Tell a story Activate the Diagonal Make a system</i>	<i>Use text as image Assault the surface Amplify Manipulate scale</i>

Each of your posters must include ALL of the information from the design challenge above and at least one technique from the list.