

Syllabus: Posters in Action

Summer A 2009

Instructor: Bradlee Shanks, Printmaking Department

FAH 146

shanks@arts.usf.edu

<http://web.mac.com/bradleeshanks>

COURSE DESCRIPTION

"Posters in Action" combines lectures on the history of posters with hands on design and printing of posters. There will be lectures on the history of posters, including an overview of aesthetic, commercial and political uses of posters. This class explores the poster as a graphic device used in the publicity of issues important to society. Students will be expected to research a particular topic and export that knowledge to visual statements that include symbolic and aesthetic information that implies and/or explicates the researched topic.

COURSE EXPECTATIONS:

Students are expected to be in class everyday listening and working. Projects will be outlined through slide lectures and technical demonstrations. Students are expected to research a topic through readings, writing, and other relevant devices. Students will execute a poster designed in Photoshop and output through inkjet and screen printing.

PROJECT REQUIREMENTS:

Photoshop design, inkjet and screenprint posters, photocopies of readings, and a written statement

WEEKLY SCHEDULE:

Week I

Events and Happenings

Create a poster that publicizes an event that is of interest to the student. Students will scan a design from an ink pen drawing (sharpie marker) and then incorporate color using Photoshop. Typography will be derived from the Photoshop type tool.

Week II

War and Protest

Create a poster that advocates a personal perspective on war. Students are to collect photographs from various sources and incorporate into a collage format. Typography will be derived from scanned hand lettering.

Week III

Designed to Sell

Create a poster that is designed to sell a product or idea. Students are to work in an Art Nouveau style reminiscent of the Golden Age of Posters. Posters will be derived from scanned drawings and photographs. Typography will be derived from the Photoshop tool or scanned hand lettering.

Week IV

Advocacy and Advise

Create a poster that advocates or advises on a critical social issue important to the student in terms of moral, ethical and political prerogatives. Posters will be derived from scanned drawings and photographs. Typography will be derived from the Photoshop tool or scanned hand lettering.

Week V

Cultural Fluff

Create a poster that extols the virtues of art, sports or leisure. This can include heroes and/or icons. Posters will be derived from scanned drawings and photographs. Typography will be derived from the Photoshop tool or scanned hand lettering.

Week VI

Art for Arts Sake

Create a poster that is made for the purpose of aesthetic pleasure. The purpose of this poster is to celebrate visual sensibilities for the sake of decoration and thoughtful design.

250 WORD STATEMENTS

10 % of your final grade

Each project will require a 250 word written statement that gives perspective on the work in relation to content and purpose. Statements must be typed, conceptually concise and grammatically correct. The statement for each project is due the same day as the posters.

PHOTOCOPIES OF READINGS

10% of your grade

Each project will require reading. Article (s) must total a minimum of 1500 words.

WORKS IN PROGRESS

10% of your grade

The progress for each project will be noted on Wednesday. Substantial progress includes the completion of scanning, preliminary color and typography.

GRADING POLICY:

A=Excellent; B=Good; C=Average; D=Poor; F=Failure

In addition, plus and minus grades will be given.

ATTENDANCE:

Each absence beyond 2 will result in a one letter grade reduction.

MATERIALS:

Jump Drive, screenprinting ink-cyan, magenta, yellow, black and white.

Any student with a disability is encouraged to meet with me privately during the first week of class to discuss accommodations. Each student must bring a current Memorandum of Accommodations from the Office of Student Disability Services which is prerequisite for receiving accommodations. Accommodated examinations through the Office of Student Disability Services require two weeks notice. All course documents are available in alternate format if requested in the student's Memorandum of Accommodations.

Students who anticipate the necessity of being absent from class due to the observation of a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second class meeting.