

ART 245
Spring 2020
School of Hard Knocks

for questions
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Project 1

Poster Recreation

Imitation is the highest form of flattery. It is also the best way to learn a new art form or skill. For this first project, you will need to recreate a poster to the best of your ability.

Objectives

1. Print original poster file and determine requisite dimensions (text height, image size, line spacing, etc) using a pencil and ruler.
2. Open Adobe Illustrator and begin by setting up guidelines.
3. Proceed to layout photos, logos, and type.
4. Don't forget to adjust leading and kerning!
5. Export this project as requested in the deliverables section.

* You may need to use Photoshop to complete all elements of this project ;)

Helpful Keystroke Commands

Ctrl + 7	<i>Convert shape to photo mask</i>
Ctrl + R	<i>Turn on rulers</i>
Ctrl + ;	<i>Turn on guides</i>

(in Photoshop)

Ctrl + I	<i>Color Invert</i>
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Deliverables

Packaged file folder exported from Adobe Illustrator
PNG file ready for print
PNG file ready for web
High-res PDF file