

GRAPHIC DESIGN | Poster Design

Yale School of Architecture | Michael Bierut

Aim: To study a designer's style and technique to help you design a series of posters for Godalming College.

Deadline: 3rd Half Term Week 3 HW set on 24/02/19. Due lesson WEDNESDAY 30/02/19

Task: Produce double A3 page spread - 10x portrait poster designs promoting Godalming College

TASK ONE Research

Research about the graphic designer Michael Bierut, gather information and images of his designs/artworks – write 250 words about Michael Bierut's career and present research (text and artworks) on a *side flap*. Attach as tracing paper side flap to left page of your double A3 page spread.

<https://www.pentagram.com/about/michael-bierut>

<https://www.sfmoma.org/artwork/2003.79>

<https://architecture.yale.edu/school/publications/poster-archive>

<https://www.pinterest.co.uk/riccardobaggio3/ysoa-posters-series-michael-bierut/>

<http://www.yveludwig.com/Yale-School-of-Architecture-poster-series>

TASK TWO - Poster designs + Evaluation

For over fourteen years, Pentagram has designed posters for the *Yale School of Architecture* to promote the school's rich program of lectures, exhibitions, symposia, and open houses. The parameters for the poster series are simple yet generative: the posters are always black and white; the typography is wide ranging and experimental; and each poster contains a 'Y' in a circle somewhere within it.

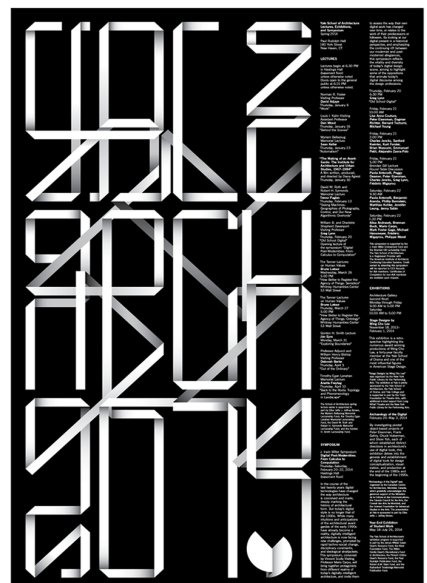
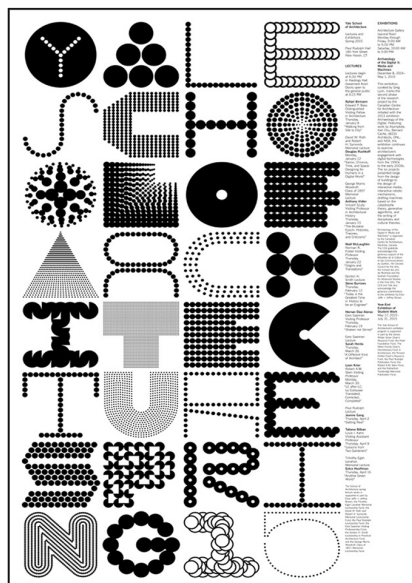
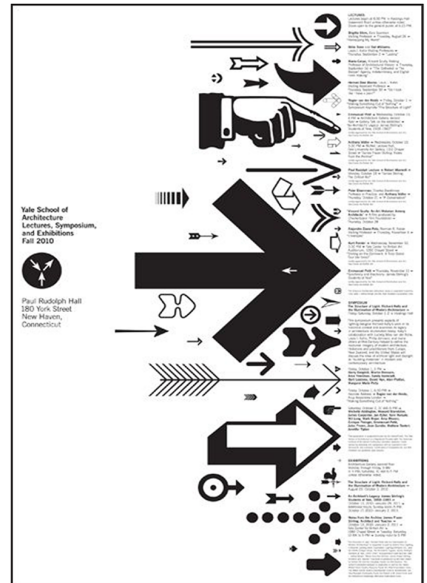
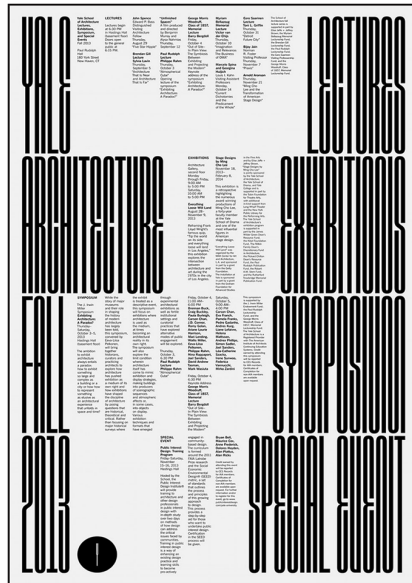
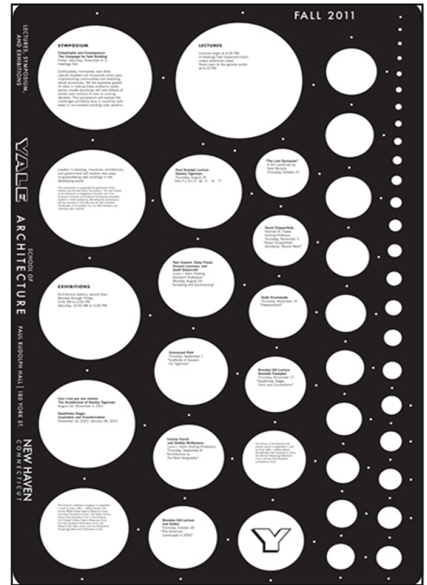
You are to select 10x Yale School of Architecture poster designs and use them as reference to create black and white poster designs to promote Godalming College. Create exciting and informative posters to promote Godalming College, as well as the many courses the college has to offer. Please use Adobe Illustrator.

I have uploaded examples of the Yale School of Architecture posters to Godalming Online. I have also uploaded existing Godalming College documents of leaflets – you can use these documents to obtain information to include/copy/paste into your poster designs. You can also use text from the college website. Suggestion: for body of text, areas of lots of text information, you could use the typeface Gill Sans. Explore websites such as dafonts and myfonts to find interesting typefaces that you could use and edit in illustrator. Try using wingdings typeface...

Your 10 poster designs to be presented as:

- Present 9x portrait poster black and white designs on page 42 (left side of a double page spread).
- Present your strongest poster design as 1x full page portrait black and white design on page 43 (right side of a double page spread).
- Evaluation (approx 500 words) - Answer the following questions for your evaluation: What strengths and difficulties did you experience during the creation of these designs? Compare and contrast your designs. What are your reasons for selecting your final strongest poster design? How would you improve your designs? Can you propose an alternative design solution? Can you assess the value/importance of your designs? What would you do differently next time? If you were to create a further set of poster designs, what might they be?

Example of 9 chosen as reference:



Example of a Godalming College poster design in the style of the poster (top left in previous image)

2018 FALL GOALING

Godalming is more than a College with an outstanding reputation. We are a successful modern learning community which meets the needs of sixth form students in the 21st century. There are few colleges in the country which can match the academic performance of Godalming College. But we are also very successful at helping our students develop as young adults ready for the challenges of university, employment and the wider world which lies ahead. Our students thrive in a stimulating, innovative and lively environment and they leave as more confident, articulate and well-rounded

where to continue your education at 16+ is a big decision. This website will tell you more about Godalming College and why it could be the right choice for you. In 2017 the A level pass rate was 99.3%, 81% having achieved an A*-C grade and 28% achieving an A* or A grade. There was a 100% pass rate in level 3 BTEC subjects with 92% of students achieving a Distinction* to Merit grade. The pass rate at Intermediate Level was also excellent. Department for Education tables show that we achieve a significant level of added value at A level with our students achieving well beyond their potential compared

with students with similar GCSE results in the country as a whole. Godalming College was inspected in 2008 and received a Grade 1 Outstanding rating in all areas - and the college results and facilities have improved considerably since then. This combination of excellent results and an outstanding Ofsted make us one of the best and most successful colleges in the country. In 2016/17 we opened a new 16 classroom English and Languages block and a new student centre at the heart of the college. The latest technology at your fingertips. Our virtual learning environment

Olsted Report Godalming College was graded outstanding in all categories in its 2008 Olsted report.

Effectiveness of provision - **OUTSTANDING**
Capacity to improve - **OUTSTANDING**
Achievement and standards - **OUTSTANDING**
Quality of Provision - **OUTSTANDING**
Leadership and Management - **OUTSTANDING**
Equality of Opportunity - **OUTSTANDING**

And we have made many improvements since then!

"Students achieve very high standards of work in their lessons and thoroughly enjoy their studies."

They benefit from a wide range of enrichment activities and are highly successful in competitive sports competitions and in music and drama." Olsted

Student Progression.

We are proud of this data which demonstrates that the education and all round experience that students have at Godalming College is excellent preparation for success at degree level.

Exam Results

Each year Godalming students achieve consistently outstanding results. For 2017 these were:

- In excess of 900 students studied for A level exams and BTEC qualifications with 2397 entries at A level and 320 BTEC entries
- 99.3% pass rate at A level
- 81% A*-C grades
- 29% A* and A grades
- 28 subjects with 100% pass rate
- 61 students achieved A* and A grades in all their subjects
- 100% pass rate in BTEC level 3 qualifications with 92% achieving Distinction* or Distinction grade

Student progression after Godalming is very important to us and we take pride in supporting students with their applications to whatever is their chosen destination.

Indeed the broad and individualised study programmes that students have at College enables you to access a full range of positive progression routes.

As a result students leave Godalming with confidence and optimism about the future.

71% of Godalming students have successfully accessed a place at university and have already started their degree courses in either 2015 or 2016 following a gap year prepared for their exams.