

POINT PROJECT

Halftoning is a process that comes from traditional printing. This process is still used today and has become trendy in recent years with independent designers and printers. Use Photoshop and Illustrator to create a poster that mixes Half-tone images, text and color.

1.

Use Photoshop's Bitmap process to create Half-tone images. Save your file and place it in Illustrator.

2.

Create an advertisement for an upcoming event and include the following

1. Artist/Title of Event
2. Location, Address
3. Date & Time
4. Prices & Ticket info
5. Website and Social Media icons

3.

Use the images and the content above to create a poster. Create 3 versions of the posters in the following 3 sizes.

11inches x 17 inches

1080 x 920 pixels

1000x 1000 pixels

All should be in RGB COLOR

Backup all your files in the psd/ai format.

Save JPEG versions of each file and Save all 3 files and keep them on you flashdrive and bring them to class.

4.

While working on this project think of the following:

Is there a focal **point** in your work? Where does your eye go to in the work?

How did you use **circles** and **points** in your project?

Are any elements (type, colors, image) **pointing** to anything?

What is the **point** of you work? Do you have a message?

Make sure to follow a **hierarchy** with your text and images, make sure the important text is easiest to read.

