

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.
Use Illustrator to Add text and to trace the Bitmap image. *You may also create it all in Photoshop and also use InDesign.

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.
save as LASTNAME_FIRSTNAME_PROJECT2.jpg

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.

