

Designer Name:

Bryan Gregory

Sketching Template

Preliminary sketching is an opportunity to work out ideas, to visually brainstorm before starting your thumbnails. This should be loose but to be effective you want to include enough detail and form to make it worthwhile. When you move onto your refined thumbnails, look for ways to include more tonal range.

Sketches should include a reference for each type level, as well as imagery. Large display type should be drawn to represent the visual characteristics of the typeface; text type can be abstracted by drawing horizontal lines. Look for ways to convey the visual weight (in gray) of elements in the composition.

Consider how typographic contrast can be used expressively to convey your message (form/ capitalization, weight, scale, alignment and spacing of display type)

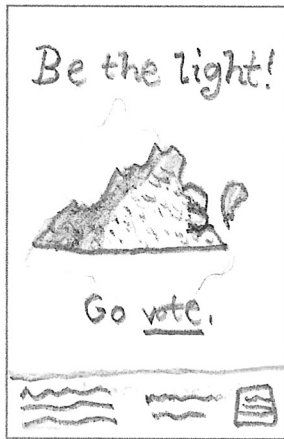
Points to ponder: how can you use type to express the mood or tone? How can you use typographic contrast to create a mood, a look and feel that tells us a "message" about your subject? How can the layout approach be used to connect with your audience?

PRELIMINARY SKETCHES (POSTER 1 - IMAGE)

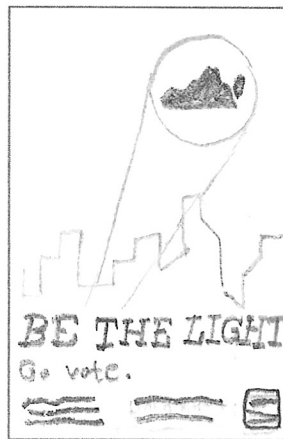
SET 1:

Explore 3 different concepts to express your ideas.

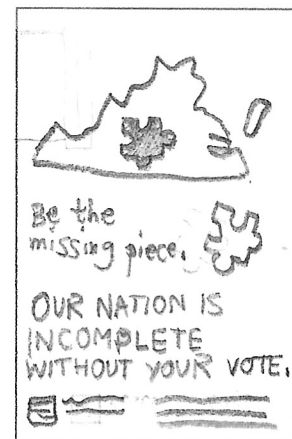
A



B

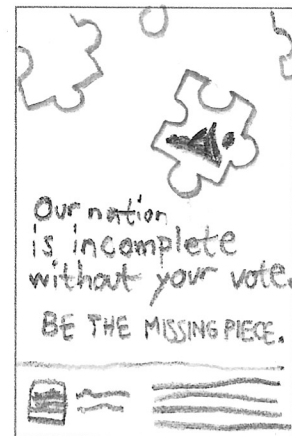
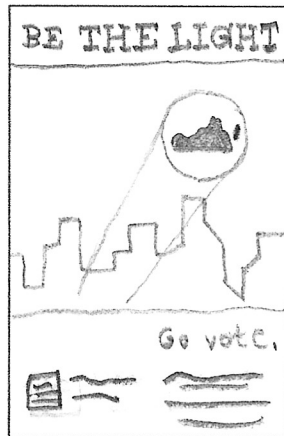
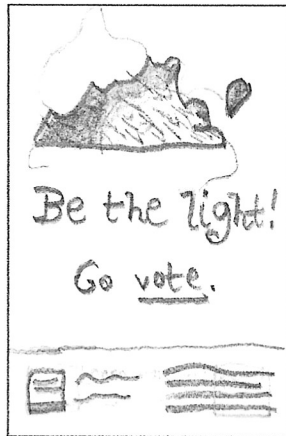


C



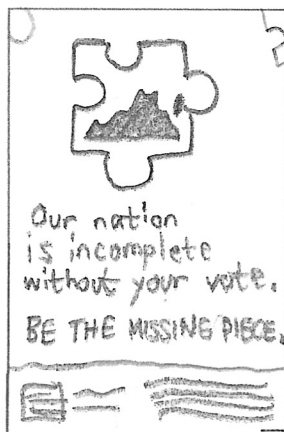
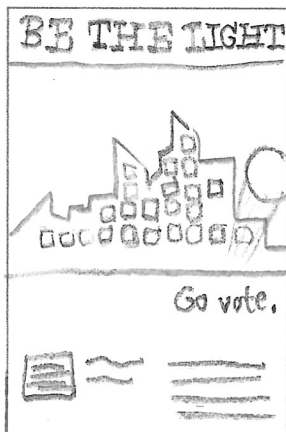
SET 2:

Explore different layout approaches to your each of your concepts: concept A, using a different layout concept B, using a different layout concept C, using a different layout (consider typographic systems)



SET 3:

Choose 2 sketches from this page, sketch each again but with a variation of your choice.



GET OUT THE VOTE POSTER

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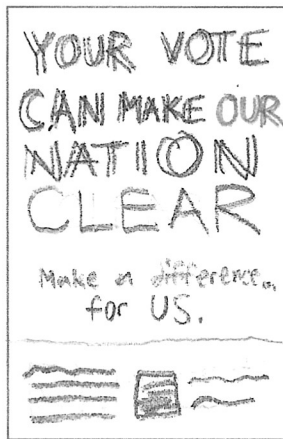
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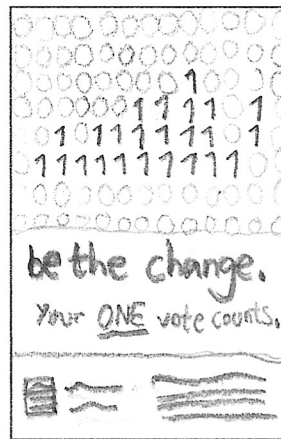
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PRELIMINARY SKETCHES (POSTER 2 - TYPE ONLY)

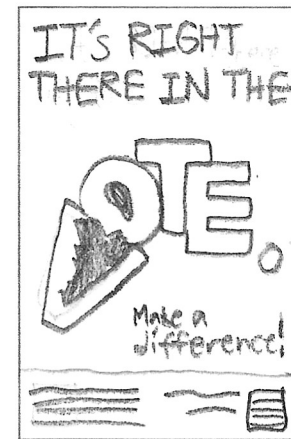
A



B



C

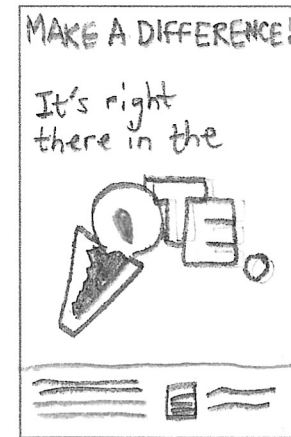
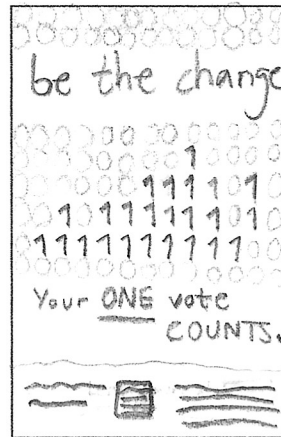
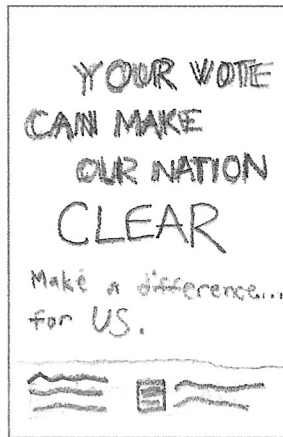


SET 1:

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SET 2:

Explore different layout approaches to your each of your concepts: concept A, using a different layout concept B, using a different layout concept C, using a different layout (consider typographic systems)



SET 3:

Choose 2 sketches from this page, sketch each again but with a variation of your choice.

Text gets less blurry or faint

