CALIFORNIA INSTITUTE OF THE ARTS
UNDERGRADUATE PROGRAM IN GRAPHIC DESIGN
OPTIONAL POSTER DESIGN FOR ADMISSIONS

The following project is optional but highly recommended particularly for applicants who lack examples of graphic design in their admissions portfolio.

BE GREEN STREET POSTER
Demonstrate your abilities in designing a visual message. According to the specifications below create a street poster for the Be Green campaign and include it as part of your portfolio for admissions to the CalArts Program in Graphic Design.

Project Brief
Design a 12” x 18” vertical street poster for the Be Green campaign. Your audience is the general public. Imagine that your poster will be displayed at bus stops and train stations in any big city. The goal of the Be Green campaign is to motivate people to adopt a more eco-friendly lifestyle. Your poster must combine type and image to create a powerful, clear, and memorable visual message. You may work digitally or with traditional materials or any combination of both.

The Challenge
Create an inventive and communicative visual message for a potentially dull subject. Motivate your audience with a memorable and impactful design! On page 3, you will find a selection of historic and contemporary posters by professional and student designers that may be helpful and inspirational. Have Fun!

Procedure

Step 1 Choose a topic
The Be Green campaign consists of five topics. Choose ONE topic from the list on page 2 and design a poster for that topic.

Step 2 Develop an image concept
Brainstorm and conceive of an image that will motivate your audience. Thumbnail sketches are a great way to think visually.

Step 3 Create your image
Once you've decided on your image concept, create your image using a medium of your choice: digital, drawing, painting, photography, photo-copy, collage, mixed-media, etc.

Step 4 Design your poster
Next, integrate your typographic information with your image to create a dynamic composition. Your poster must include a title and sub-title from the choices on page 2. Create your type with a medium of your choice: digital, hand-made, collage, etc. Be sure to consider style, color, and how they relate to your message. Compose your type and image elements any way you wish. Elements may rotate, overlap or bleed off the edge. Your poster must be 12”x 18”, vertical.
Be Green Topics.
Choose ONE topic and include the title & sub-title.

- **Share Rides**
  Sharing rides to school and work reduces emissions and helps reduce global warming.
  TITLE: Be Green
  SUB-TITLE: Share Rides

- **Alternative Energy**
  Electric cars, solar and wind power are just a few sources of alternative, non-carbon energy sources.
  TITLE: Be Green
  SUB-TITLE: Use Alternative Energy

- **Buy Local**
  Purchasing food and other goods from businesses in your area reduces energy and emissions that would otherwise be used to transport the same goods to your area.
  TITLE: Be Green
  SUB-TITLE: Buy Local

- **Ride a Bike**
  Riding a bike to work or school reduces emissions, fossil fuel dependency, and promotes green living.
  TITLE: Be Green
  SUB-TITLE: Ride a Bike

- **Use Energy Efficient Light Bulbs**
  Replacing traditional light bulbs with energy efficient bulbs is an easy way to conserve energy and help reduce global warming.
  TITLE: Be Green
  SUB-TITLE: Use Energy Efficient Light Bulbs
Lester Beall, U.S., 1953
A simple, stylized image, and minimal elements are used in a dynamic composition to create an urgent visual message. Lester Beall’s famous series of posters for the Rural Electrification Administration informed its viewers about the importance of assuring basic utilities to all citizens of the U.S., particularly those living in rural parts of the country.

Josef Müller-Brockmann, 1953, Swiss
A dramatic use of scale is employed for one of Müller-Brockmann’s most well known posters for the Automobile Club of Switzerland. The jumbo sized motorcycle is too large to fit in the poster and the ground-level point of view makes a menacing impression as the bike speeds toward the young boy. Schützt das Kind! or "Protect the Child" uses a minimal amount of elements and dynamic photography to create its memorable message.

Studio Dumbar, 1995, Dutch
Dynamic photographs of dancers are combined with human-sized musical notes to create an image that communicates modern dance & music to promote The Holland Dance Festival. Organic forms and contrast in direction mimic the movement of dance in a composition that doesn’t even need color to create a memorable visual message.

David Weiss, CalArts Design Student, 2016
For an exhibition of online art, David Weiss employs stylistic tropes and icons to represent and comment on this cultural trend. Current visual styles and composition play a major role in the communication of the subject.

Andrea Yasko, CalArts Design Student, 2014
Combining a range of media, Andrea Yasko created a mysterious and beautiful image for an exhibition of mythical creatures. Andrea built creatures from clay, photographed them and added color and details with Photoshop. With a simple compositional move, the main character swooshes off the page, suggesting its elusive nature.

David Davis, CalArts Design Student, 2010
For his poster promoting an exhibition of the plight of the printed book in the digital age, David Davis used a photocopier to create his image. A book is captured in a precarious moment, as it either evaporates into history or as it is being converted from a tangible object to digital information.