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ENGL 150

Assignment 5 – Design Rationale

November 12th, 2018

19/11/18

Poster Design Rationale

To appeal to and enlighten future Cyclones, a poster was made of the Zodiac, an artifact that has always been near and dear to the campus of Iowa State University due to its long history and tradition associated with the students of Iowa State University. This paper explores on the reasoning for the creative decisions behind the positionings of certain elements of the poster, the choice of color palette, and the contextual meaning behind the poster.

Using a picture as a reference, the linework for the Zodiac was laid out at two thirds of the page from the top, to closely represent the perspective of the individual walking into the Memorial Union building and coming across the Zodiac. Then, A stamp of the iconic logo of the Cyclones, Iowa State University's mascot, was placed at the center of the inner circle of the Zodiac to represent its ties to the tradition associated with the Zodiac, which is closely related to the students of Iowa State University.

As the for the colors of the poster, the recognizable colors of Iowa State University, which are red and gold, were included along with two other colors of brown and off-white as the color palette. The use of the more neutral brown and off-white colors was intended to balance out the striking tone of red and gold. Then, three red ovals were used to represent some interesting facts about the Zodiac, and this is denoted by the semi-transparent cones converging from the ovals towards the inner oval of the Zodiac, suggesting them as projections of the

Zodiac. The use of white text against a red background is meant to draw the attention of the reader while remaining legible. And the ovals were spaced at a reasonable distance from each other, with one oval being intentional smaller than the other two to signify its placement at some distance behind the other two, to simulate depth perception.

As for the background of the poster, a reference picture of the Memorial Union building was used as the layout of the linework for a silhouette of the building. The reason behind the choice of the Memorial Union building was because of its close relation to the Zodiac. The negative spaces of the silhouette were then painted in with a light shade of grey, as to remain subtle and to not draw attention away of the Zodiac itself. And as a finishing touch, a black border was drawn around the Zodiac to frame it, and to further support the illusion of depth.

Overall, the poster was designed with careful and thorough considerations in most, if not all, aspects of conveying information in a visual manner.

*Looks good - good detail.
(For this assignment, could have
written in 1st pers. / I if you'd
wanted)*