

Layout Design Project Brief

Project 03: Awareness Poster Due: Week 12 (Tuesday)

Objective

Create an awareness poster for one of the following causes:

Endangered Species

Sustainability: Global Warming, Littering, Burning Garbage, etc

Social: Poverty, Domestic Violence, Traffic Awareness, etc

Your subject must reflect contemporary Guyanese issues.

Research the statistics for your chosen cause. This may include for example; the number of endangered species still alive, the amount of fatalities from drunk driving in the past year, etc.

Concentrate on hooking your audience. Think about the doomsday scenario or the best possible outcome.

Create connections that we normally would not think about. Keep away from clichés.

Do a mind map!

Outcome

Print your poster on card stock at the following specifications:

Sizes: 11" x 17" or 18" x 24"

Orientation: Horizontal or Vertical

Format: Single sided