PROJECT 5: VINTAGE TOURISM

Travel posters have existed since the 1800s but became particularly popular during the 1920, 30s, and 40s. Travel posters not only advertised travel destinations, they were used by hotels, airlines, railroads and tourism companies to graphically represent themselves to the public. Many of them were considered works of art and ranged in style from art nouveau to mid-century modern. The posters were meant to make viewers fall in love with the destinations through their depictions of far away places.

For this project, you will create a poster to advertise a particular destination. From a style stand point, I would like you to focus on more vintage styles. The poster should highlight a particular aspect of the destination that may appeal to a potential tourist. It may be a landmark or it may be something the destination is known for. For example, Florida is known for oranges so you may feature oranges prominently. You may also choose to incorporate a number of elements into the final design. The illustration portion will feature an interpretation of the landmark or other destination element(s). You will need to include text at minimum of the name of the destination. You may also want to include the word visit or a tag line like "What Happens in Vegas Stays in Vegas". You will also want to consider a vintage appropriate color palette. You can use Illustrator or Photoshop to create your final poster. Make sure the final poster makes someone want to visit your chosen destination.
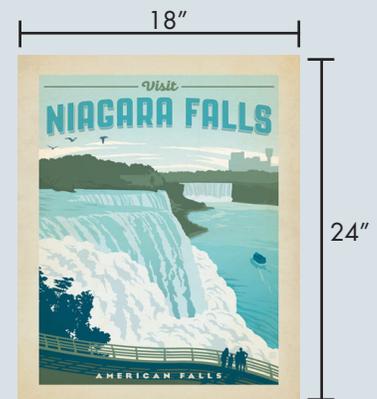

INSTRUCTIONS

1. Brainstorm about possible destinations you would like to visit or that you have visited. What makes this place interesting? What is unique about this destination? What might appeal to a potential tourist? Be sure to look at vintage tourism posters for inspiration. You should also check out existing visitors bureau website for your location. I recommend you create a pinterest board or similar mood board to gather images for inspiration and reference.

2. Begin to create sketches of your poster. You need to make at least four sketches of ideas for the project. They do not all need to be for the same location or of the same landmark/items. You may wish to explore ideas for several locations. Begin thinking about how you will use type and color in the final poster. The illustration is the focus, but the type is also important.

3. Review your sketches with me. Decide on which sketch you would like to pursue in digital format.

4. Scan your sketch to use as reference when creating your digital file.

5. Create a new file in Adobe Illustrator or Adobe Photoshop. The file should have an artboard that is 18" x 24". Be sure to set up your color palette in Illustrator/Photoshop to make it easier for you to work. Create your illustration in digital form. If using Illustrator, I recommend that you put the type on its own separate layer.

6. When completed, print out the artboard with crop marks. Mount your project on black foam core before cutting the project out. Then, use the crop marks to cut the project and the black foam core to 18" x 24".

7. Place a label on the back as per the syllabus and a cover.

SUBMISSION GUIDELINES

Project will be presented in mounted form. The final project will be 18" x 24". It should be mounted on a 18" x 24" piece of black foam core. It will be flush mounted meaning there will be nor border. It will go to the edges. Be sure to put a label on the back with all info as specified in the syllabus and a cover to protect it. Remember that craft counts in your final grade.

Digital copies of your files should be uploaded to class shares inside a folder called Project 5. The file should be called:

   lastname_art133_project5.ai

DUE DATES

Project should be submitted at the start of class on March 24. We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

QUESTIONS

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Office Hours:
Monday: 5:00 - 6:30 pm
Tuesday: 6:00 - 6:30 pm
Thursday: 6:00 - 6:30 pm