

Dynamics of Advertising Photography
530 394 DW
Professor Andres Manniste
Fall 2012-08-29



Project 1

Creating an Art Nouveau Poster (After Alphonse Mucha, 1860-1939)

Create a poster in the manner of Czech born **Alphonse Mucha**, who strongly influenced Art Nouveau. Use your own photographs and raster image tools.

Your poster can advertise a play, a concert or a product of your choice. The event or product, of course, may be fictional.

Procedure:

Choose one or more of your photographs or make new ones specifically for the project. Bring the images to class on a usb key. These will serve as the basis to the project. On this project, use raster image manipulation to work with colours and layers to create the illustration. The lettering can be added either in the raster image or in a layout program.

Final work:

The project must be submitted in CMYK as a flattened .pdf or .jpg file as well as in a printed form, no smaller than US letter or larger than US tabloid.

Due Date:

The image and file is due **September 19** (week 4) at the beginning of class.