

Dynamics of Advertising Photography
530 394 DW
Professor Andres Manniste
Fall 2014



Project 3

MODERNIST AD after Gordon Coster

Gordon H. Coster (1906-1988) was a commercial photographer who worked in Chicago for a major portion of his mature career. During the 1930s Coster began documenting labor union activities, and those of anti-fascist and peace movements. Today, Coster's work is viewed as representative of the development of pictorialist, documentary and early modernist movements in photography.

Create a poster in the manner of emerging modernism (1935-1965). 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. 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 **October 28** (week 10) at the beginning of class.