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1-WEEK ASSIGNMENT

You must buy or borrow or steal or somehow get your hands on:

*Forget all the rules you ever learned about graphic design.
Including the ones in this book.*
by Bob Gill

Since it's over 20 years old, you can get it pretty cheap—you just have to look hard for it.

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Read this book. Look at the pictures. Think about what he's all about.

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Select one word or phrase from the book and design a poster which reflects that word or phrase as well as how you were (or were not) inspired by the book. Display the poster in public. Document this public display by taking a picture.

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Due for class next week:

1. Sketches, drafts, roughs, comps, etc. that lead to your poster. You need to be able to explain *why you made the poster* you and *what you wanted to say* with it. For this assignment, being able to articulate your thought process is more important than the finished product. "I don't know, I just made it." does not count as an answer.
2. A photograph of your poster in public
3. A copy of the poster at full-size

These are your only three parameters for this project.

Completed books for Project 2 are now due November 17...so take a breather with them and come back with fresh eyes in a few days.

This is a one week assignment. No late assignments will be accepted.