For this assignment students are to create a series of two informative and visually inspiring designs that provide awareness connected to world issues, such as: Political, environmental, social, etc...
Designs will contain a title, slogan, information, eye catching imagery. The first design will be for a BILLBOARD, this design can be created in either Photoshop
or illustrator but will then be placed and warped onto the billboard image provided. The second design will be placed and warped onto the city bus image provided.

Awareness campaigns highlight only important facts. Straight and to the point.

SPECS
Billboard: 11x17in
City Bus: 5x14in

INSTRUCTIONS

MEDIUM: PHOTOSHOP or ILLUSTRATOR

Copy the awareness campaign folder from DBEAUDIN OUTBOX

Select and Research a world issue. Keep notes but Only highlight the main points of information.

Graphic imagery, title, and text can be in either Photoshop or illustrator. If designed in Illustrator save as EPS.

Open the Billboard image in Photoshop and place your design in the file and warp to the size and angle of the image.

COMMAND+T, HOLD COMMAND AND WITH THE SELECTION TOOL CLICK AND DRAG EACH ANCHOR POINT TO THE CORNERS.

The City Bus is a little tricky. Create your design to the SPECS SIZE.

Open the City Bus image in Photoshop, place your bus ad design in the file. Re size your image and then warp the image so it fits the angle of the Bus image.

Change the opacity of your layer and:
COMMAND+T, HOLD COMMAND AND WITH THE SELECTION TOOL CLICK AND DRAG EACH ANCHOR POINT TO THE CORNERS.

Create a layer mask and erase the image around the tires and driver window, as well as any over hang from the bus its self.

HAND IN
Folder: LastNameFirstInitial_Awareness
with both warped Photoshop files.

COLOUR AND CONTRAST   /5
This portion of the mark represents how well colour and contrast have been considered and implemented.

CRAFTSMANSHIP   /5
This portion of the mark is an evaluation of effort, care and attention to detail for the assignment.

CREATIVITY   /5
This portion of the mark is an evaluation of how well thought out the students idea was for the assignment.

TYPOGRAPHY   /5
This portion of the mark represents how well the use of typography was considered and used to enhance the overall assignment.

DESIGN PROBLEM SOLUTION   /20
This portion of the mark represents how well the students solution solves the design problem posed in the assignment, and fulfils specific assigned requirements.

TOTAL   /40