Poster Design

Winter Workshop

Jan 21–22

2017

Introducing participants to the expanded field of visual communication and the broad definition of the discipline. This workshop is an exploration in research, concept development, illustration, photography, and typography.

Participants will be given a theme and are required to research and develop their concepts through a series of two or more over-sized posters.

The objective is to create a cohesive and unique solution to a given problem. This project is meant to challenge design thinking, processes, methods, and to help participants explore typography in an experimental and purposeful way.

aftermodern.lab is an accomplished award-winning Toronto based communication design studio working in both cultural and commercial contexts in all mediums.

Learning Objectives

1. expand design experiences and methods/practices

2. strengthen conceptual and strategic competences in visual communication

3. strengthen theoretical-analytical skills by acquiring knowledge in the field of visual communication

4. create confidence in articulating the visual message and overall work

5. add to and update technical knowledge and experience

6. introductory understanding of the relationship of design for print vs other purposes

Participants

The workshop is set up for graphic design students, young professionals, and others interested in visual communication. Up to 20 participants will be accepted. Each participant will submit a short bio and a few points of interest to establish what they intend to gain. This will be used to determine if the workshop can fulfill the participants' expected goals.

Level of Instruction

The instructor(s) of the workshop is a principal at aftermodern.lab.

Delivery Format

The workshop consists of short lectures, group discussions and critiques.

Theme

The interpretation of an object and how it can lead to new understandings and perspectives.

Location

OCAD University
100 McCaul Street, Toronto, Ontario
M5T 1W1
Room: MCA 258

Schedule

Date: January 21–22, 2017
Time: 12pm–5:30pm (arrive by 11:45am)

Application and Cost

Participants are required to submit a short bio and a few points of interest to workshops@aftermodernlab.com and will be chosen based on the level of interest.

Accepted participants will be contacted between November 25 & December 5, 2016 and full payment of $210.00/person (taxes and fees included) must be completed by December 9.

Register a group of:
5 or more to receive a 10% discount
10 or more to receive a 15% discount

Payment can be made by personal or business cheque, eTransfer, or via PayPal.

The workshop is limited to 20 participants.

Requirements

Participants are responsible to bring their own laptops (running Adobe Illustrator, InDesign and Photoshop), and/or any other digital equipment. Notebooks, rulers, pencils, cutting mat, masking tape are suggested.

Participants are required to produce 2 posters for a final group discussion.

Printing costs are not included in the workshop fees.

Average printing cost per poster is roughly $15

Printing costs are based on poster dimensions: 19" x 25"