



spring 2019
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EXERCISE ONE: One Plus One Equals

Our craft is built around our creativity. We don't stop with one solution; instead we often have too many rolling around in our respective brains. Many regard this torrent of activity as a curse (and sometimes it can be) but this wellspring offers a gold mine of opportunity, our own personal treasure chest of creative thoughts.

The Opportunity

Get your mind wet and show off your respective design sensibilities!

Using the text listed below, design an announcement for this upcoming event. YOU MUST USE ALL OF THE TEXT* (in some form).

*THIS IS THE TEXT (IN CAPS) →
THAT YOU MUST USE
*the italics explains
what the text is*

DESIGNED *this is the title of the event*
A CONFABULATION *this is what it is*
JANUARY 9, 2019 *this is when it is*
SFMOMA *this is the venue where it is*
SAN FRANCISCO *this is the city where it is*
DESIGNED19.ORG *this is the website url*

Specs (aka Specifications)

You can choose from the following specs. Just make sure what you choose is chosen with intent (more on this). Lots of choice(s) here.

- format... ***is your choice*** (Poster, Postcard, POP Ad, Billboard, etc.)
- size... ***is your choice***, note: Bleeds are okay, just print to fit and trim to your intended size
- color... ***is your choice***, can be full color or black and white; can be single-sided or double-sided
- substrate... ***is your choice***

Presenting Your Solution

You will turn in **one solution**, trimmed to size, **along with a TYPED description of your design decisions** (what does this imagery mean, why this/these fonts, these colors, etc.?) and **all sketches/research** you have done for this assignment.

FINALS DUE: TUESDAY, JAN 29

*In all art, what we choose to leave out is no less important
than what we choose to leave in.*

FROM CREATIVE SPARKS

*Improvement makes straight roads
But the crooked roads without improvement
Are roads of genius*

WILLIAM BLAKE