

SDA

FINAL REPORT

ASSIGNMENT

Create a poster advertising the SDA & its services

PROCESS

First project so attempted to create as many sketches and variations as possible in order to get a feel for what my peers would enjoy.

- Created a moodboard
- Wanted to create a poster “design oriented” with an emphasis on the free services rather than the name of the service
- Multiple week by week variations of the project

PROJECT PROJECT PROJECT P



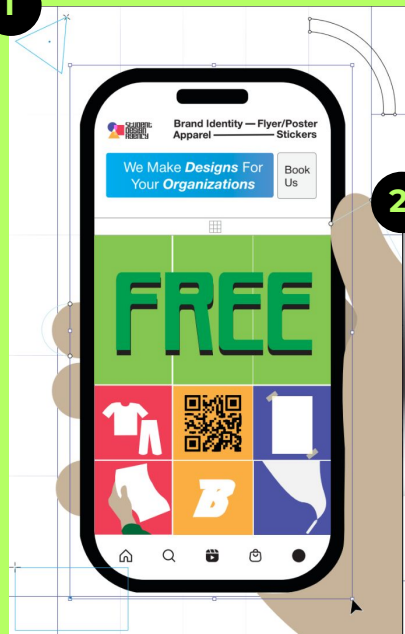
1

Wanted emphasis on relatability with students through social media as a way of advertising our services for their organizations socials

2

This version is more oriented towards aspects of design and technology, something that would resonate more with other designers. However the 3D aspect would later be removed for clarity.

1



2



1

Classic wavy design for sororities and other organizations. Maybe they prefer common designs?

2

More experimental and a twist on the classic slanted style design with a bit more personality.

3

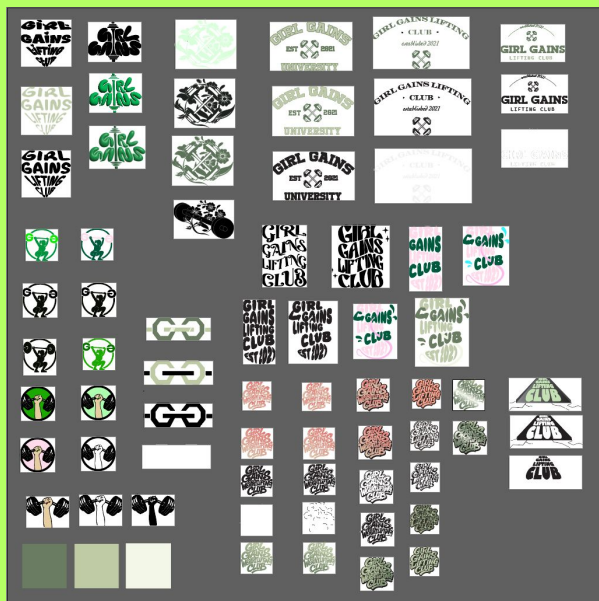
Even more experimental And might open up further graffiti style designs. Inspired by modern streetwear rather than professional organization merch.

4 - 5

Inspired by white fox designs and extruding text on apparel.

6

One of many classic mainly type designs that look more formal.



1



2



3



4



5



6



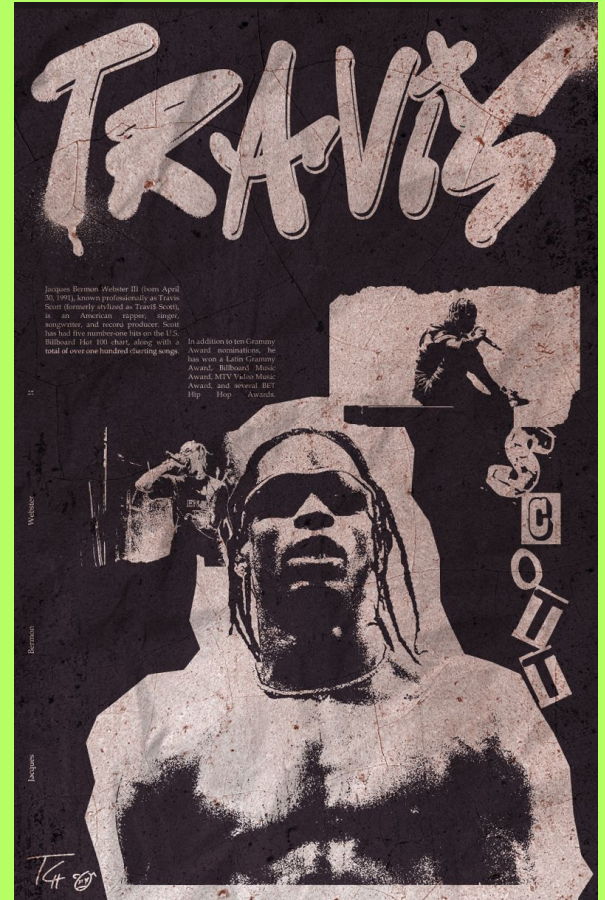
ASSIGNMENT

Create posters to sell at Spring Fling 2025

PROCESS

Lighter project that made me consider sold posters and designs the student body would consider purchasing. I decided to create a poster for Travis Scott as he's a popular hip hop artist with a wide spanning audience.

PROJECT 3 PROJECT 3 PROJECT 3 P



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