

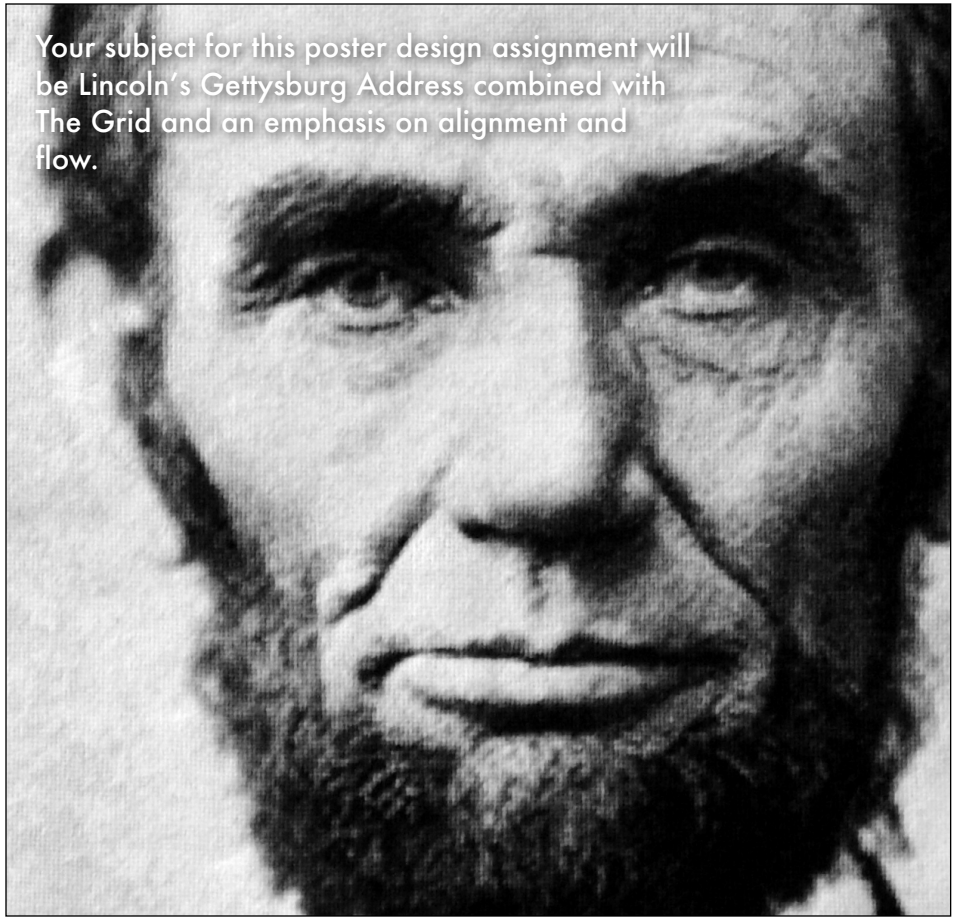
Photoshop

ART125 Intro to Computer Graphics

POSTER DESIGN
THE ADDRESS

NAME _____

Your subject for this poster design assignment will be Lincoln's Gettysburg Address combined with The Grid and an emphasis on alignment and flow.



The Gettysburg Address...

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might

live. It is altogether fitting and proper that we should do this. But, in a larger sense, we can not dedicate – we can not consecrate – we can not hallow – this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It

is rather for us to be here dedicated to the great task remaining before us – that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion – that we here highly resolve that these dead shall not have died in vain – that this nation, under God, shall have a new birth of freedom – and that government of the people, by the people, for the people, shall not perish from the earth.

Abraham Lincoln

November 19, 1863

THE BLISS COPY

Ever since Lincoln wrote it in 1864, this version has been the most often reproduced, notably on the walls of the Lincoln Memorial in Washington.

It is named after Colonel Alexander Bliss, stepson of historian George Bancroft. Bancroft asked President Lincoln for a copy to use as a fundraiser for soldiers (see "Bancroft Copy" below).

However, because Lincoln wrote on both sides of the paper, the speech could not be reprinted, so Lincoln made another copy at Bliss's request.

It is the last known copy written by Lincoln and the only one signed and dated by him. Today it is on display at the Lincoln Room of the White House.

Executive Mansion,

Washington, July 26, 1862

Four score and seven years ago our fathers brought forth, upon this continent, a new nation, conceived in liberty, and dedicated to the proposition that "all men are created equal"

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived, and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of it, as a final resting place for those who died here, that the nation might live. This we may, in all propriety do. But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow, this ground—the brave men, living and dead, who struggled here, have hallowed it, far above our poor power to add or detract. The world will little note, nor long remember what we say here; while it can never forget what they did here.

It is rather for us, the living, to stand here, and

... to the great tasks remaining before us that, from these honored men we take increased devotion to that cause for which they here gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, shall have a new birth of freedom, and that government of the people, by the people, for the people, shall not perish from the earth.

Here you can see Lincoln's actual handwritten notes and copy of the Gettysburg Address.

Literary Symbolism

Examine Lincoln's work on the front page. Can you find any examples of "literary symbolism" used by Lincoln? Highlight them in yellow on the front page and explain what they mean below.

Handwritten notes area with horizontal lines for text.

To develop symbolism in his work, a writer utilizes other figures of speech, like metaphors, similes, allegory, as tools. Some examples of the use of symbols in literature are listed below with brief analysis:

We find symbolic value in Shakespeare's famous monologue in his play "As you Like It": "All the world's a stage, And all the men and women merely players; they have their exits and their entrances; And one man in his time plays many parts,"

The above lines are symbolic of the fact that men and women, in course of their life perform different roles. "A stage" here symbolizes the world and "players" is a symbol stand here human beings.

Visual Language

Are there any words, sentences or other language in Lincoln's address that create images in your minds eye? Any words that make you think of anything specific? If so, what are those words and what do they make you think of.

Handwritten notes area with horizontal lines for text.

PROJECT REQUIREMENTS:

The main function of a poster is to capture a moving audience with a message. You will have a short amount of time to attract and hold your readers attention. Think about the one aspect of the information that must convey the message and plan your design around that.

1. Image requirements...

Your poster should include at least three images. These may be photographs, drawing/paintings or other graphics or a combination.

2. Compositional elements...

Your poster should have a focal point (emphasis) and use Primary, Secondary and Tertiary design elements. Think "must know, good to know, nice to know".

3. Compositional tool...

Your poster should be designed on a grid as a compositional tool.

4. Textual elements...

Your poster should include text. A headline (or title) a tagline and at least some body text. The Address should be made reference to, and at least one sentence from the body of the speech should be included.

If multiple fonts are used, they should be complimentary.

Be sure to think about regular, bold, italic, serif or sans-serif fonts etc.

5. Compositional elements...

Think about "movement/flow" and "alignment". Unity is your over-riding desire for the poster, and the eye should flow easily from one element to the next. The grid helps create unity through alignment.

6. Size, format and resolution...

Your poster should be 24X36 and a 300 DPI resolution. You may shoot your own imagery or grab from online, but your edges must be clean and show no pixelation.

Vertical or Horizontal format.

Grids have been described in design literature for at least 50 years, if not longer.

DaVinci and Durer were known to experiment with grid systems. Swiss graphic designer Karl Gerstner describes a number of grid systems or "programs" in his 1964 book, *Designing Programs*.

The classic work on grids for graphic designers is Josef Muller-Brockman's 1981 book, *Grid Systems*.



Why the Grid? Whats the benefit?

The grid system in graphic design is a way of organizing content on a page, using any combination of margins, guides, rows and columns. It is commonly seen in newspaper and magazine layout with columns of text and images. One grid, or a collection of grids, may be used across an entire project to achieve a consistent look and feel.

In a finished product, the grid is invisible, but following it helps in creating successful print and web layouts.

After World War II, a number of [graphic designers](#), including [Max Bill](#), [Emil Ruder](#), and [Josef Müller-Brockmann](#), influenced by the modernist ideas of [Jan Tschichold's Die neue Typographie](#) (The New Typography), began to question the relevance of the conventional [page layout](#) of the time. They began to devise a flexible system able to help designers achieve coherency in organizing the page.

The result was the modern typographic grid that became associated with the [International Typographic Style](#). The seminal work on the subject, *Grid systems in graphic design* by Müller-Brockmann, helped propagate the use of the grid, first in Europe, and later in North America.

Stylistic Approach - what will you choose?

Think about the history of posters discussed in class, as well as the different types and styles of posters we looked at (color blocking, Constructivism, Art Deco, broadsides, Art Nouveau, Plakatstil, Futurism, Belle Epoque, Propaganda, Typographic Style, etc). What approach will you take and why do you feel it fits both the message and content of The Address and your own concept?

The "Structure" - both the spoken word and graphic design have structure

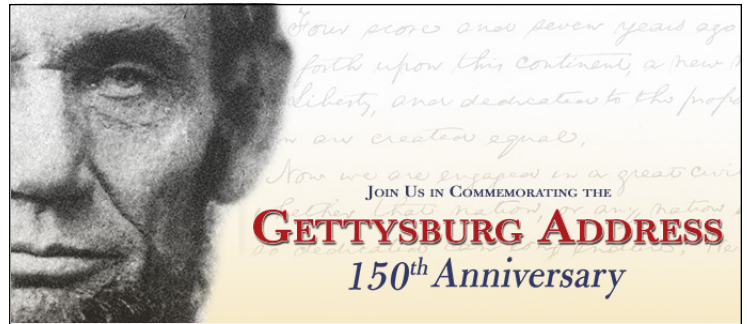
Structure considered (how can you translate this verbal structure into visual structure)...

Graphic Design has a visual structure - this is what we talk about when we discuss "composition" and "design" - structure is how your images are arranged on the picture plane. Your design structure for this poster design is the grid.

However, a speech also has a structure (speech, soliloquy, aside, monologue etc.).

Lets take a look at the structural elements in Lincoln's speech that make it such a great piece of oratory.

According to Nick Skellon,, an acknowledged master of public speaking, there are several structural elements that makes this speech a standout.



brevity...

1. Brevity

The first thing is it's brevity and - because of that - its precision. It's only 276 words and 10 sentences long, and takes just 2 minutes to say. Not a single word is wasted.

On the day of the speech, Lincoln followed Edward Everett, who spoke for 2 hours. A speech duration not at all uncommon (or unexpected) at the time.

2. Simplicity

Of the 276 words used, only fifteen have more than 2 syllables. None of these are particularly 'fancy' and one word alone - dedicated - accounts for 6 of them.

Most of the great communicators, such as Winston Churchill, were masters at this.

If the audience has to keep dipping into a mental dictionary for clarification every twenty seconds, you'll lose them! But if you keep it simple, then when you do deliberately use a long or unusual word to emphasis a specific point, it will stand out and be remembered.

3. Powerful Opening

Lincoln didn't waste time saying good afternoon or thanking the audience for being there (in a 2 minute speech, how could he?) he began succinctly with a biblical reference that used a technique called Anastrophe - defined as 'a departure from normal word order for the sake of emphasis.'

Instead of the pedestrian '87 years ago' he says 'four score and seven years ago.' Much more powerful, much more memorable, much more effective. The biblical reference was to Psalm 90 verse 10, which says, 'The days of our years are threescore years and ten. And if by reason of strength they be four score years.'

In the middle of the nineteenth century when the Bible was seen as an unquestionable document and the word of God, this would have been a powerful and familiar reference.

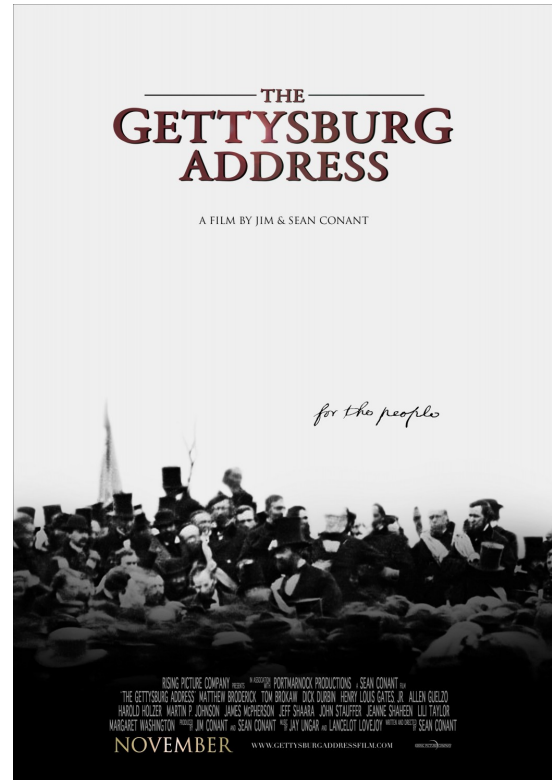
4. Simple, easily followed structure

It's divided into 3 parts.

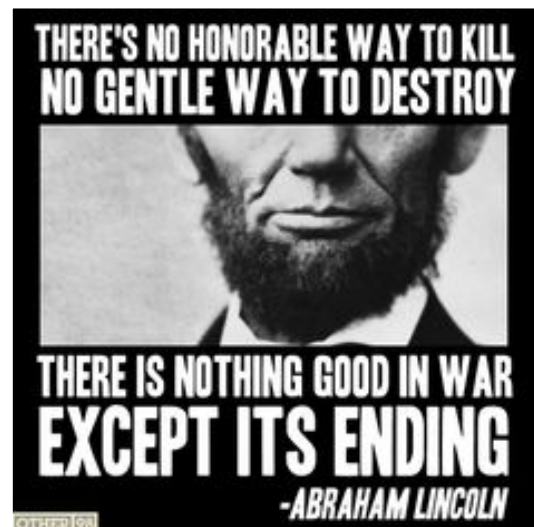
Part one is the past - "Four score and seven years ago ..." when he reminds them what the Founding Fathers set out to achieve.

Part two is the present - "Now we engaged in a great civil war ..." and are standing on a bloody battlefield, with the nation tested as never before.

Part three is the future - "unfinished work" and "the great task remaining before us."



simplicity...



components or modules...