**The Planning: NACI Motivational Poster**

**Overview:**

Complete this document IN FULL, then get it checked over by Ms. Hammond before starting your motivational poster in Photoshop. Hand this document in with your .PSD and .JPEG files once you have finished the assignment.

**Your To-Do List:**

* Organize your folders
* Find and analyze some examples
* Identify what makes a motivational poster a motivational poster
* Identify your writing variables
* Gather your resources

**1. Organize your Folders**

Create a new folder inside your “Desktop Publishing” folder called “Motivational Poster”. Inside, create 2 more:

* “Extra Stuff” (this is for all the things you WON’T hand in)
* “loginname\_Nomineename-Poster” (example: “hambri\_ram-poster”). This is for the 3 things you WILL hand in once you have finished the assignment.

**2. Find and Analyze Examples**

Take a look through some **motivational posters** and choose your favorite two: one from the “Classic\_MotivationalPosters” folder and one from the “NACI\_MotivationalPosters” folder. Paste **an image of each of these posters** below and write a brief description of why each cover appeals to you. Do not talk about the content **– talk about the design** (consider: contrast, repetition, alignment, proximity, color, balance, harmony, spacing, lines, typography, details, etc.) **and talk about how well the poster suits its purpose audience, & theme.**

**3. Identify What Makes a Motivational Poster a Motivational Poster**

Examine the 2 posters that you chose. In the space below, come up with 3 criteria that “make a motivational poster a motivational poster.” What do the two posters you’ve chosen, and other posters you’ve seen, all have in common?

**4. Identify Your Communication Variables**

For **the Motivational Poster** you will be creating, identify each of the communication variables below:

* **Form (what the piece is)? – NACI Motivational Poster**
* Central Idea (what/who is the cover about)?
* Purpose (what is the cover supposed to do)?
* Audience (who is the cover supposed to attract)?
* Context (where would the cover be presented)?

**5. Gather Your Resources**

Search for all the resources (2-3 photos of your nominee, background for your nominee, font(s), and motivational quote) you will need in order to complete your poster. Place each of these items inside the “Extras” folder inside your “Motivational Poster” folder.

* **VERY IMPORTANT NOTE:** Since your poster will be printed at 20 inches x 30 inches, and the **minimum** print resolution for an image of this size is 150 ppi, **all images** (including background images) that will fill the entire frame of your document must be **at least** 3000 x 4500 pixels in size (20\*150=3000; 30\*150=4500).