

## *Conception d’Affiches*

### **Summary of the contest:**

Designing a poster including text and design forms in color on a given theme using computer.

### **Running of the contest:**

The duration of the contest will be maximum 6 hours.

It consists in designing a poster according to the given theme using computer.

At the planning stage, candidates will have to come up with ideas, concepts in order to reach the objectives and the target.

Visualization stage is the design process using computer and design softwares (Windows based Adobe, Photoshop CS5, Illustrator CS5).

At this stage, every visual elements such as shape, text, color, etc. are composed fit to the purpose.

Final work is to be stored on a USB memory, printed in the required format, and submitted to the jury.

### **Main skills required:**

Be able to:

- ✓ Analyse a given theme, define a concept, an idea and design a poster accordingly
- ✓ Manage the softwares Windows-based Adobe, Photoshop CS5, Illustrator CS5
- ✓ Realise a layout with text, colors, illustrations...
- ✓

### **Rating criteria:**

- ✓ Quality of the layout
- ✓ Use of the colors
- ✓ Ability to use the provided material and softwares associated
- ✓ Poster Design expression and consideration
- ✓ General quality of the poster, creativity and originality of the concepts.