

FYI IS A POSTER SHOW

CREATIVE BRIEF

THEME

"FYI is a poster show" examines the world around us through Infographics. This form of visual communication combines information with typography and presents it in a fun and artistic way.

OBJECTIVE

All poster content is designed with a purpose; to activate, engage and educate our community. Capture, design and illustrate the thoughts, ideas, facts and statistics that make up the world around us and find interesting, important, useful, outrageous, remarkable and entertaining information to convey it.

CREATIVE HINT #1

Pick a statistic, fact or interesting tidbit and find a different way to present it. For example: The Space needle is 604 ft high. That's 2,013 beer cans stacked on top of each other.

CREATIVE HINT #2

Don't let the word "Infographic" hold you back. You don't have to use charts and graphs. One of the most important elements in this show will be typography. If you have a story you want to tell or a message you want to convey make it happen by all means possible. At the end of the day this poster show will stay true to its name for the viewers; For Your Information.

IDEAS FOR POSTER SHOW

(Feel free to create your own)

- Technology & Innovation
- Northwest Living:
Music, Neighborhoods,
Sports and Activities
- Graphic Design
- Business & Economics
- Non Profits
- Election Year
(Ballot Initiatives
& Candidates)
- Community Organizations
and Causes
- Environmental Causes
and Issues

FYI IS A POSTERSHOW

CREATIVE BRIEF

REQUIREMENTS + FORMATTING

Poster can be an illustration, type treatment, photograph, collage, watercolor, etc. Posters made non-digitally must be submitted as scans in the proper format.

DIMENSIONS

24" x 36" trim size

FORMAT

Press Ready PDF, 300 ppi
(Pull for bleed if necessary and include crop marks)

Include a web ready image optimized for Facebook viewing

SUBMIT

Press Ready PDF posters must be submitted on or before Saturday, September 8th, 2012 by 11:59PM to be included in the show.

Submit to:
community@seattle.aiga.org

LABEL SUBMISSIONS AS

FYI POSTER SUBMISSION (YOUR NAME) in the subject line. Please make sure to include your name, address, telephone and website URL.

SPREAD THE WORD

Use hashtag #fyipostershow to share updates, ask questions and discuss the Poster exhibit.

QUESTIONS, SPONSORSHIP & MEDIA INQUIRES

Dave Miller, AIGA Seattle
Community Outreach Director
community@seattle.aiga.org

REGISTER FOR THE EVENT:

All applicants are asked to register for the event as soon as possible. This gives us an estimate of potential poster entries and will help us with print coordination. PLEASE USE REGISTRATION LINK ON THE WEB SITE.

THE FINE PRINT

By participating in "FYI is a poster show" you keep all copyright permissions of your poster work. However, entrants grant AIGA Seattle the right to keep the poster submission for reproduction in AIGA Seattle related materials, on its website, social networking sites, in exhibitions and for educational and AIGA-related promotional purposes. AIGA reserves the right to sell the original poster and any reprints of submitted posters with all proceeds going towards design related nonprofit organizations.

Please make sure to recycle this brief :)