

Cal State San Marcos  
9th Annual International Fair  
Thursday April 14 11:00-2:00 Library Plaza  
Organized by: University Global Affairs Committee  
Sponsored by: A Co-Curricular Funding Award,  
Office of Global Education, ASI and SLL  
Poster Designed by: Walter Stripe

**Given text.** (*as is*)

Paste in text; be sure it is editable. It comes in all in one text box. This is the order of the text "as-is" given to you by the client.

Not a lot of information to prioritize, but even 38 words can be arranged in an infinite number of ways!

**Ranking now  
saves time later.**

*(word order begins  
to change)*

9th Annual International Fair (1)

Thursday April 14 11:00-2:00 (2)

Library Plaza (2)

Cal State San Marcos (3)

University Global Affairs Committee (4)

Organized by: (4)

A Co-Curricular Funding Award, (4)

Office of Global Education, ASI and SLL (4)

Sponsored by: (4)

Walter Stripe (5)

Poster Designed by: (5)

*What your client  
likes and expects  
plays a big part in  
what you choose  
to emphasize.  
Sometimes you  
are given broad  
creative license,  
sometimes not.*

Separate into logical groupings: *title, time & place, organizers and sponsors, design credit.*

Establish a hierarchy. Rank groupings into order of importance—what you wish to be read first, then second, and so on.

Don't let the order in which you are given the information unduly influence its order of importance! You may wish to emphasize a different order, based on logic or aesthetics of your own.

*The audience for this poster is mostly on campus already, so the appeal to the off-campus community is minimal. For this reason, Cal State San Marcos is a 3.*

# 9th Annual International Fair (1)

Thursday April 14 (2)

11:00-2:00 (2)

Library Plaza (2)

Cal State San Marcos (3)

University Global Affairs Committee (4)

Organized by: (4)

A Co-Curricular Funding Award (4)

Office of Global Education (4)

ASI (4)

SLL (4)

Sponsors: (4)

Poster Design: (5)

Walter Stripe (5)

**Word size  
change  
indicates  
a sub-value.**

*(Subsets are scaled  
down. First read is  
scaled up.)*

Create subsets within the rankings.

*(i.e. "Organized By" can be significantly less emphasized than, "University Global Affairs Committee.")* Although ranked the same, the identifier is not as important as the proper noun, but remains clustered for logical positioning. *(same for sponsored by and poster designed by)*

9th Annual International Fair (1)

Thursday April 14 (2)

11:00-2:00 (2) (11a - 2p) (2)

Library Plaza (2)

Cal State San Marcos (3) (CSUSM) (3)

University Global Affairs Committee (4)

Organized by: (4)

A Co-Curricular Funding Award (4)

Office of Global Education (4)

ASI (4)

SLL (4) Sponsors: (4)

Poster Design: (5)

Walter Stripe (5)

existing, occurring, or carried on between nations

**simplify**

**remove for now**

*dictionary definition of 'international' added for emphasis*

**Every line is now in its own text box.**

**Text is added and simplified.**

*Copy/paste each line of text into its own text box so it may be moved around and stylized independently.*

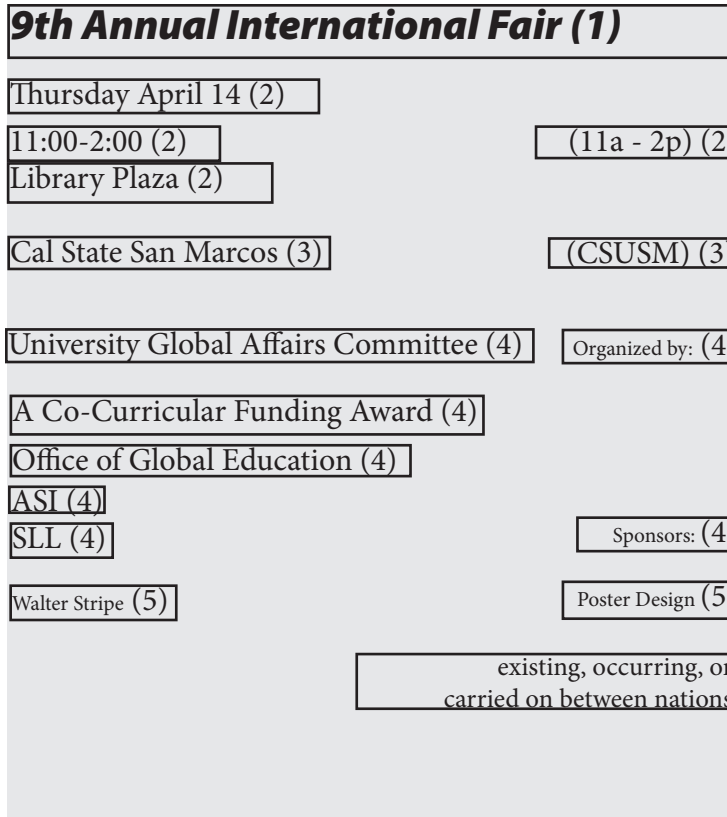
Subdivide text groupings with line breaks into smaller units and remove extraneous punctuation and conjunctions.

Simplify text wherever possible. Remove what you may consider to be extraneous. *(you can add these items back in later, if necessary, or as a variation)*

Consider adding information of your own to support or elaborate upon the primary question: why? Supportive text serves the same function as imagery would—a way to enhance the message.

*As virtually no design is accepted by the client without at least a few changes, sometimes it's okay to use that process to your advantage.*

*The client may like your edit better than their own.*



**WHY?**

**WHEN?**

**WHERE?**

**dominant**

**subordinate**

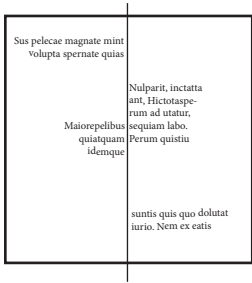
According to 'gig' poster artist Scrojo (<http://www.scrojo.com/>), a promotional poster should answer three questions:

- Why?** 9th Annual International Fair
- When?** Thursday April 14 11:00-2:00
- Where?** Library Plaza Cal State San Marcos

All remaining information is subordinate.

*The goal of the poster is to grab a potential fan who comes to the show (event) based solely on the poster!*

**Consider layout schemes: axial**



Examples of axial arrangements in nature include the trunks of trees, flower stems, and many other plants.

University Global Affairs Committee  
 A CO-CURRICULAR FUNDING AWARD  
 OFFICE OF GLOBAL EDUCATION, ASL, SLL

*organized by*  
*sponsored by*

11a–2p  
 April 14  
 Library Plaza  
**CSUSM**

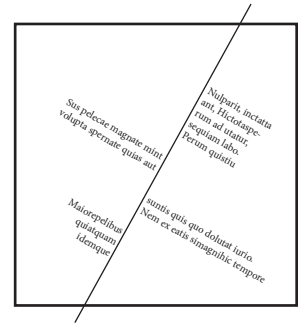
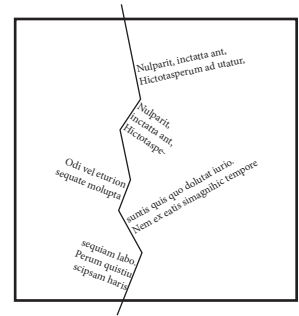
**9<sup>th</sup> annual**  
**INTERNATIONAL FAIR**

*existing, occurring, or carried on between nations*

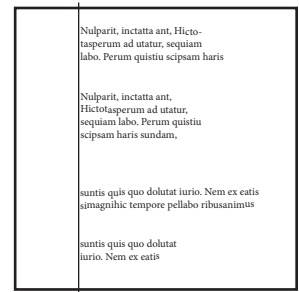
*poster design: walter stripe*

Design to the left and right of a single axis. This is a branching arrangement from an implied main line. The axis can exist anywhere in the format to create a symmetric or asymmetric composition.

When the axis is placed off center to the left or right the space is divided in a more interesting way, with a shift in proportion of larger and smaller volumes of space.



In an axial layout, text can be placed all to one side of the line.



design: walter stripe

9th annual **april 14** international **FAIR** on

2:00pm

library plaza c s u s m

11:00am **FAIR**

**2011** International Fair **FE**

*Sponsored by:*

A Co-Curricular Funding Award, Office of Global Education, SLL and ASI

*Organized by:*

University Global  
Affairs Committee

design: walter stripe

9th annual **april 14** international **FAIR** on al

2011

library plaza **11a** csusm

International Fair

**FAIR**

Sponsored by:

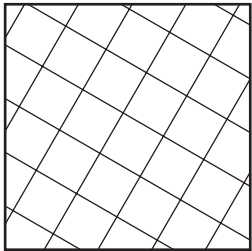
A Co-Curricular Funding Award Office of Global Education, SLL and ASI

Organized by:

University Global Affairs Committee



**Consider  
layout  
schemes:  
grid**



*text positioned slightly  
over the line for optical  
alignment when grid is  
turned off*

*existing, occurring, or  
carried on between  
nations*

**INTERNATIONAL  
FAIR**

9<sup>th</sup> annual April 14

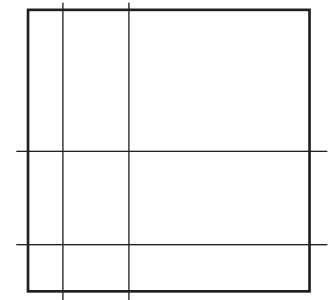
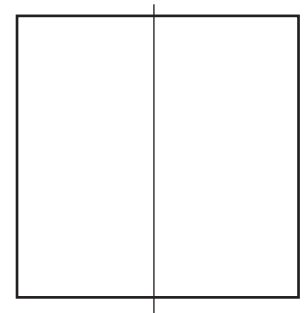
ORGANIZATION  
University Global Affairs Committee

SPONSORSHIP  
*a co-curricular funding award*  
Office of Global Education, SLL and ASI

LIBRARY PLAZA 11<sup>a</sup>-2<sup>p</sup>

**CSUSM**

Design: Walter Stripe



*gutter for divisions between  
columns of text*

A grid is a system of horizontal and vertical divisions that organize and create relationships between elements.

Divisions need not be uniform and grid can be angled to imply motion. The grid imparts strict alignment even to elements placed far apart.

Essential tool for the visual architecture of large amounts of information.

ANNUAL <sup>9th</sup>  
**INTERNATIONAL**  
FAIR 2011



T H U R S D A Y

april 14

LIBRARY

PLAZA

11a-2p

Poster by Walter Stripe

ORGANIZATION & SPONSORSHIP

UNIVERSITY GLOBAL AFFAIRS COMMITTEE  
*a co-curricular funding award*  
OFFICE OF GLOBAL EDUCATION, ASI, SLL

CSUSM