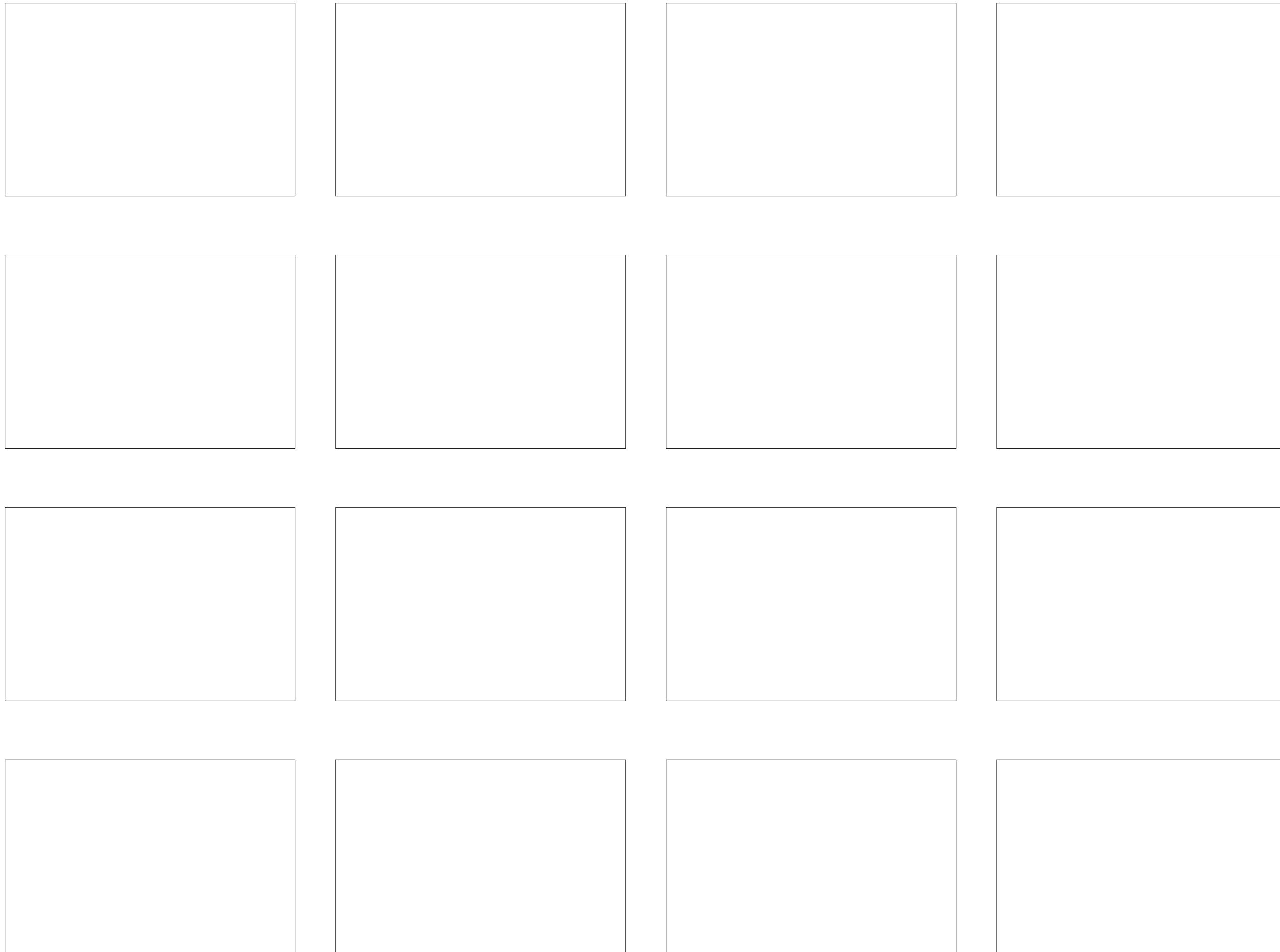
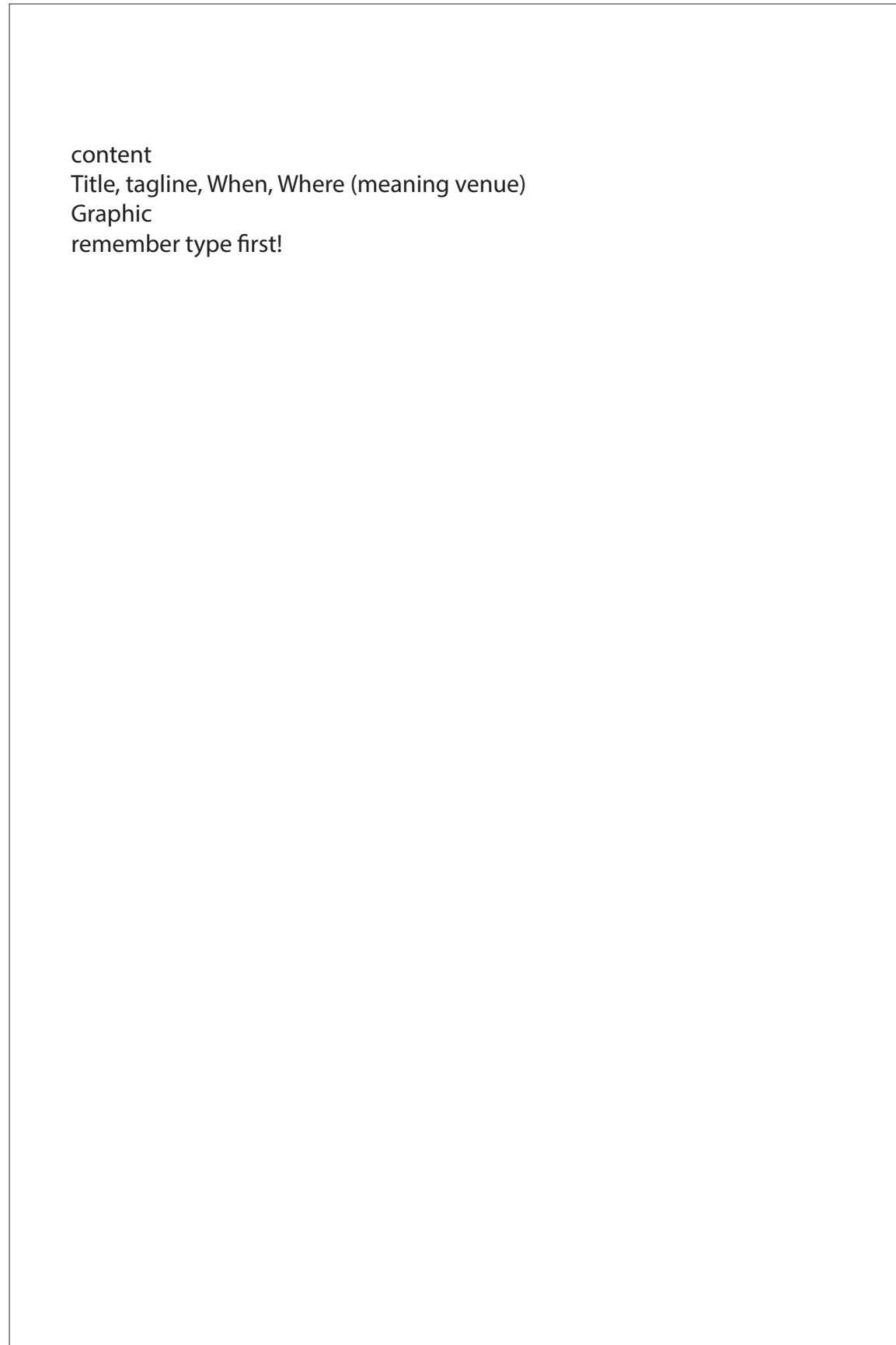


**SKETCH FIRST: POSTER IDEAS OR TYPE LOCKUPS 36 TOTAL  
BY HAND OR ON THE COMPUTER**

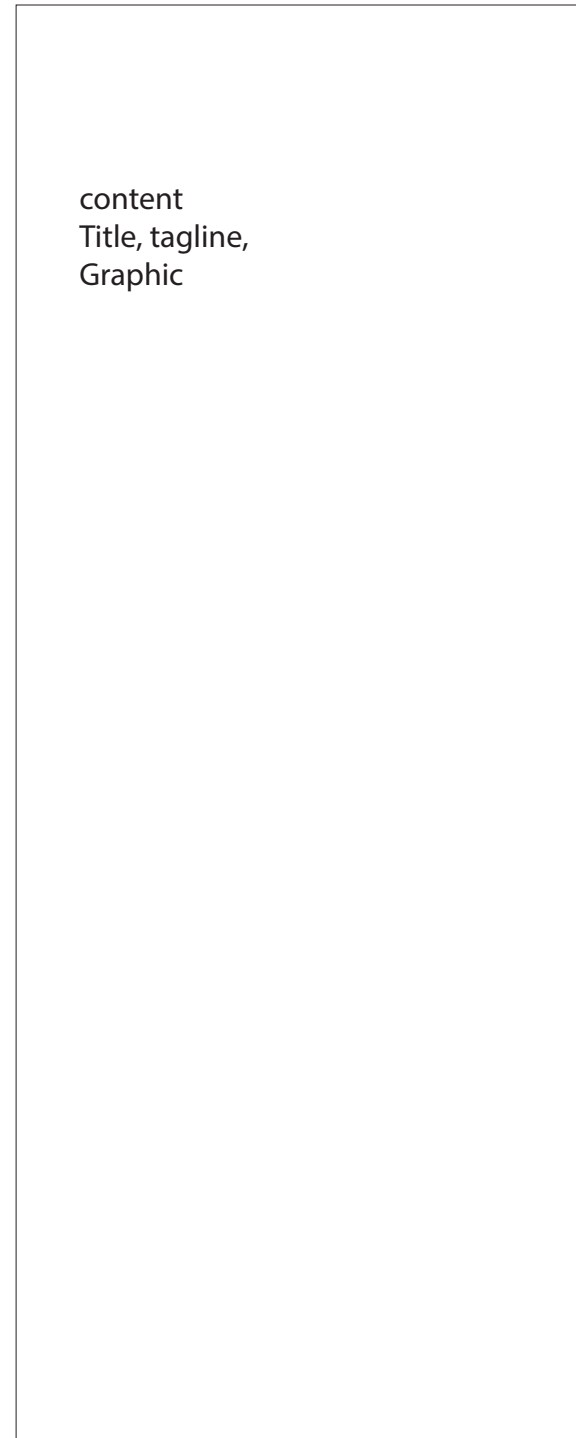


**SKETCH FIRST:  
POSTER IDEAS OR TYPE LOCKUPS  
36 TOTAL  
BY HAND OR ON THE COMPUTER**

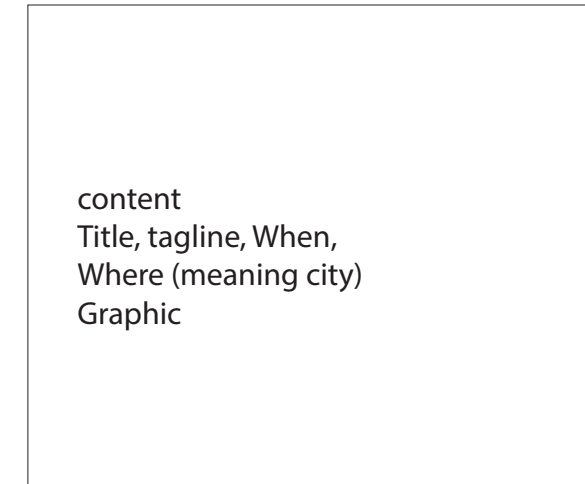
4 x 6



7.5 x 3



3 x 2.5



**EXPLORATION \_\_\_\_ OF 6**

pick 1 toolkit or pick 2 toolkits or combine 2 into 1.

you can not use 6 different toolkits.

you can do all 6 explorations

with 1 tool kit or you can do 3 with one toolkit and 3 with another

using the same tool kit you are not exploring the visual language of the conference.

using the photos you want to use, colors, typography..

\*rough sketches but they should be clear on what you are trying to show.

and have the correct content on each format

**DO NOT JUST SCALE YOUR DESIGN TO FIT!**

How can the design change...

different proportions image

different proportions color

different proportions of hierarchy

Title and subtitle treatment should be **DIFFERENT FOR ALL 6 BOARDS.**

But again you are not just scaling it differently for these 3 formats how can it transform?