

LANGUAGE



Title: The Vernacular

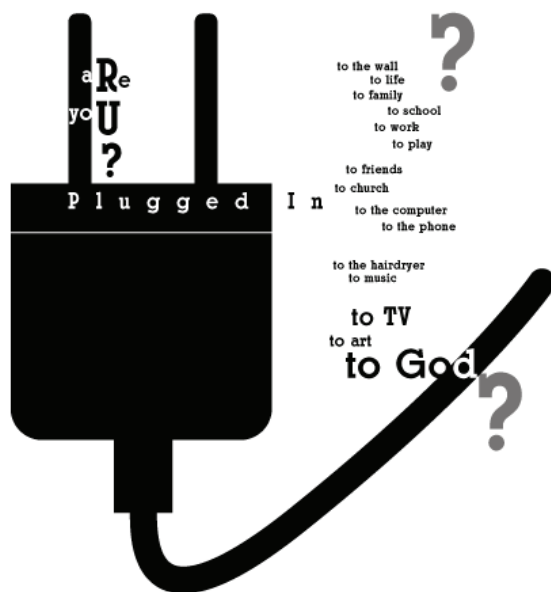
Description: Create a poster that is a graphic equivalency of a popular slang of the day

Reference: **Slang**: *n. 1. A kind of language occurring chiefly in casual and playful speech, made up typically of short-lived coinages and figures of speech that are deliberately used in place of standard terms for added raciness, humor, irreverence, or other effect. 2. Language peculiar to a group; argot or jargon: thieves' slang.*

v., slanged, slang-ing, slangs.

v.intr. 1. To use slang. 2. To use angry and abusive language: persuaded the parties to quit slanging and come to the bargaining table.

v.tr. To attack with abusive language; vituperate.



Procedure:

- Use the Internet to search for common slang phrases. Make your selection
- Develop your concept- relevant to the nature of the vernacular or add an odd twist to the meaning or take of the phrase.
- Prepare a poster on an 11" x 17", or larger, by composing text and graphics.
- Stylize the typography and graphics to

further express your message. What typeface will you use? How will you treat the graphics? What compositional approach will you incorporate to give visual and contextual impact?

- Print this assignment on the Epson large-format printer for the course portfolio.