Kamillah Collins

DUMBO Brooklyn Historical Society Poster

We were given the assignment to develop a poster for the new location of the Brooklyn Historical Society down in DUMBO. This was a unique assignment because I have never done a poster on a new location before. In the previous week, Professor showed us different examples of posters and how they worked and didn’t work. I was really attracted to the concept of using bold type a repetition. I used those elements in my final product. When I was in the sketching phase I thought I was going to use a bold sans serif font. After seeing a sign that is hung in the museum which was in slabs serif font, I knew that was the direction I wanted to go in.

I chose the color yellow as my accent because of that sign as well. I chose blue as the background for representation of the water. Once I got on the computer, I wanted to do a subtle overlay of the actual building on top of the blue background.

As I was putting the poster together, I had a few challenges. I was struggling with kerning, an overall breathing room on the poster. Initially, things were too close and on top of each other which didn’t allow each element to have its own moment. I fixed it by adjusting spacing as well as sizing of the type.