

MIDTERM PROJECT: POSTER DESIGN



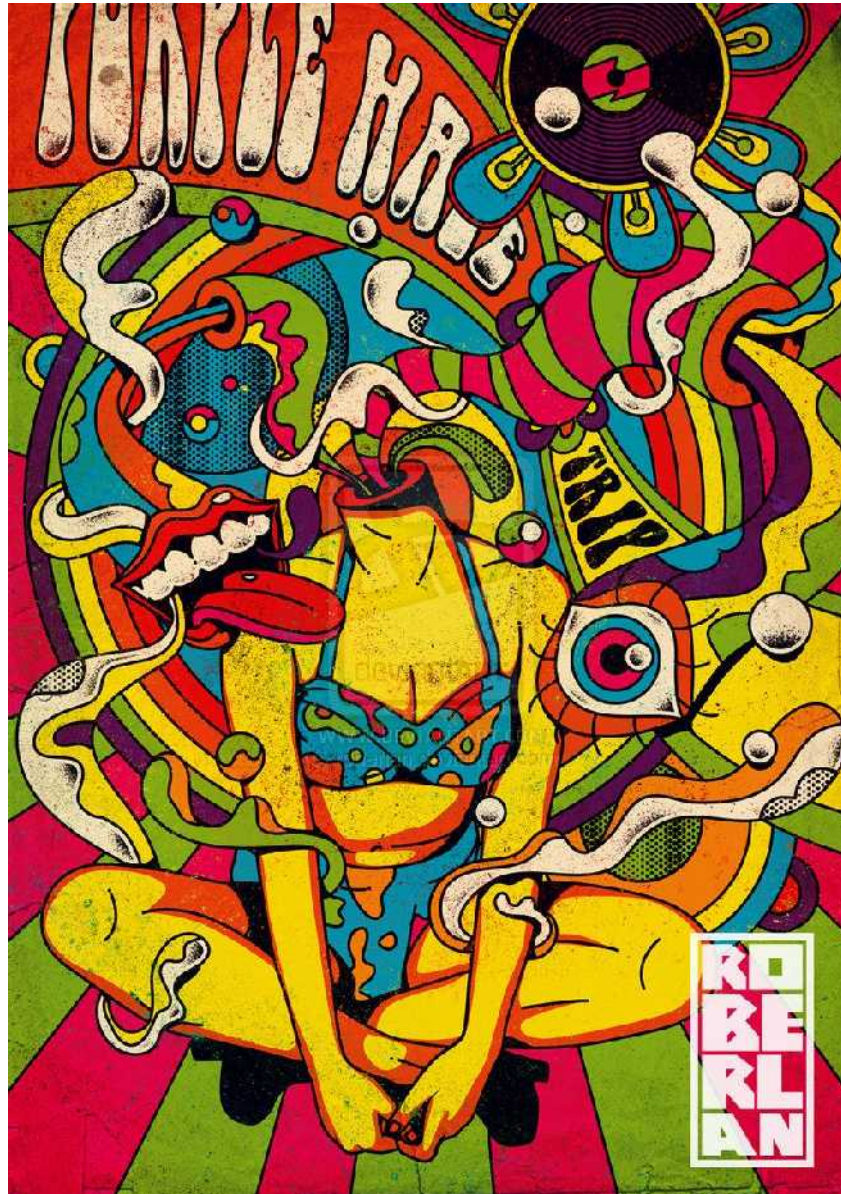
WHAT MAKES A GOOD POSTER?

1. Readable From a Distance
2. Stand out from It's Surroundings
3. Communicate The Message Quickly
4. Be Memorable
5. Convey Important Information Clearly/Be Legible
6. Tone/Attitude Matches Product/Event/Message
7. Reaches the Right Audience
8. It Looks Good

Other Tasty Poster Ingredients:

1. Attention-grabbing color scheme
2. Strong Contrast
3. Integrated Typography
4. Visual Hierarchy

Attention-Grabbing Color Scheme



Attention-Grabbing Color Scheme



Attention-Grabbing Color Scheme

**WOODSTOCK
MUSIC & ART FAIR**
presents
**AN
AQUARIAN
EXPOSITION**
in
WHITE LAKE, N.Y.*

WITH

FRI., AUG. 15
Joan Baez
Ariq Ghanie
Tim Hardie
Richie Havens
Incredible String Band
Ravi Shankar
Sly And The Family Stone
Bert Sommer
Sweetwater

SAT., AUG. 16
Canned Heat
Creedence Clearwater
Grateful Dead
Kool Haerley
Janis Joplin
Jefferson Airplane
Mountain
Quill
Samson
The Who

SUN., AUG. 17
The Band
Jeff Beck Group
Blood, Sweat and Tears
Joe Cocker
Crosby, Stills and Nash
Jimi Hendrix
Iron Butterfly
Ten Years After
Johnny Winter

ART SHOW
The art show will feature the work of many of the artists who performed at the festival. The art show will be held in the main tent area of the festival. The art show will be held from 10:00 a.m. to 6:00 p.m. on Friday, Saturday and Sunday.

CREDS BUREAU
The Creds Bureau is a non-profit organization that provides a wide variety of services to the music industry. The Creds Bureau is a non-profit organization that provides a wide variety of services to the music industry.

FOOD
There will be a wide variety of food and drink available at the festival. The food and drink will be available from 10:00 a.m. to 6:00 p.m. on Friday, Saturday and Sunday.

**HUNDREDS OF ACRES
TO HOAM ON**
The festival will be held on a large area of land. The festival will be held on a large area of land. The festival will be held on a large area of land.

**MUSIC STARTS AT 4:00 P.M. ON
FRIDAY AND AT 10:00 A.M. ON
SATURDAY AND SUNDAY.**

**AUGUST
15, 16, 17.**

**3 DAYS
of PEACE
& MUSIC**

Woodstock

WOODSTOCK MUSIC & ART FAIR
1000 WOODSTOCK ROAD
WOODSTOCK, N.Y. 12424

*White Lake, Town of Bolton, Sullivan County, N.Y.

Contrast



GET OUT

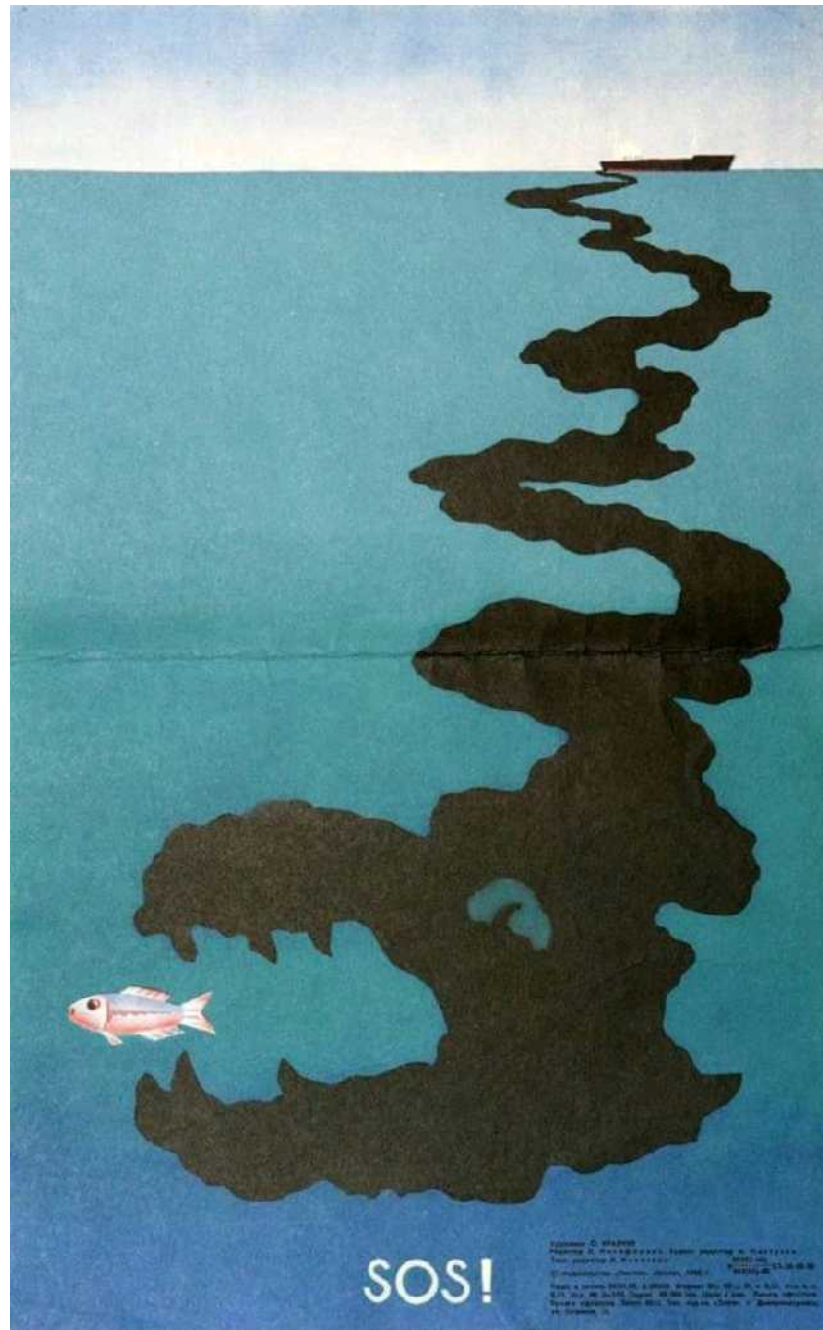
UNIVERSAL PICTURES PRESENTS A BLUMHOUSE / GC ENTERTAINMENT PRODUCTION A MONTEWAY PRODUCTIONS FILM
"GET OUT" DIRECTED BY JORDAN PEELE
CASTING BY CATHERINE KEENE
EDITED BY TERRY TAYLOR
PRODUCTION DESIGNER TERRY TAYLOR
EXECUTIVE PRODUCERS SEAN MURPHY AND JACOB REIF
PRODUCED BY SEAN MURPHY AND JACOB REIF
SCREENPLAY BY EDWIN HERRON
DIRECTED BY JORDAN PEELE
CASTING BY CATHERINE KEENE
EXECUTIVE PRODUCERS SEAN MURPHY AND JACOB REIF
PRODUCED BY SEAN MURPHY AND JACOB REIF
SCREENPLAY BY EDWIN HERRON
DIRECTED BY JORDAN PEELE

UNIVERSAL PICTURES
A UNIVERSAL PICTURES FILM
PG-13
R

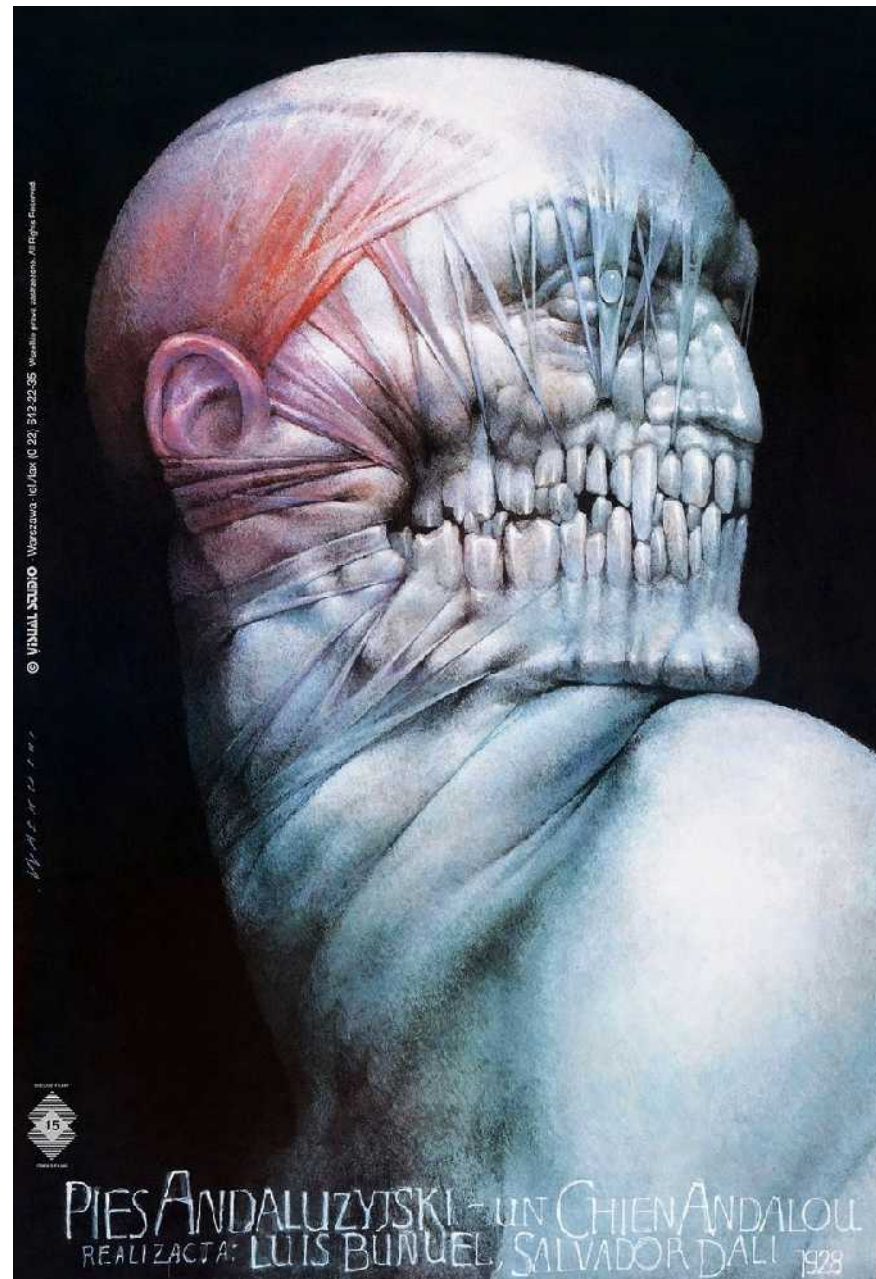
Contrast



Contrast applies to Color Too!



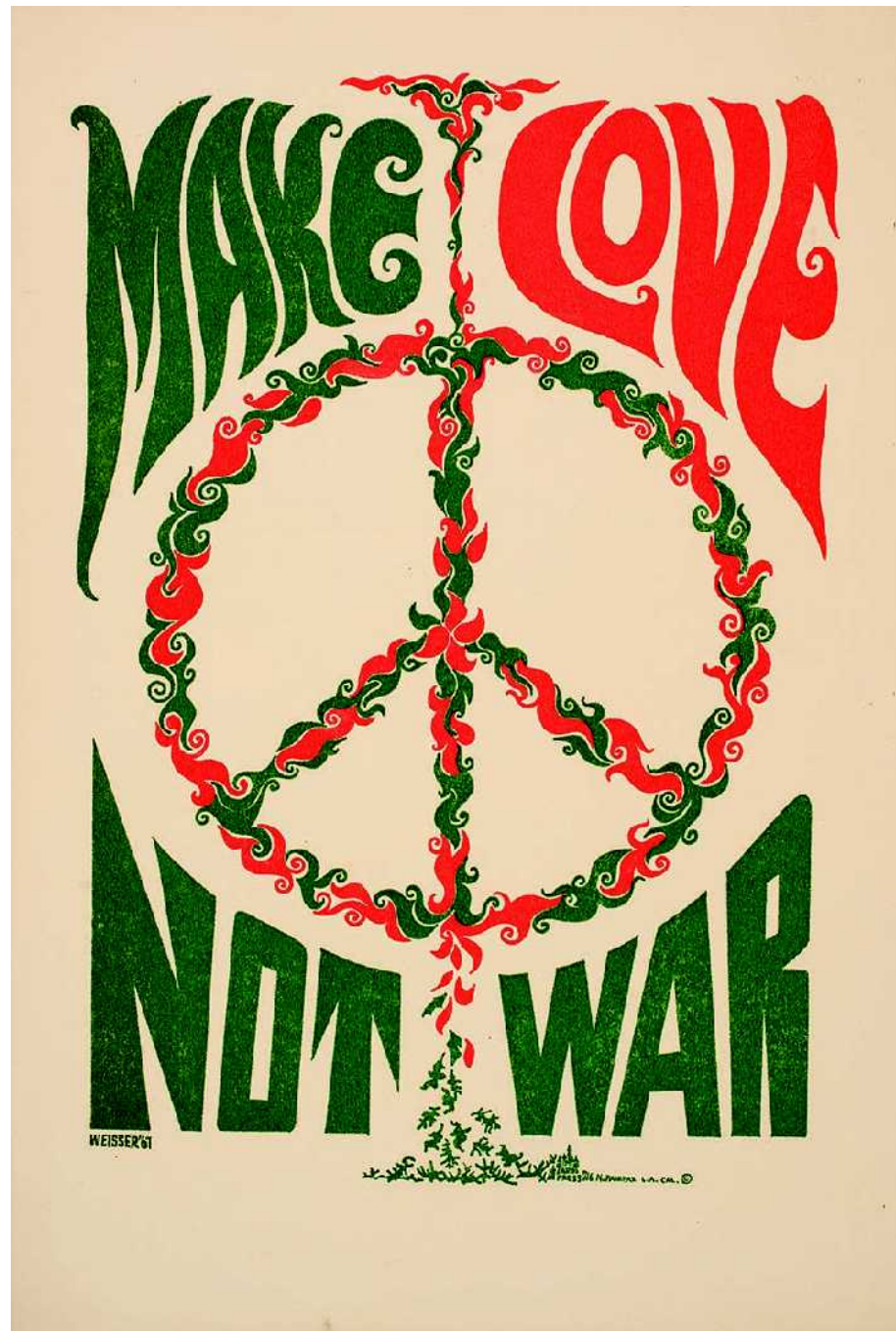
Contrast Applies To Color Too!



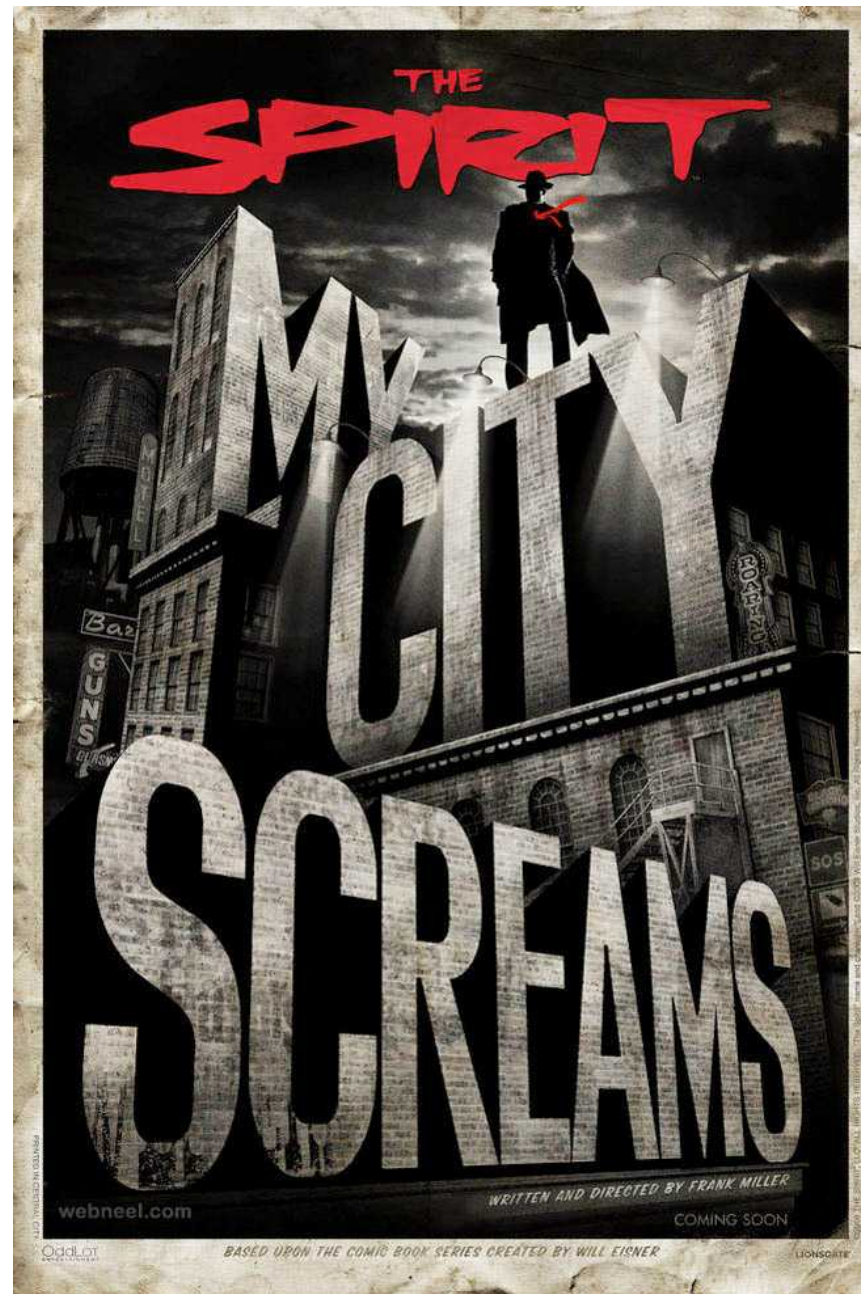
Contrast Applies To Color Too!



Integrated Typography



Integrated Typography

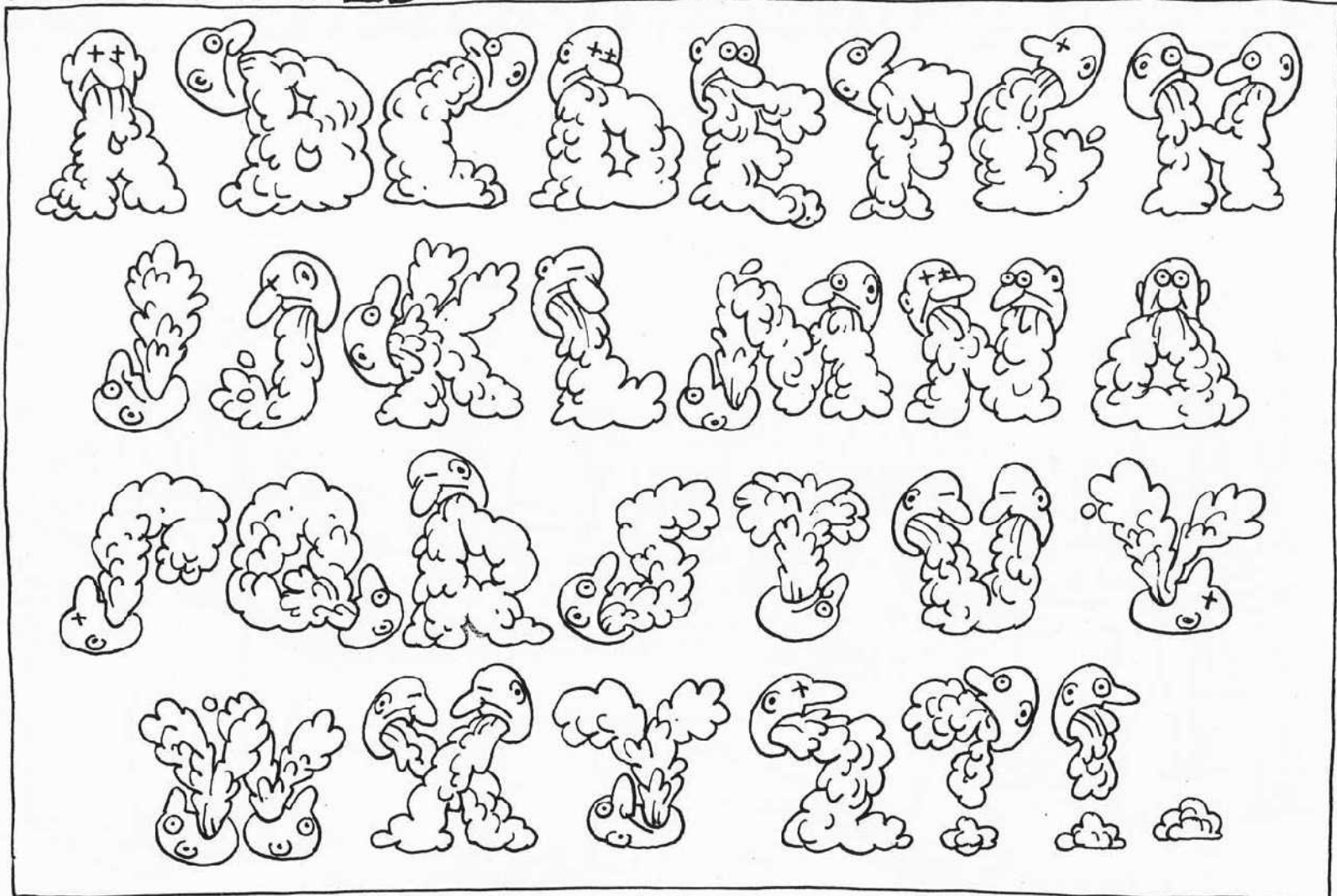


Integrated Typography

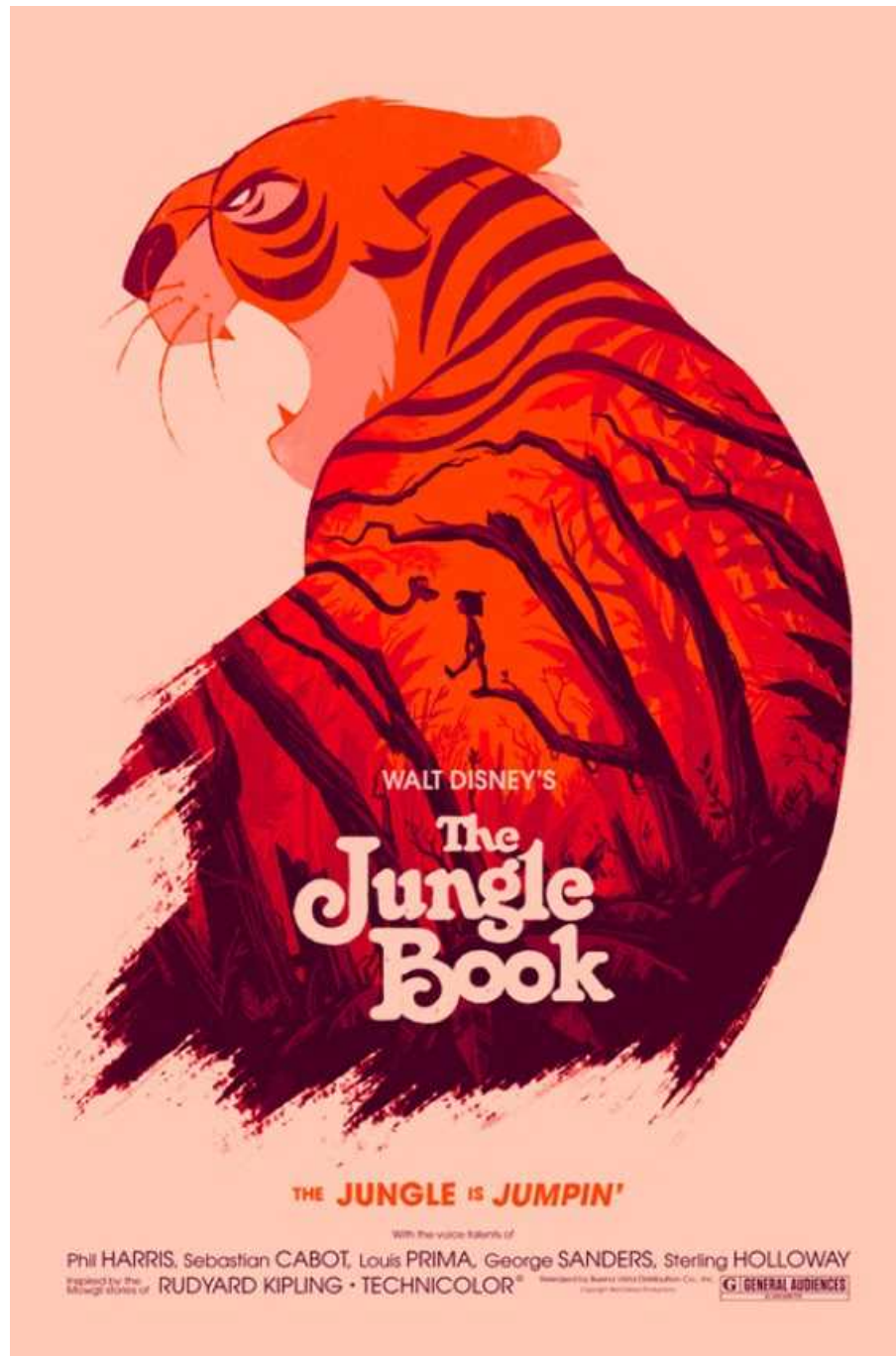


Integrated Typography

BARF BOLD *A Decorative Typeface*



Visual Hierarchy



Visual Hierarchy





DIRECTED BY
CHRISTOPHER NOLAN

STARRING
CHRISTIAN BALE, MICHAEL CAINE, GARY OLDMAN, ANNE HATHAWAY,
TOM HARDY, MARION GOTILLARD, JOSEPH GORDON-LEVITT
AND MORGAN FREEMAN

DMV INNOVATIONS

BUT

B MOVIE UNDERGROUND & TRASH
FILMFESTIVAL



2 T/M 6 SEPT 2015
WWW.BUTFF.NL BREDA

ONTWERP: WWW.MARTEENONNERS.COM

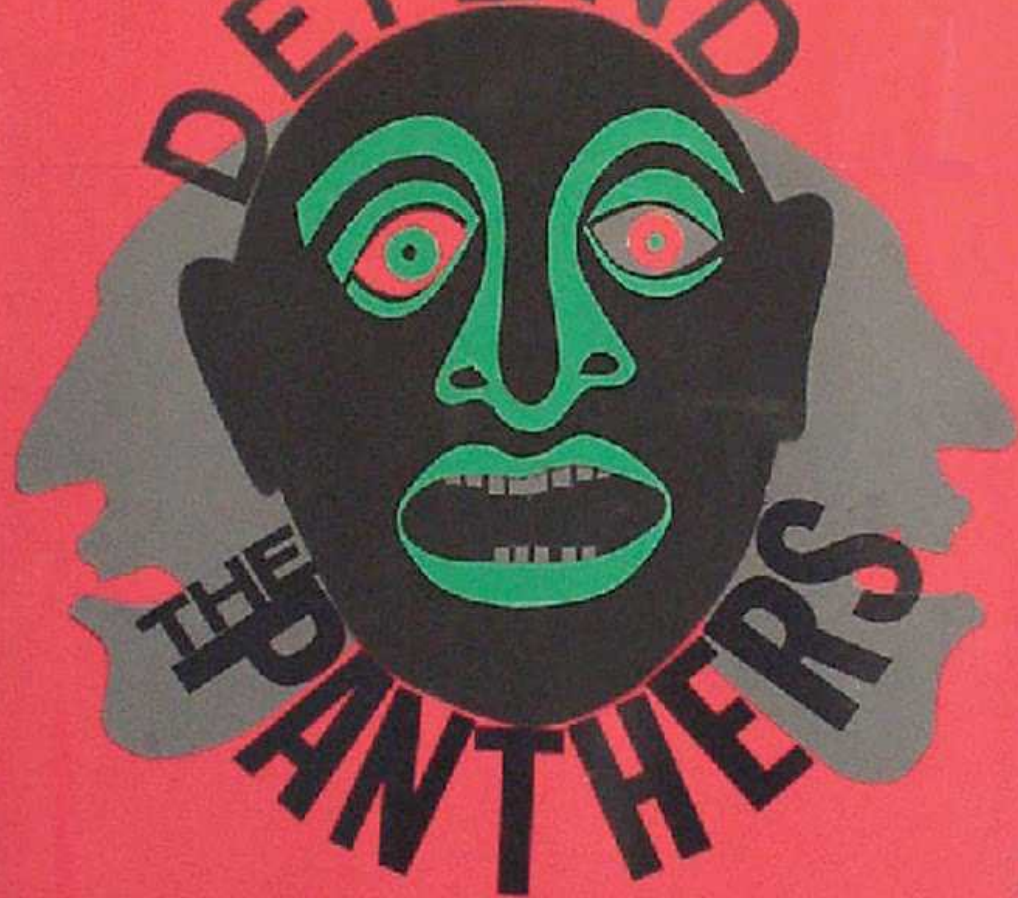
VICTORY TO THE FREEDOM FIGHTERS OF SOUTHERN AFRICA



COMMITTEE

TO

DEFEND



THE JANTHERS

FREE ALL POLITICAL PRISONERS

ALL POWER TO THE PEOPLE

116 16TH ST NYC

243 - 2260

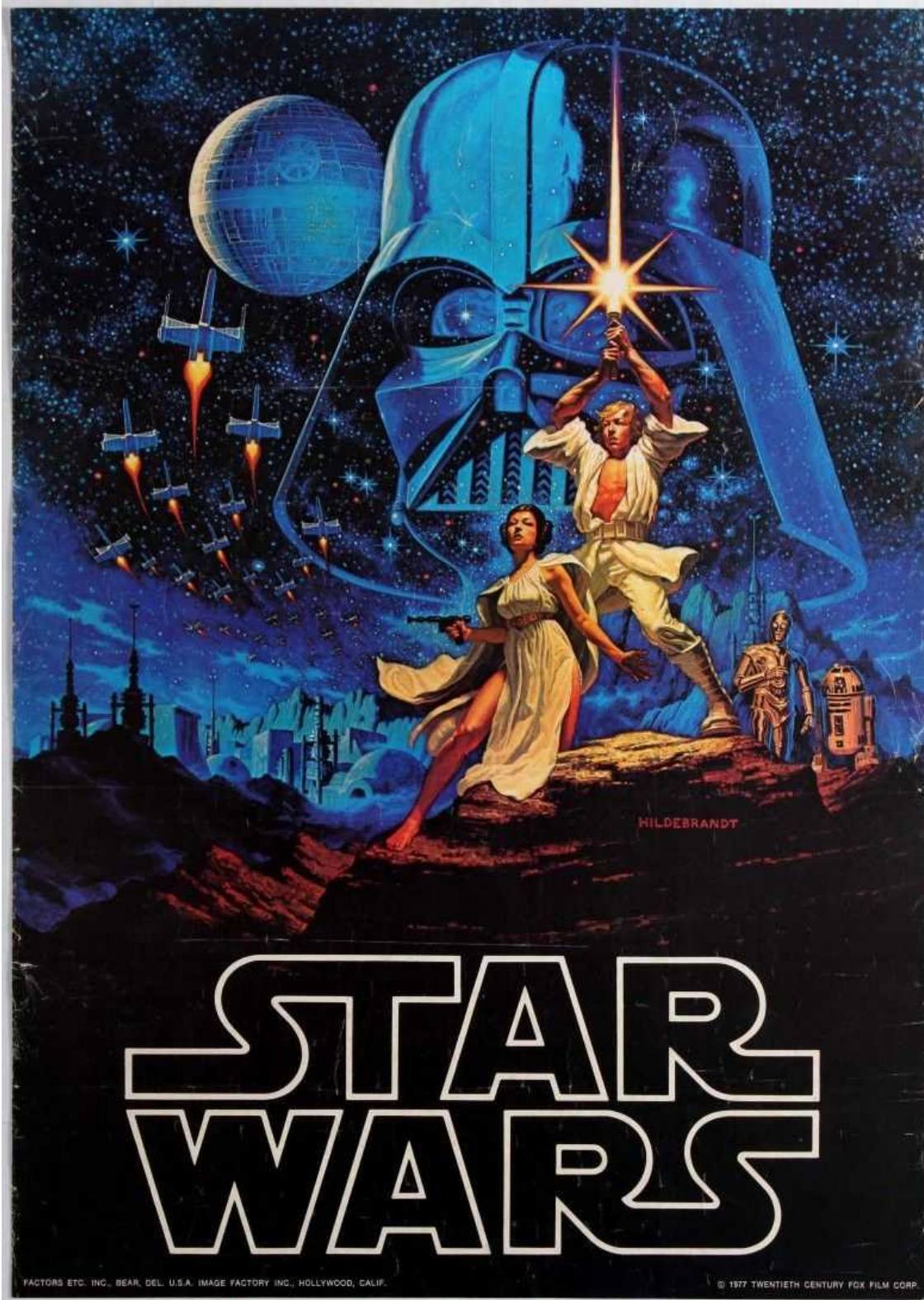


YOUR
VEGAN DIET
IS NOT
CRUELTY FREE



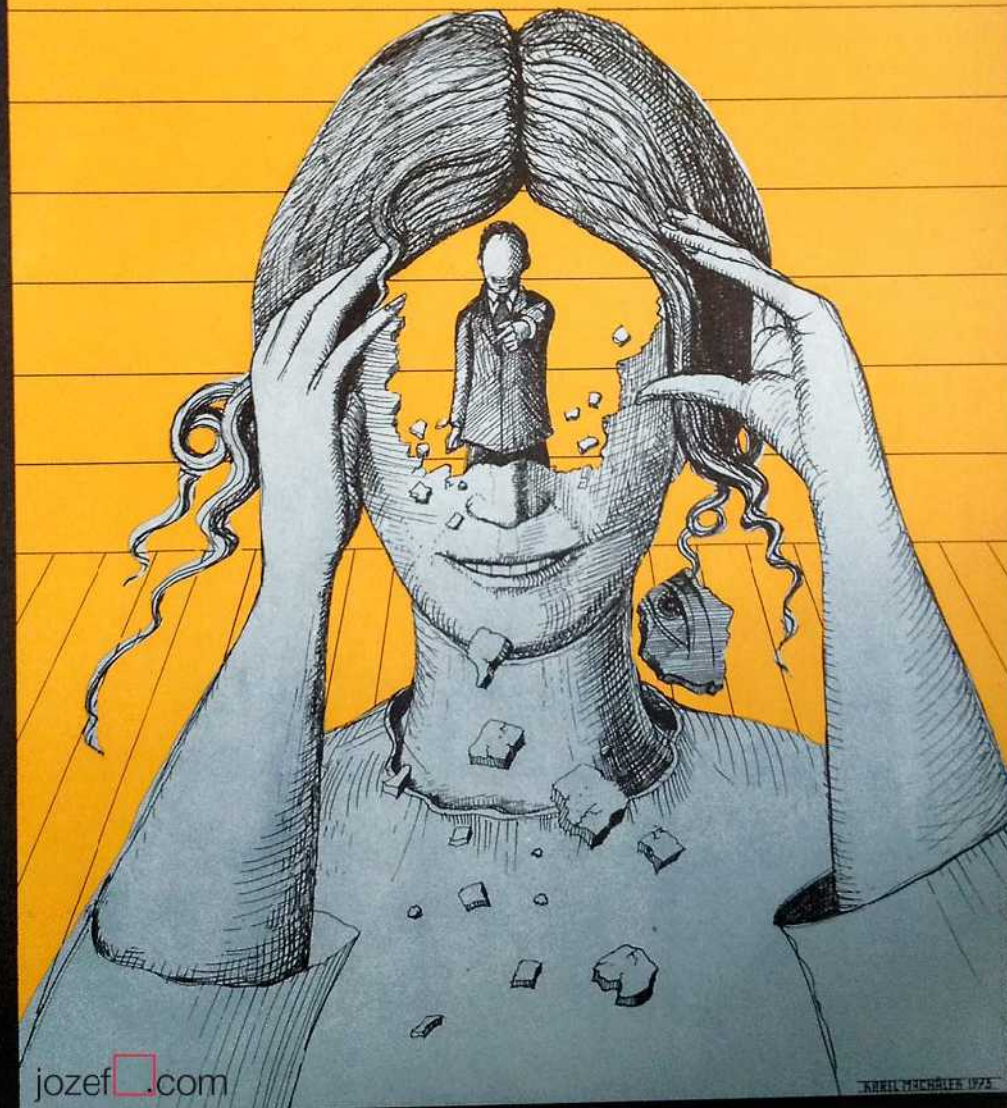
9.16.2014 TORONTO ON AIR CANADA CENTRE

DESIGNED & PRINTED BY MILES TSANG



STAR WARS

JSEM NEVĚRNÝ MANŽEL



jozef.com

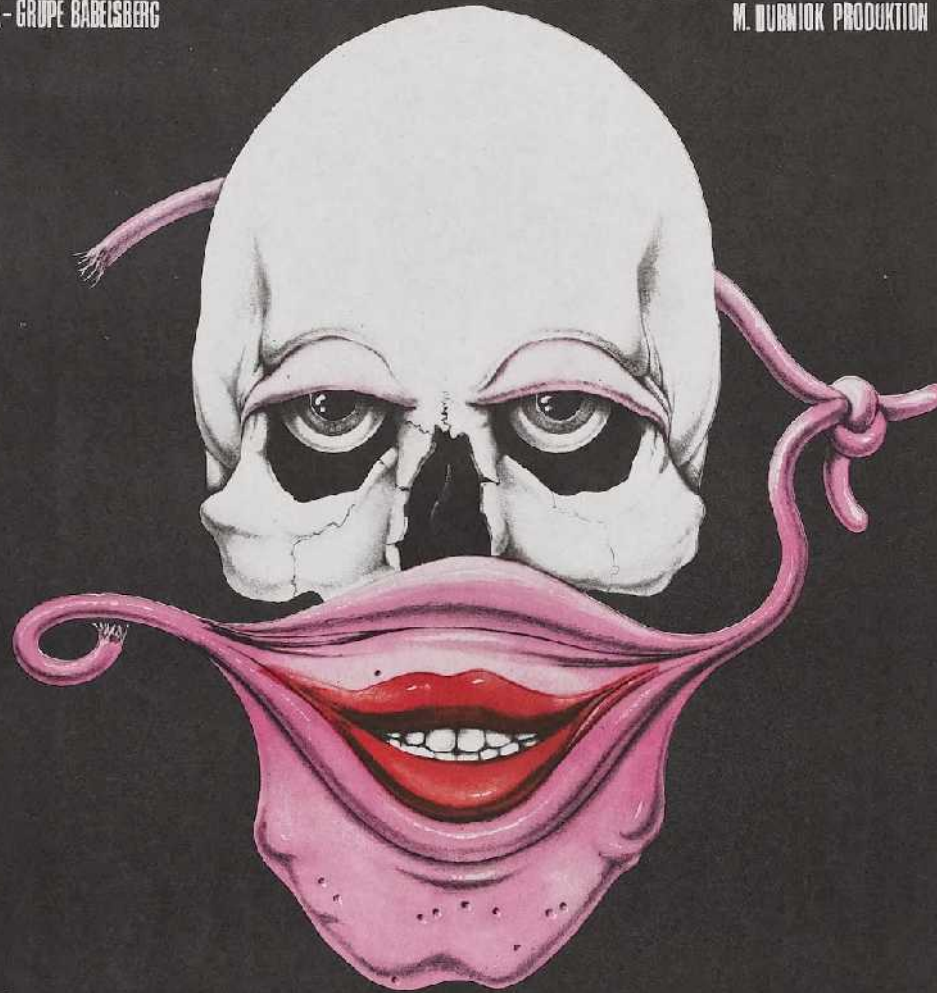
JEAN YANNE V TITULNÍ ROLI FRANCOUZSKÉ FILMOVÉ VESELOHRY • REŽIE: JEAN AUREL

Judy Winter, Inge Keller, Walther Reyer, Roy Hoppe w. filmie H. Seemanna

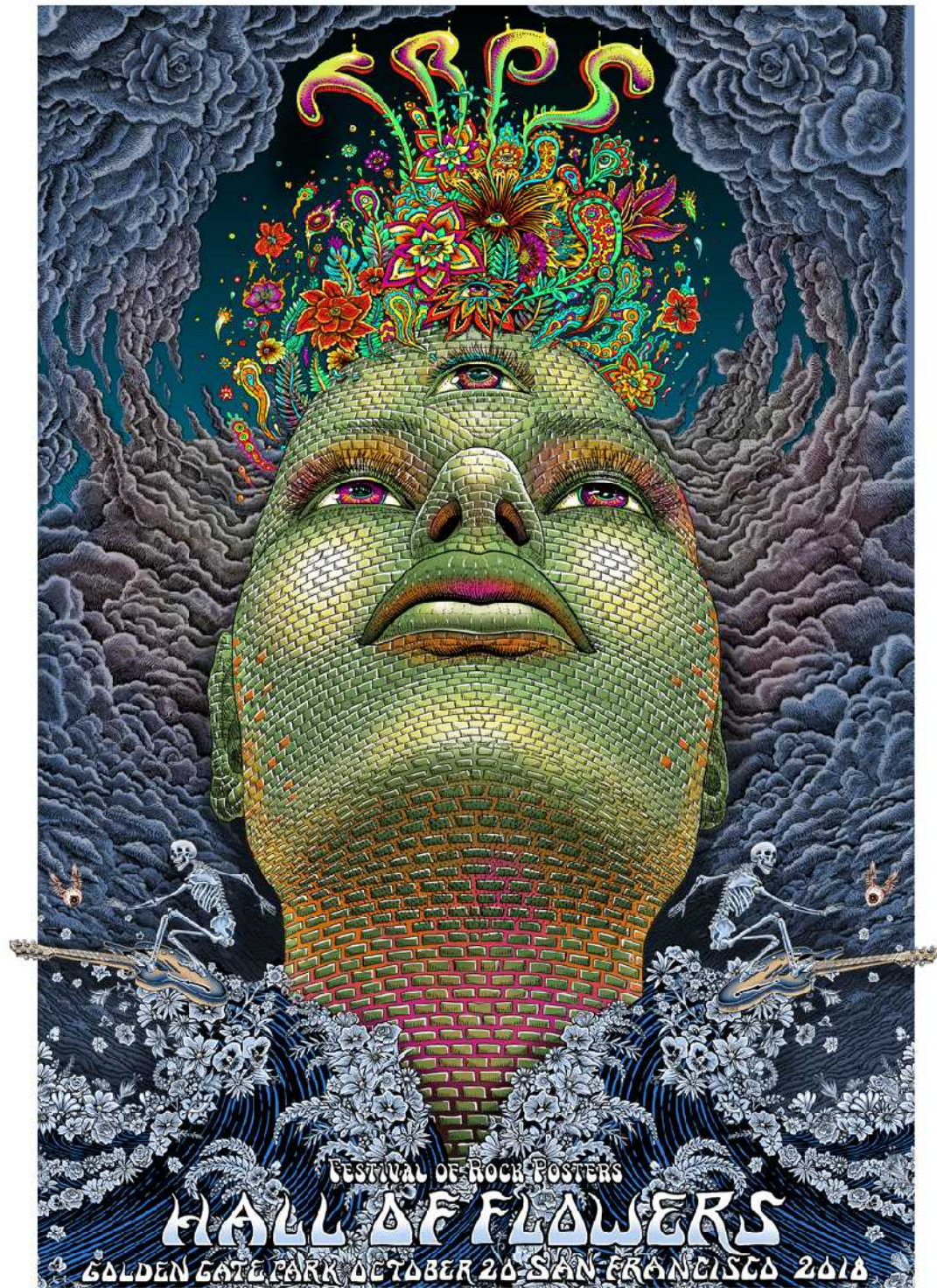
LEKARIKI

DEFA - GRUPE BABELSBERG

M. WURNIOK PRODUKTION



H. SEEMANNA



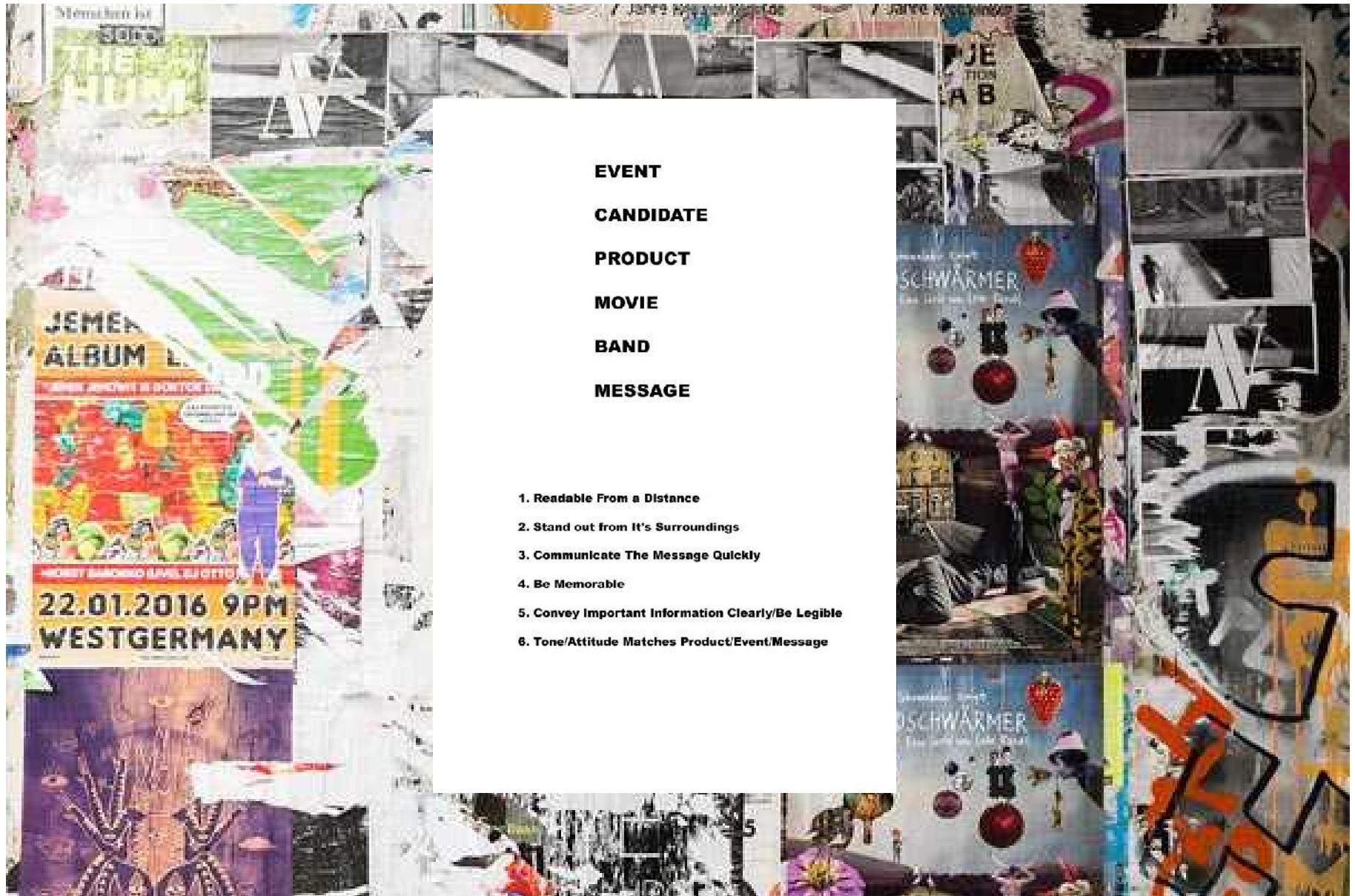
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EVENT

CANDIDATE

PRODUCT

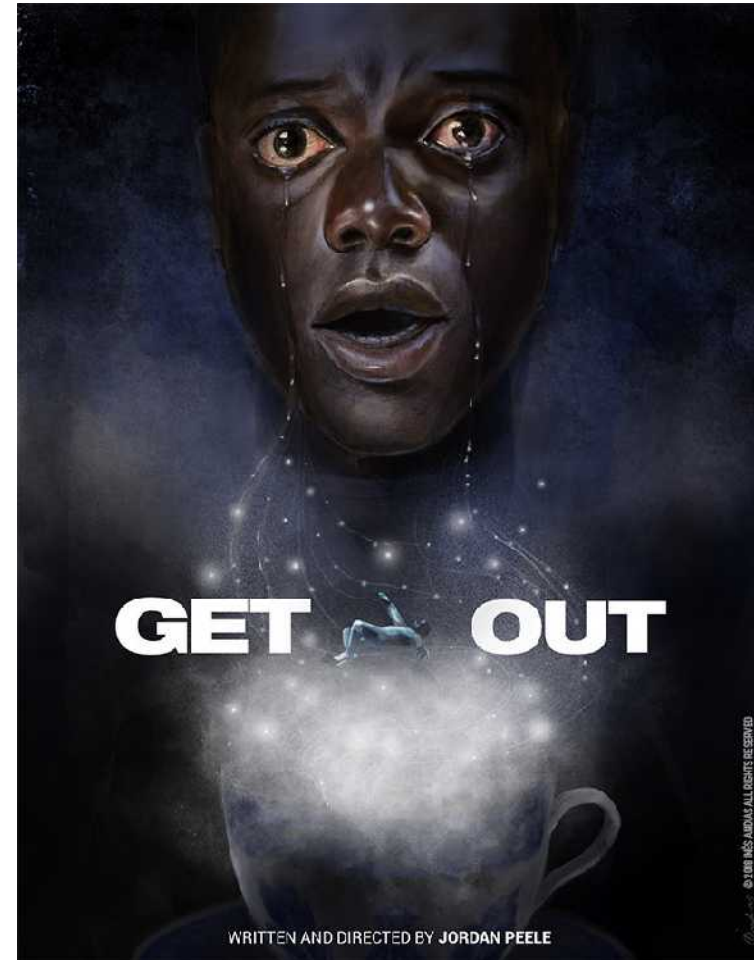
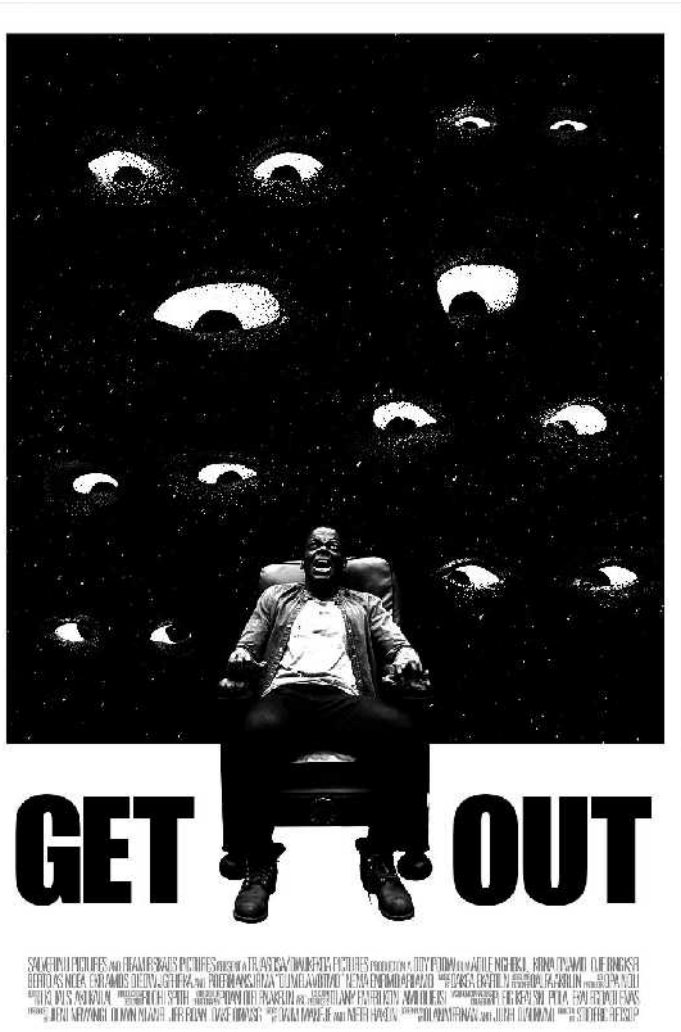
MOVIE

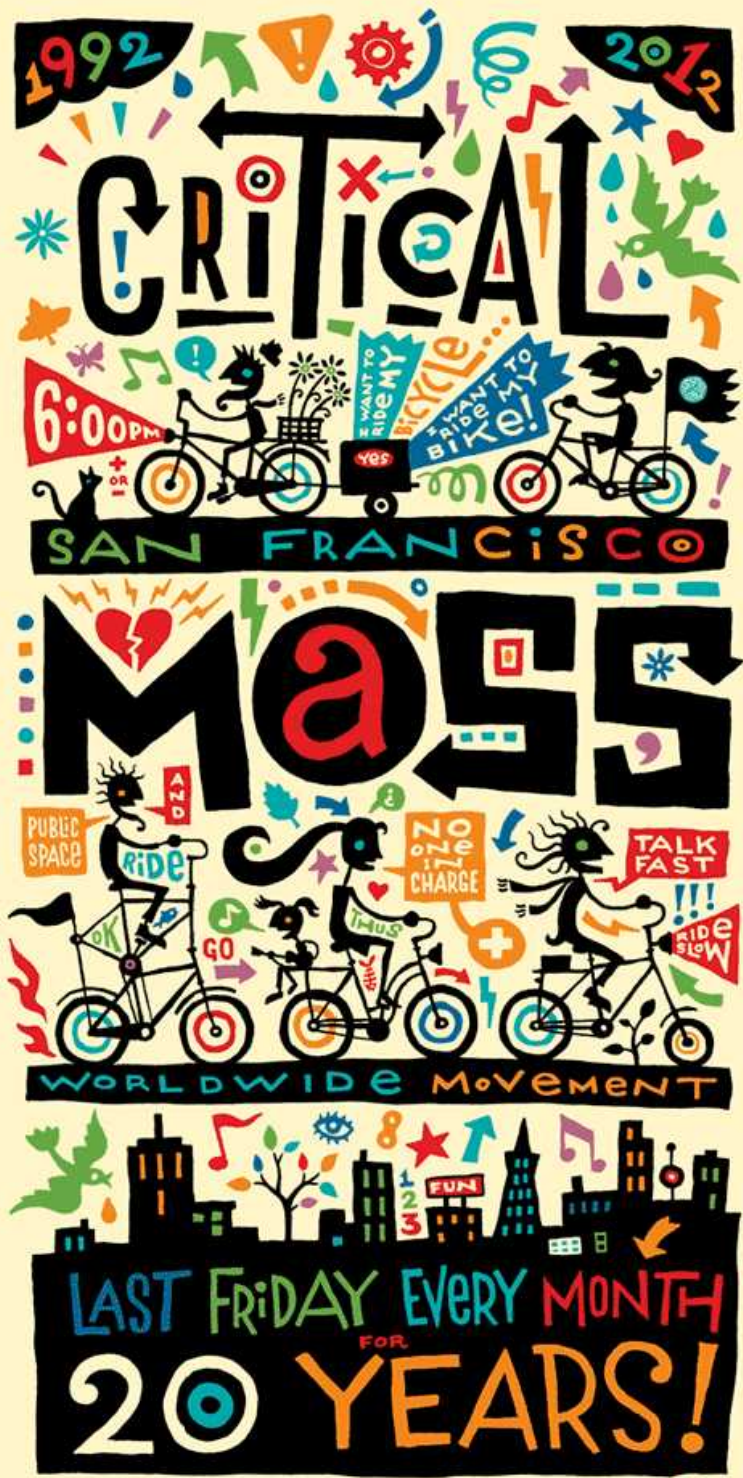
BAND

MESSAGE

1. Readable From a Distance
2. Stand out from It's Surroundings
3. Communicate The Message Quickly
4. Be Memorable
5. Convey Important Information Clearly/Be Legible
6. Tone/Attitude Matches Product/Event/Message

Variations on a Theme: more than one solution!





CRITICAL

RIDE DAILY, CELEBRATE MONTHLY!

MASS



Every month cyclists in over 200 cities throughout the world ride to celebrate bike awareness and pollution-free transit.

*Everyone Can Participate!
Just Show Up!*

**We're not stopping traffic,
WE ARE TRAFFIC!**

*Grab Your Bike!
Let's Go!*

*Free of Emissions
Free Parking
Free feeling*

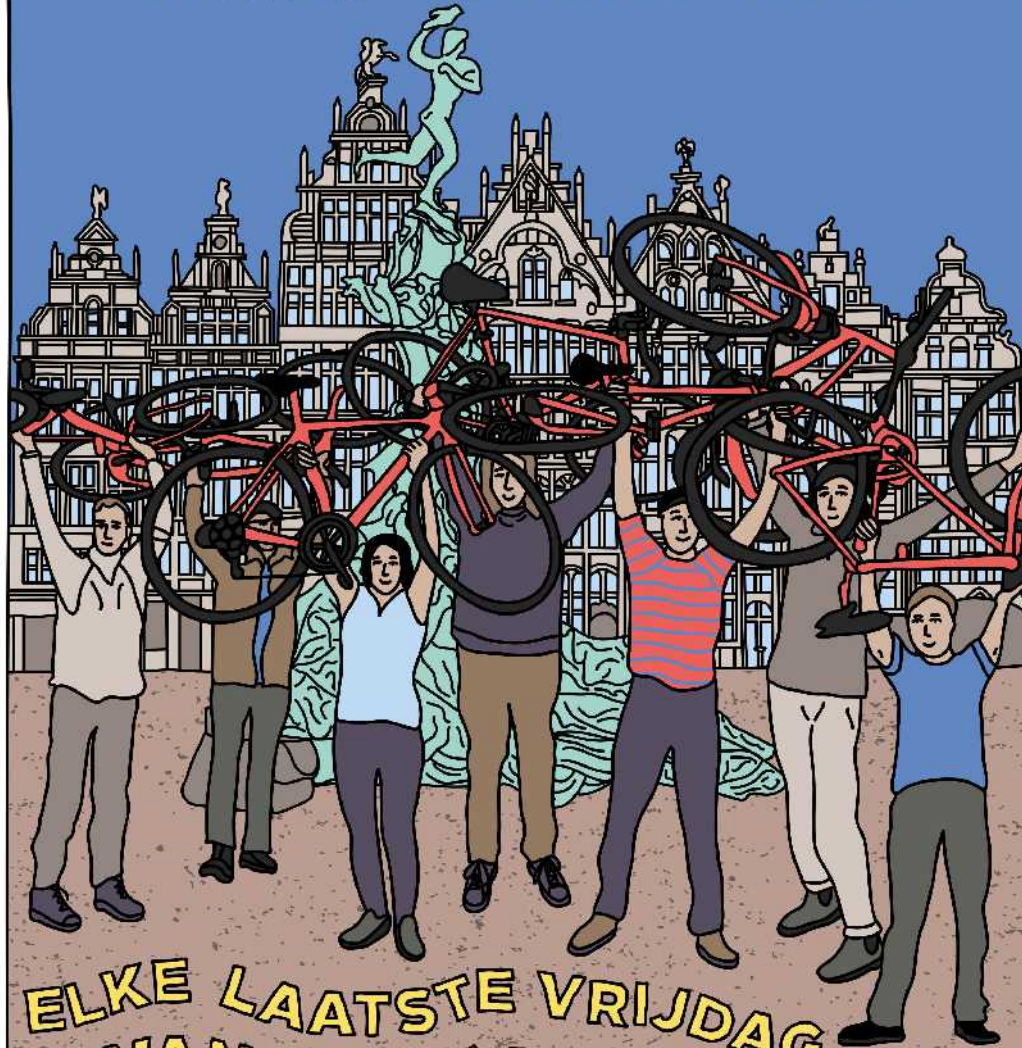
**LAST FRIDAY OF
EVERY MONTH!**

6:00 PM
Meet Up @
Overton Park
in Midtown :)

Attention Bikers! Support Bicycle Transportation and Recreation!

<http://memphiscriticalmass.blogspot.com>

CRITICAL MASS ANTWERPEN



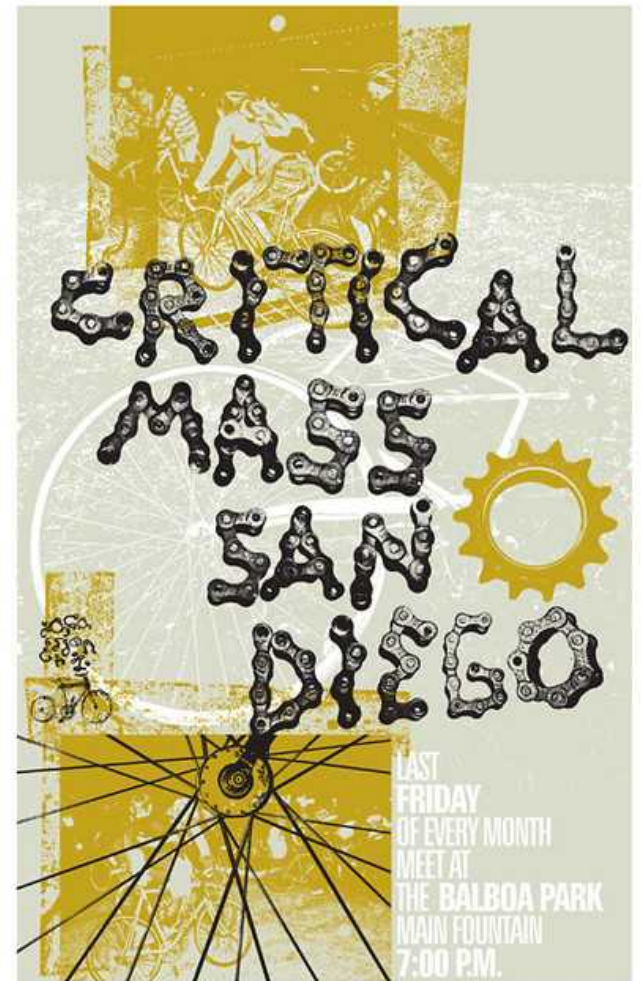
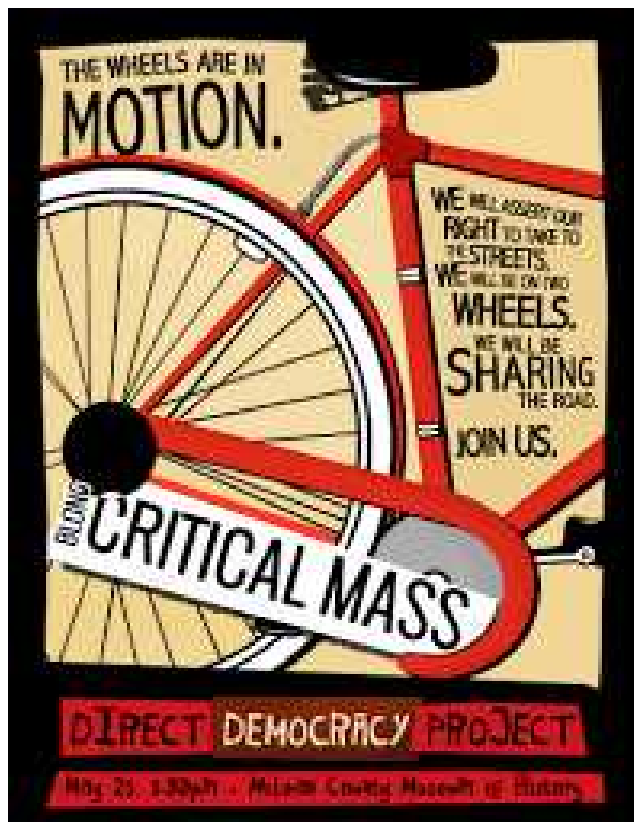
ELKE LAATSTE VRIJDAG
VAN DE MAAND
THEATERPLEIN
18U



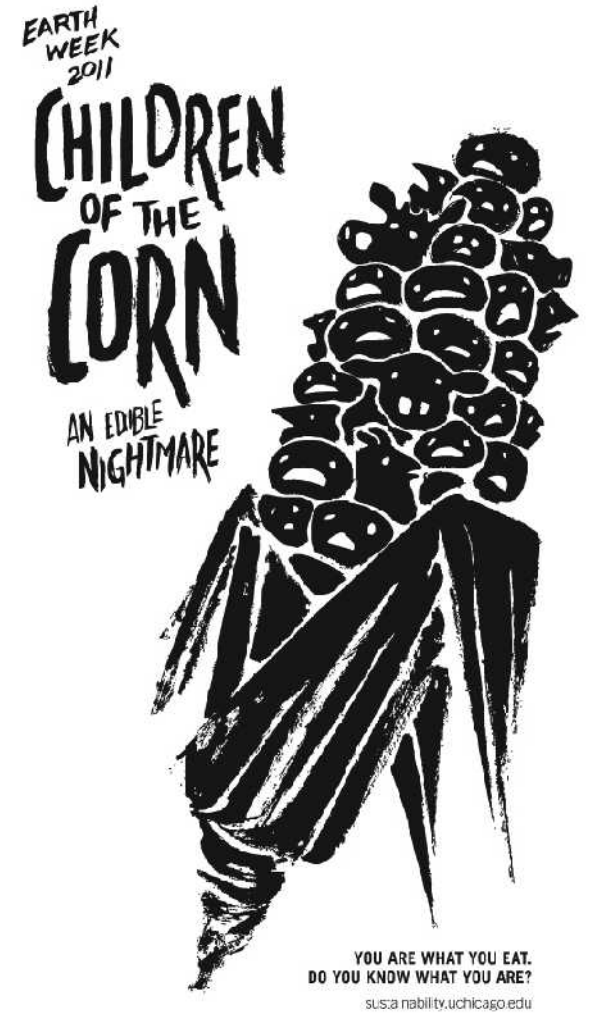


**CRITICAL
MASS
SAN FRANCISCO**





BLACK & WHITE





**ANALAGOUS/
RELATED COLOURS**



DIRECT/COMPLEMENTARY



SPLIT COMPLEMENTARY



TRIADIC



LET'S DEFINE GOOD:

COMPOSITION

controls the movement of the viewer's eye to a beneficial result

COLOR PALETTE

Intentional color choices at the service of the composition and subject matter

CONTRAST

A wide range of tones from dark to light at the service of the composition and subject matter

DRAFTSMANSHIP

Accurate and intentional drawing appropriate for the intended style and subject matter

STYLE MATCHES SUBJECT MATTER

An individual look that creates interest and matches the subject matter

VISUAL HEIRARCHY

Controls the viewer's eye to see things in the correct order of importance

Composition: the placement or arrangement of visual elements or ingredients in a work of art. It can also be defined as the organization of the elements of art according to the principles of art.

What Makes a Good Composition?

Balanced Elements

Controlled Eye Movement (rhythm)

Mindful of Edges and Cropping

Focal Point

Visual Hierarchy

Variation of Tone

Use of Color (if applicable)

Use of Light (if applicable)

WHAT MAKES A GOOD COLOR SCHEME

Not Just Filling in a Coloring Book
Pleasing The Eye
Creating Mood
Creating Space/Depth (Warm & Cool)
Using Color As a Compositional Tool

<https://www.youtube.com/watch?v=Qj1FK8n7WgY>