

GMC POSTER

(Iterative Design)

What I Have Done

Process

As I was scrolling through the internet, I organized a mood board and compiled some posters that served as my inspiration for the final poster look. Additionally, it contains a color palette and their following symbolism.

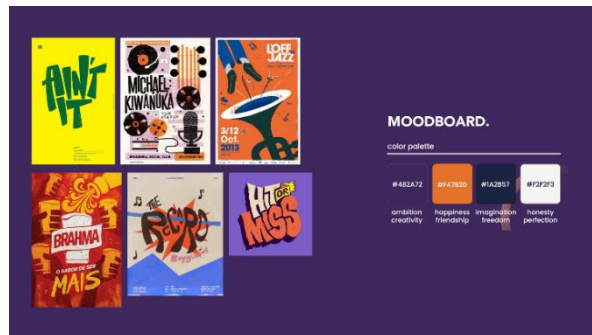


Fig. 1 Mood Board

After compiling everything, the first thing I did was outline the title at Photoshop then I created shapes using pen tool to place some texts needed for the poster. I also incorporated some common instruments used in Geldrops MuziekCorps. As seen in my design, I included the colors from our brand guide in order to match the feeling and theme behind it. In order to complete the poster, I browsed on the internet for their previous design and was able to get it and found enough information.



Fig. 2 First Poster Design

Later on, I asked my peers for their feedbacks for its initial layout. They suggested that I must change the typography/font style that would somehow match the brand guide, so I proceeded with modifying a few elements as well as changing the font style. Eventually, it made a different impression from the previous layout.

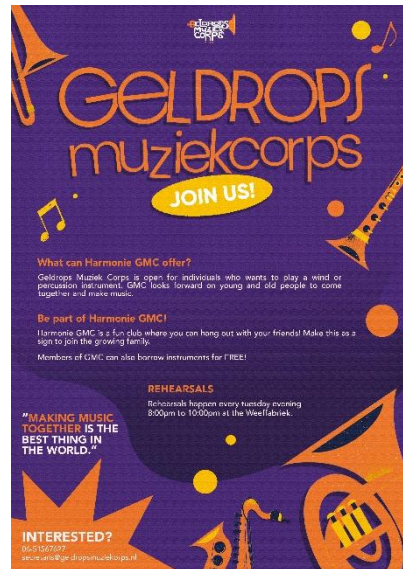


Fig. 3 Second Poster Design

With this design, after asking my peers, I pondered again for any suggestion from our teacher and was able to apply them as shown on the second output revision. I removed some parts on the paragraph because our teacher said that in an A4 size of poster, too many texts wouldn't be readable. I also incorporated the logo from our brand guide. I then adjusted and centered the elements and texts on the poster so they would easily catch the attention of the target audience.



Fig. 4 Final Poster Design