For this project, my goal was to create a flyer for a New Year’s Eve party that would attract millennials around Pittsburgh. I wanted the flyer to welcome many guests while still remaining a little mysterious and hold some level of exclusivity.

At first, I thought I would use black and neon colors for the flyer. After some thought, I decided to go with the warmer blues, yellow, and purple for a few reasons. First, these colors remind me more of the colors and themes scene in stores and advertisements around this time of year. I also felt the darker and warmer colors cultivated the exclusivity and wonder of the event while playing into the late night party theme.

After deciding a color scheme, I had to find appropriate pictures (more information and sources below). I chose to have the main picture in the background to be the inside of a club to let the millennials know that this event was targeted towards them and give them a preview of what the event atmosphere would be like. However, the first challenge I had came when I needed to make the club look like the picture was taken on New Year’s Eve itself. To do this, I used a picture of confetti and laid it over the picture of the club. Morphing them into one picture in GIMP was way harder than I imagined it would be. I used the “combine” tool to do this, but choosing the correct combination of contrast, while trying to incorporate the dark blue color I chose in the beginning was very difficult. After playing around with the different color contrasts and tones I finally felt like I had combined the two pictures to my liking, and a liking that event guests would enjoy as well.

Another problem came when I was trying to make the main words “New Year’s Eve Bash” pop among the other content on the front of the flyer. After receiving feedback in this department from my classmates during workshop, I found out that the yellow was more eye catching than the purple, so I decided to use the purple transparent background (another peer suggestion) and make the main words yellow on top. I also changed the font to something bolder so it stood out more and was easier to read at first glance.

One of the challenges with this was the many different platforms I created this flyer on. I began in GIMP to combine the photos and get the colors just right. I then transferred this image into InDesign to add the text since I had many saved fonts already saved into this program. I was also able to better control the organization and alignment for the text using separate textboxes and the “rule of three”.

Getting back to the pictures, I used Google images to search for photos using the filter “labeled for noncommercial reuse with modification”. To find the photo of the club I googled “club” using this filter and found a photo from a club called “The Ministry of Sound” in London, England. I followed the link to the site and found I could use the photo for sure since the filters are not always correct. For the confetti picture I did the same thing googling “confetti” and found the photo I used from Wikimedia Commons and again followed the link and found I could use the photos. The actual sources are listed below.

*Confetti (5879576562).jpg*. *Wikimedia Commons*, commons.wikimedia.org/wiki/File:Confetti\_(5879576562).jpg.

*Ministry of Sound*. *Wikipedia*, en.wikipedia.org/wiki/Ministry\_of\_Sound.