

Learning Outcome 3: Iterative Design – Project 2

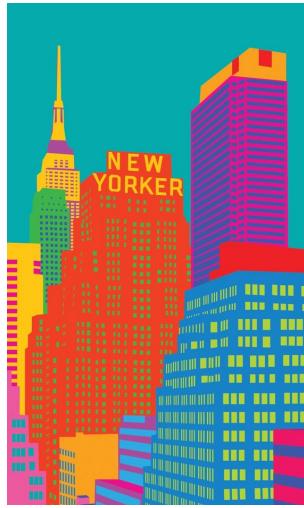
The base:

I needed something consistent, **finding the slogan** was essential and easy (since one of my group mates made a short piece of music that had one main line, which was perfect as a slogan).

"If you don't know where to go! We help you find your way! Explorebreda.nl"

Searching for inspirations:

Before I started the designing part, I was looking for **inspiration**, I tried to look for other city's posters.



I wanted to use the striking colours, that pops out in this design as well.



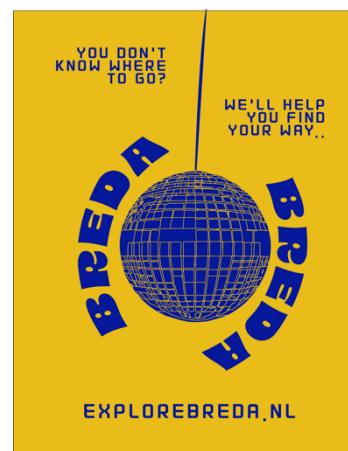
Having iconic doodles from a city is very eye-catching, so this inspiration was a very important step in my work. But I did a bit more minimalistic design.

Story telling:

Since my sister lived in Breda, I knew a few things about the city, but one thing that I remember my sister mentioned was the fact that Breda has the best parties.

Since we want to reach international students, I couldn't think of anything more interesting than a **party-related design**.

And this is why I made the first poster about a **disco ball** (a party is not a party without some lights and a disco ball). I also decided on some playful fonts that I felt would match the vibe of the "party theme".



Beginning phases – feedback – finishing the products:

However, after I showed my poster to my group mates, they were questioning if, it would be appropriate to try to sell the website with a disco ball (even if they understood my concept).

At this point, me, and one of my group mates got the idea that **I should make other posters with themes that are related to Breda**. Like food, shopping, and the city itself.

For food related I was thinking about fries since I felt like that is a typical Dutch fast-food, that you can find in every corner in the city centre.

For shopping it was obvious to me to use a shopping bag as a design.

Finally, for **city / nature related**, first I wanted to have a design with a tree, since there is a huge park in Breda with beautiful trees, but then I remembered the geese marching in the park (even the website is mentioning the geese at least once), so I started to make a design with the famous goose.

Park Valkenberg is the green oasis in the city center of Breda. A park with royal allure where until the beginning of the nineteenth century only the castle inhabitants and their guests were welcome. Nowadays it is a wonderful meeting place. Students look for the sun, or the shadow of the ancient trees. Fathers and mothers let their offspring play in the playground while they themselves settle down on the terrace of the T-Huis. Even the geese feel at home there.

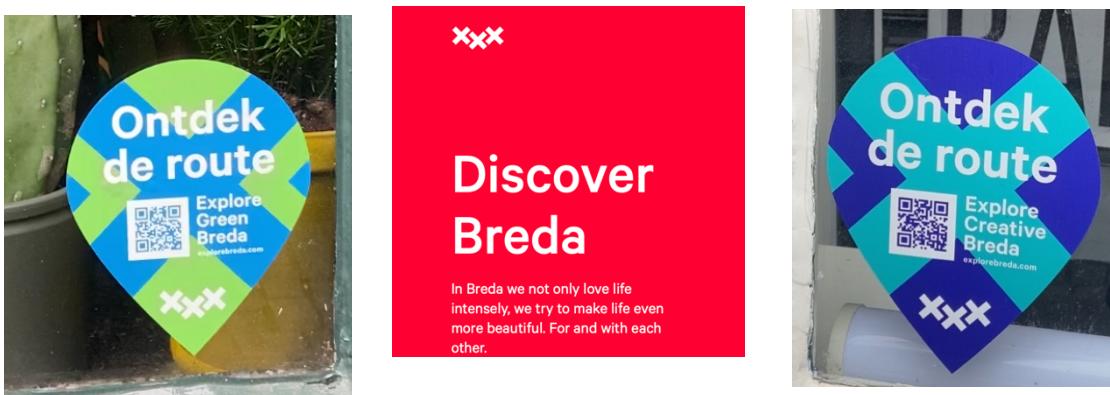


You can see that I used the same fonts and layout in every poster.

This is how I wanted to make it consistent and similar looking, but on the other hand, with the twist of the "BREDA" text I tried to make every poster a bit unique and exciting.

For colours I used the one that the websites use as well.

For example for the goose I used a red colour similar to the website. For the shopping and fries poster, I used the colour pairs they used on stickers that they showcased around the city.



The last thing that I was asked for to design, was a **logo** that we can add to every document that we make for the company.

For that, I knew what I have to do, I chose the **colour red** which, again **fits the colour of the website, the usual font and of course the dutch buildings**, which presented themselves in Brdea too.



All in all, the idea of making several posters, was great because we could connect it to the online marketing/ videos that we made, which end up nicely in our final presentation.