Info

Intro

Hi, my name is Alice, I'm studying Digital Media at UWE Bristol University. I have an interest in graphic design, photography and media production. This is my personal website design project which is my first assessment for my GWDS class showcasing the skills I have learnt through the coding sheets I have completed.

Carp

Conrast

For my poster design i wanted to show contrast by deviding the poster to two side one being light and the other side being dark. By doing this i used the logo as a template to devide a line for both sides, i had also used other circluar shapes with images found from the internet of a music festival/concert setting to help brake up the two sides. On the dark red side i had used black writing in a edgy pointed font as it came a cross as very bold which was fitting for that half wherease of the opposing side of the poster i had used a softer font in the colour light grey ontop of a white background to contrast the fierce bold side with a calmer softer side.

I had layed out the text to bee seen very clearly as having the title in bold writting at the top of the poster will be esaily seen and readable whilst also the centre piece being the logo which will initially draw you in if your a previous fan of the true/false film festival.

All the text written haad been strategically placed as its spaced out enough to not make the poster too confusing but its also a very simple design leaving a lot of blank space which purposely doesnt make the viewer feel overwhelmed. I especially like how the web link is wrapped around the image as its easy to see but also tucked away so its not so out of place.

Repetition

My design for this poster is very chaotic but still easy to read consider through out all my poster created for the CARP project i had used the colour palet from the logo. The checkered background with the use of black and white images isnt too distracting from the text but still represent the idea of repetition, wherease the title specifcally as it starts small gradually getting bigger to the middle of the page really jumps out at you which is rather eye catching.

The information for this poster is tidly placed all together at the bottom left as the initial design of the poster is very wild and has a lot going so having the information all closely together makes it a lot easier for the viwer to read. I really think this poster capture the emotion behind what type of festival the true/false film festival is like which sets the tone for people wanting to go.

Alignment

My alignment poster for the CARP project is personally my best design as i think it best reprsents what the festival is about with the inclusion of a film strip but showing the different type of arts shown inside. Is also ha a lot of blank space which i think was really effective for the design as it let the text boxes stand out making the information clear. The fonts were also adding a lot of detail to the poster making it far more interesting to look at.

What i liked especially was how the film roll was emerging out of the logo centred slightly in the middle of the poster giving the illusion of a film roll.

Proximity

For this design i had used lots of rectangles to create a symbolic rock and roll effect representing the music side of the festival, this also represented the proximity aspect of the poster. The colours in this design worked well together as the writting was a brighter colour compared to the image and the background. I also like how to the hand was holding on to a film strip including the film aspect of the festival. The way the title is front and center makes it easier for the viewer as well as having the logo stand proudly on its own dedicating a whole corner of the poster to it. All the information even though its spread out amongst the whole poster is still very easy to read and find the key points such as the date and place as well as the web link at the bottom.

Axal

Axal designs have an imaginary line which can brake up the design either symmetrical or unsymmetrically