

CHINESE CULTURE EVENT POSTER

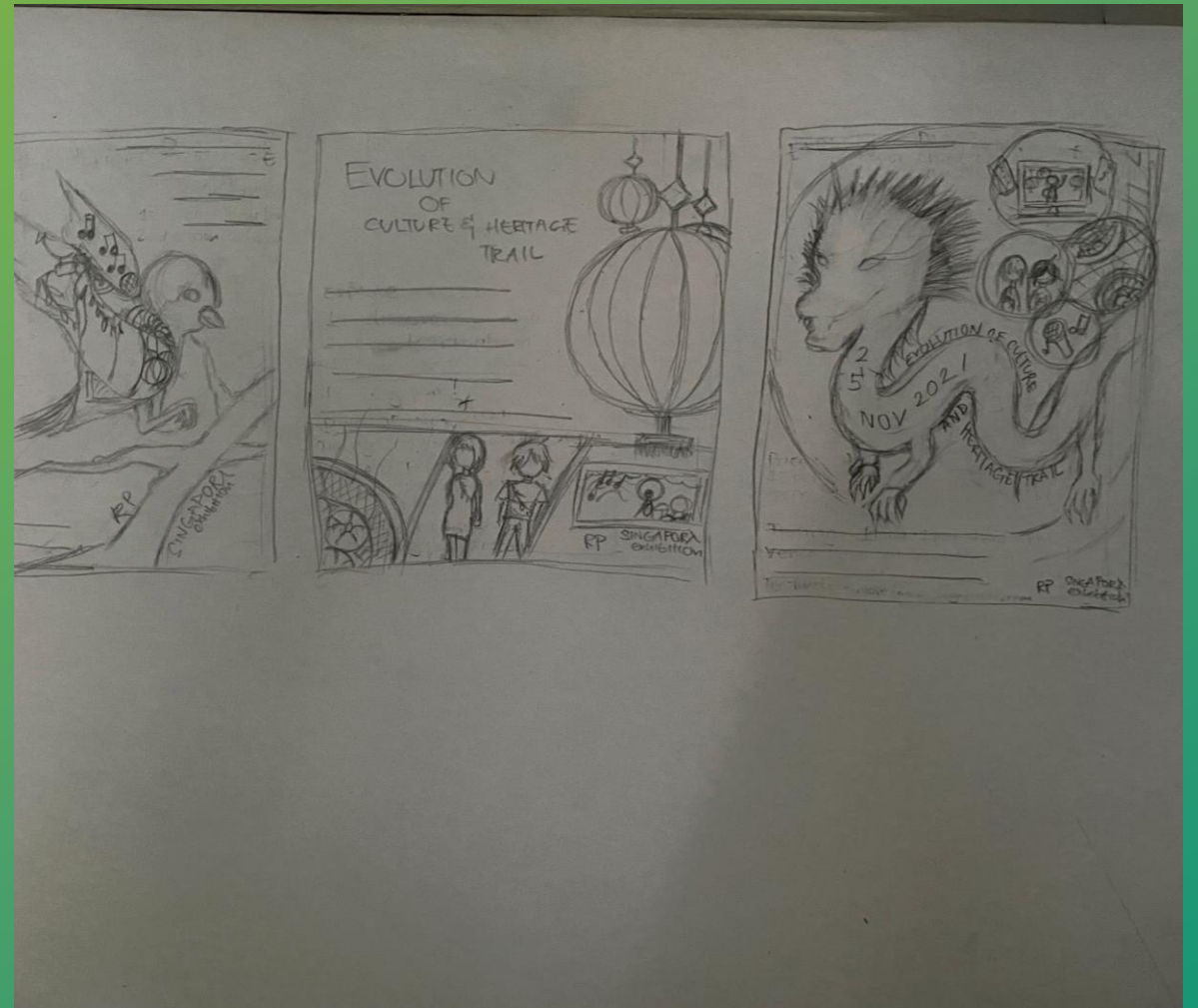
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MOODBOARD



3 CONCEPT SKETCHES



Reasons to my design

My final product will be based on my 2nd sketch. This is because out of all the sketches it is much more simpler and will not seem to be too complex to look at. This in turn will make users to be more interested and will be more willing to attend the event since it is less confusing than the other posters.

I created a focal point on the lanterns because most of the time when people see that particular lantern, they would know that it is part of the Chinese culture, and the event is about promoting Chinese traditions and culture.