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Self Critique

I chose to do a grand opening poster for the coffee shop scenario. For this poster I wanted to adhere to old traditions of “cutting” the red fabric or opening the gate to a new establishment which has been embodied by the large red ribbon near the center of the poster. The red color helps to grab your attention when in contrast with the blue and brown background colors while also expressing the aggressive urgency of the rest of the poster. I used multiple types of hierarchy to assemble the poster, mainly through differing the size of each element alongside the color chosen. With the grand opening banner in the center I wanted to emphasize the discount and the brand name second, using contrast with the background on the sale and scale and spacing with the brand logo. Emphasis is placed on the brand logo as it is separated by the banner and the rest of the posters information, as well as placed on a separately colored brown background. Brown was chosen in part to do with the color of coffee but to also contrast with the natural green of the leaves in the coffee art that symbolizes the natural ingredients used. The blue background was chosen after the gold of the discount tag, however it also helps with exuding the feeling of loyalty and calm both with the brand and the atmosphere of the shop. Gabriola font was chosen for its slightly homely and script-like feel, while A Day Without Sun Text font was chosen for a similar reason while being less stylized. The date, time, and place as well as the discount were placed off-center not only to fit each element while being large enough to read from a distance, but to also add emphasis to the more central discount tag. Lastly a thick white border was added to the entire poster to work not only as a slight bleed zone but to also add a sense of unity between the different colored backgrounds.

While I like the draft I have come up with I feel that the differing colored backgrounds and the true lack of differentiation between the scale of each element creates conflict with one another, ultimately throwing off the cohesion of the overall poster. I feel looking back that the date,time, and place could be scaled down, because although it is important the sale seems to be more important. Additionally, perhaps placing the grand opening banner at the top of the poster would be better so that the viewers eyes do not need to jump around the poster.