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GRA 205

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Poster Evaluation

The poster for evaluation was designed for a high school fundraiser from Central Dauphin High School where they are doing a car wash. The poster includes an old car, presumably a Model T, vector graphic, price for wash, date and time of the event, school name, and additional details on how the money will be used. The entire poster is in greyscale.

The vector graphic used is of a Model T car in black in white. In regards to whether or not the image helps in supporting the agenda of the poster is more neutral than in support of or against the intended message. The image is of a car, in which the posters message relating to cars is supported, however there is no mention of the washing of the car in the vector image nor is there any semblance to washing other than the word “wash” itself. Due to this dilemma a better image could have been chosen or more images could have been included to help relay the message of car washing instead of just the car alone.

When it comes to the elements of design the given poster includes 3 of the 4 criteria, space, color, and typography. The poster makes use of space to subdivide the poster into four sections, helping with the posters hierarchy. Even though each section is separate from one another there is an alignment between the school name and the text elements below it. The price of the wash is aligned with the left of the school name while the extra information is aligned with the right of the school name. This small detail adds to the hierarchy of the poster and makes it appear more cohesive. The divided sections put emphasis on the event of the car wash, the price for the wash, additional info for the event, and the car graphic. Despite this the additional info is kept in close proximity as to help with readability and to infer the relation in comparison to other information nearby. Elements in a similar group are colored or spaced differently to help the visual appeal and the overall balance of the poster. In this instance ‘car’ and ‘wash’ have slightly different colors of gray and black to add contrast to the words and allow them to overlap while still being legible. The same occurs with the dollar sign and the five. Lastly every word has a different scale, adding to the hierarchy of the poster through the emphasis of size. The largest elements of typography are the car wash and the price as they are most important. If the reader is then interested in a car wash they will be led to the date and time then to the additional info. Each element gets smaller relative to its importance when read at a glance. Additionally important information is emphasized further with a change in font type. Overall the poster is well designed, taking into account the design principles and elements