My first design was centred on the logo with a central divider following the diagonal within the logo. One side of the logo was a collage of images pulled from the True/False website and the other was red white-space matching the logo.

I chose the three colours used on the logo to use as my colour scheme for all four designs to create visual consistency within each poster. In addition, I chose the font ‘Impact’ as it had a very bold and easy to read style – perfect for a poster to make text stand out better.

For the text, the white on red has a much stronger contrast than black on red making it more visually interesting and easier to read – where there is text on the collage, I added black text with a white stroke as I found this has the best contrast.

I tried to align the text with the central divider – some of it laying diagonally on the line and with the text on the white-space its margin is aligned diagonally with the line.

While this design is relatively weak on repetition and proximity, the collage of images provides a repetitive theme and a neat proximity along with the repeated colour palette.

My second design copied most elements from the first but I used a horizontal style making better use of white-space and to provide better readability. I once again used a collage of images but this time the entire background is part of it with the text sitting on shaded black boxes to be become more readable.