## WHAT IS GOOD DESIGN?

AND ALAN
ARKIN

ID AUDIENCE PLEASER **IDANCE FILM FESTIVAL."** ROGER EBERT CHICAGO SUN-TIMES

> ARE THE LAUGHS. NE IS A WINNER

All of the text is right aligned on the page but it does not feel unbalanced. It's also in alignment with the direction the characters and the van are moving.



A parallel is created between the characters running to catch up to the van, and the changing size of the text. The increasing size mirrors the characters increasing speed.



Rather than sitting on top of the background, the image interacts with it. The characters shadows are cast on the solid yellow background.

KINNEAR ARKIN

> "THE FUNNIEST LAUGH-OUT-LOUD AUDIENCE PLEASER AT THE SUNDANCE FILM FESTIVAL."

TO THESE CHICAGO SUN-TIMES

"THE ROAD IS TWISTED AND SO ARE THE LAUGHS. THIS ONE IS A WINNER.' PETER TRAVERS Rolling Stone

"A HILARIOUS TALE ABOUT WINNING, LOSING AND THAT NETHER STATE IN BETWEEN WHERE MOST OF US MUST LEARN TO LIVE." DAND GERMAN A P Associated Press

> "A MAGICAL EXPERIENCE." RUTHE STEIN San Francisco Chronicle



## LITTLE MISS SUNSHINE



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