

Precedents



Andersen, R. (n.d.). Coronavirus Covid-19 Propaganda Poster, We Are Not Afraid.

Retrieved from

<https://www.shutterstock.com/image-vector/coronavirus-covid19-propaganda-poster-we-not-1660017670>



Pacheco, F. (n.d.). Wash Your Hands. Retrieved from

<https://www.shutterstock.com/image-vector/coronavirus-covid19-propaganda-poster-we-not-1660017670>



Getty images. (n.d.). Stop Coronavirus. Retrieved from

<https://www.shutterstock.com/image-vector/coronavirus-covid19-propaganda-poster-we-not-1660017670>

These are three posters for the coronavirus which stood out to me for reasons that they have used a significant amount of visually communicative techniques to really speak to viewers helping them not only to understand the pandemic but also make them realise how important this situation really is. One technique that's really obvious that I really liked was the dynamic movement I could see in the backgrounds of all posters with the stripes almost acting as an anchor/pathway for viewers' eyes guiding them to the most important part of the posters. I also like the design of the stripes as it's hypnotic and almost guaranteed to catch your eye. The elements on each poster are not centre aligned which is a rule that most designers like to follow however it's more attention seeking when things aren't centre aligned as it attracts viewers' eyes more and the relationship between the stripes and the graphics on each poster emphasizes this point very well. The red colour is used very well on all posters too as red is a symbol of how urgent and important this issue is like the 'stop' road sign. The colour palettes, particularly on the top right poster, is conducted very well with the complementary colours of blue and white really helping the whole poster to stand out whilst still making the red almost the anchor color due to its importance in this situation. Specifically in the top right poster, the use of the syringe as a symbol for how we are gonna fight the virus is a great way to communicate the purpose of the poster along with the facial expressions of all the people and the man holding the syringe like he's gonna start a fight showing great communicative design. It's also good how in that same poster, the people are almost like looking into the distance as if they can already see the end of the virus (they're not gonna let the virus get their spirits down for tomorrow and so on). In the 2nd and 3rd posters, the typography is implemented fairly well with the size and boldness of the words really depicting the importance of the message it's trying to sell with the fact that the words 'afraid' (2nd poster) and 'stop' (3rd poster), they have made it significantly bolder and larger than the rest of the words which I assumed they did due to increased relevance it had in relation to the purpose of the posters.

Health poster precedent

- Writing in the Health Professions. (n.d.). Retrieved from http://users.clas.ufl.edu/msscha/WHP/poster_design.html

This source about designing health education posters says the importance of implementing: Evidence, Efficiency, and Emphasis in a poster for health. Evidence and Efficiency almost run hand in hand as the graphics need to support the health outcome/claim that is being promoted so viewers can absorb the message faster as per the urgency of the posters' presence. Emphasis basically refers to the graphics having an emotional value allowing viewers to (emotionally) relate to the poster better which is also important in terms of helping change consumer behaviour (and thoughts) towards that particular health outcome.

Poster relation to precedents

Firstly with my typography, I implemented what I saw from my precedents through ways of making my text strong and bold enough to see from a considerable distance. I also bolded and made the two key words in the poster significantly bigger than the rest of the words like in my precedent to show the main things that should be read. I also made the 'rules' word red in attempting to show readers the specific importance of that word and the urgency required to do it just like the 'stop' road sign. I also implemented the dynamic movement technique from my precedents into my poster with the graphic man looking down at an angle at his checkboard in which the words are also slanted at the same angle creating the movement of readers eyes from the top right to the bottom left of the poster. I implemented the striped background into my poster too from my precedents where the centre of the stripes leads out from the main part of the poster which in my poster is the checkboard has it symbolises a set of rules which have to be followed - i also made these red and black to again display the importance of not only the checkboard, but the poster as a whole with the stripes being eye catching and attention seeking. I also applied the off center element like in my precedents, my graphics as it promoted the dynamic movement of the angle of the man reading the checkboard more than to if it were to be placed in the centre - i also did this with the striped background and the words which help compliment the graphic in terms of the overall movement.

In terms of the Health education poster website, i implemented the evidence and efficiency techniques in my poster through the fact that i designed my graphic solely on base of the most important word of 'rules' on my poster as doing this will further show and promote the importance of that word to readers in this situation we are in and helping them to absorb the message faster. The emphasis idea i also implemented through the graphic being designed so that not only is he just looking at the checkboard, but he is also adjusting his glasses with his hand as if hes very focussed on what he's reading in which readers can have a further emotional connection with the poster and really feel the urgency of following the rules.