SE3050 – User Experience Engineering   **Semester 2, 2024**
Designing a Marketing Poster for a Mobile App

Objective: In this lab practical, you will create a visually appealing and informative marketing poster to promote a mobile app. The poster will highlight the app's features, benefits, and how to obtain it, aiming to capture the interest of potential users and encourage them to take action.

Materials Needed:

- Computer with graphic design software (e.g., Adobe Photoshop, Canva)

- High-quality images/screenshots of the mobile app

- Text content highlighting key features and benefits

- Contact information for customer support or inquiries

- Printer and paper for printing the poster (optional)

Procedure:

1. **Understanding the App:**

   - Familiarize yourself with the mobile app and its key features, benefits, and target audience.

   - Identify the unique selling points of the app that will appeal to users.

2. **Planning the Poster:**

   - Determine the layout of the poster, including the placement of images, text, and contact information.

   - Decide on a color scheme and design elements that align with the app's branding guidelines.

3. **Creating the Poster:**

   - Open your chosen graphic design software and create a new project with the desired dimensions for the poster.

   - Begin by adding high-quality images/screenshots of the app to the poster. Use visuals that effectively showcase the app's features.

   - Write concise and persuasive text to highlight the key features and benefits of the app. Use persuasive language to engage viewers.

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- Include a clear call to action instructing viewers on how to obtain the app (e.g., download links, QR codes) and what to do next.

- Ensure the poster is easy to understand and remember, with a balanced combination of visuals and text.

4. **Review and Revision:**

- Review the completed poster to ensure all essential information is included and effectively communicated.

- Seek feedback from peers or instructors on the design, content, and overall effectiveness of the poster.

- Make any necessary revisions based on feedback to improve the clarity, readability, and visual appeal of the poster.

5. **Printing and Presentation (Optional):**

- If printing the poster, ensure the design is optimized for the chosen paper size and quality.

- Present the poster in a visible location where it can attract the attention of the target audience.

- Be prepared to explain the key features and benefits of the app to interested viewers.