

PR 486: INTRO TO DIGITAL DESIGN TOOLS

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# POSTER DESIGN

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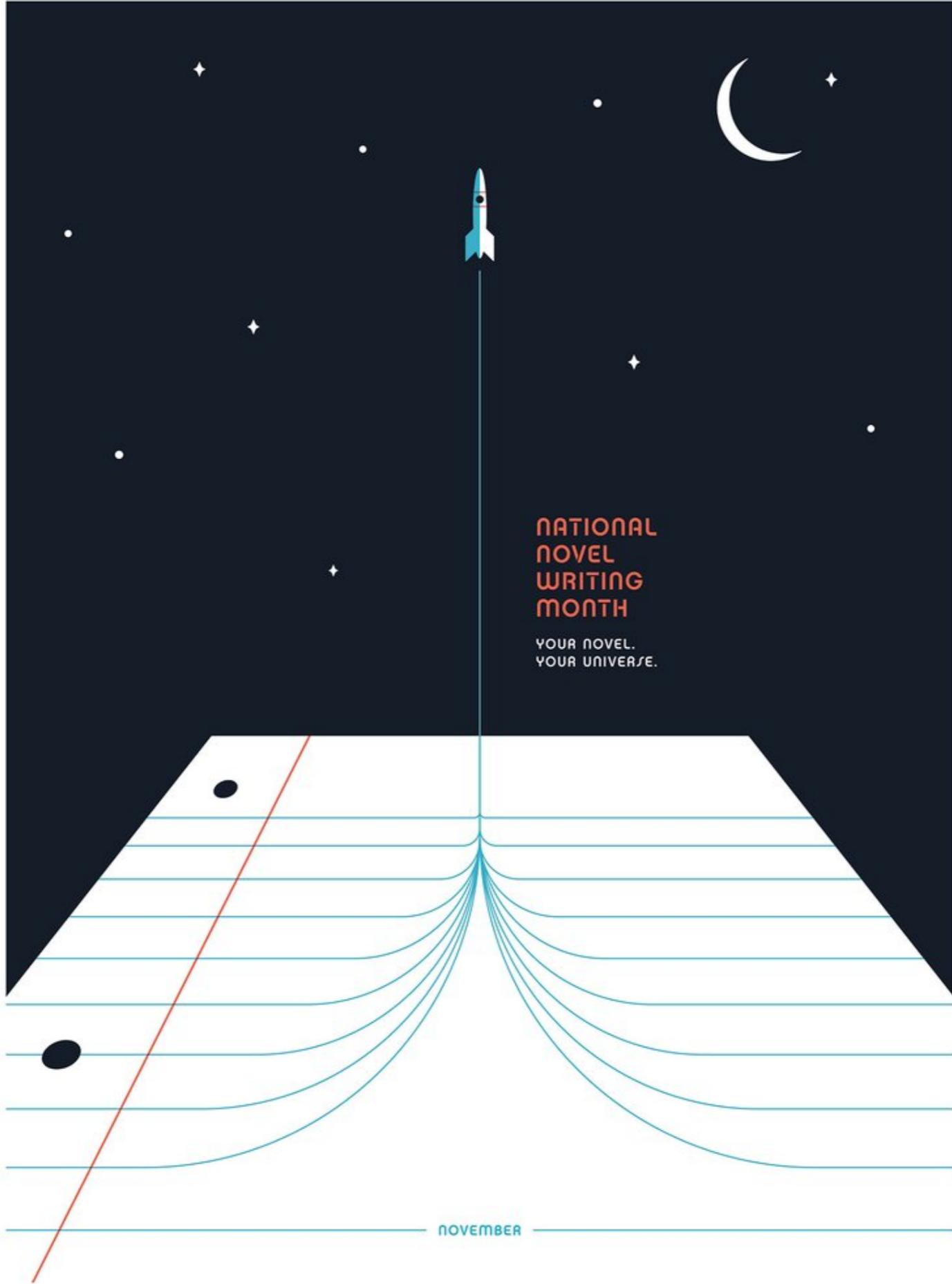
## POSTER DESIGN CONSIDERATIONS

- ▶ Your design must have immediate impact. People have to look at it quickly and you've got to grab them right away.
- ▶ Having one big focal element helps, whether it's a bright color, a big headline, an arresting image, or a pattern that invites people to look closer.
- ▶ The Rule of Fives: A good poster should be as impactful at 50 feet as it does at 5 feet and as it does at 5 inches. It grabs attention from far away, and reveals details upon closer inspection.

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## POSTER DESIGN CONSIDERATIONS

- ▶ High contrast is your friend. Again, it helps when it has to be readable from far away.
- ▶ Don't shy away from using a lot of white space. Sometimes that space is what draws the eye.
- ▶ Make sure your information is in a flow that makes sense. You can play with placement, but you should place everything deliberately.
- ▶ Think about your audience and what would appeal to them.





FESTIVAL

BOLOGNA  
FESTIVAL  
2012  
XXI EDIZIONE

[www.bolognafestival.it](http://www.bolognafestival.it)



# THE POSTAL SERVICE

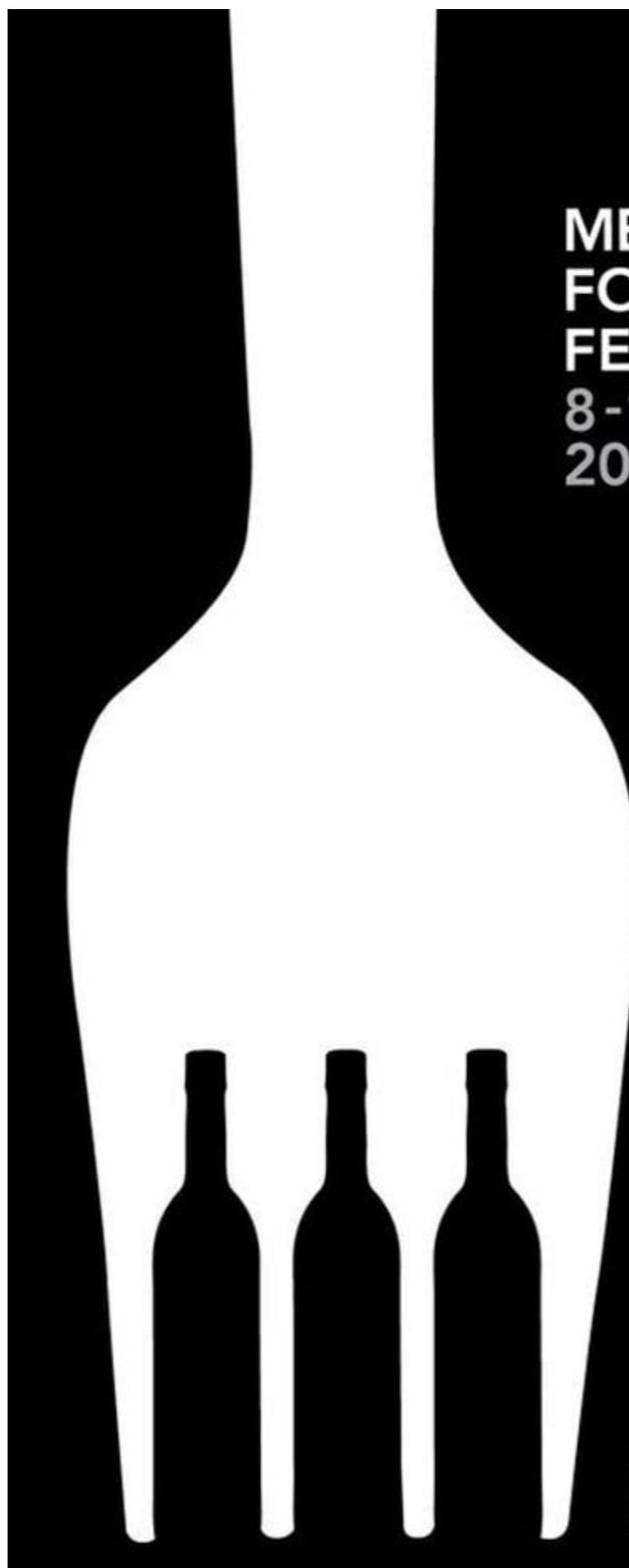
2013 NORTH AMERICAN TOUR

DATE	VENUE	CITY	STATE
April 9	Grand Sierra Theatre	Reno	NV
April 10	Mondavi Center	Davis	CA
April 12	Madonna Expo Center	Santa Barbara	CA
April 13	Conchita	Indio	CA
April 15	Fox Theater	Pomona	CA
April 18	Camerica Theatre	Phoenix	AZ
April 19	Chelton Ballroom at the Cosmopolitan	Las Vegas	NV
April 20	Coachella	Indio	CA
May 27	Sasquatch! Music Festival	George	WA
May 28	Knitting Factory	Boise	ID
May 29	The Shrine	Magrath	UT
May 30	Red Rocks Amphitheatre	Morrison	CO





**BEN FOLDS FIVE** 03 DECEMBER 12 / 02 ACADEMY / BIRMINGHAM, U.K.



MELBOURNE  
FOOD & WINE  
FESTIVAL  
8-14 OCTOBER  
2007

THE AGE  
GOOD  
FOOD  
GUIDE  
2007

[www.foodnwine.com.au](http://www.foodnwine.com.au)

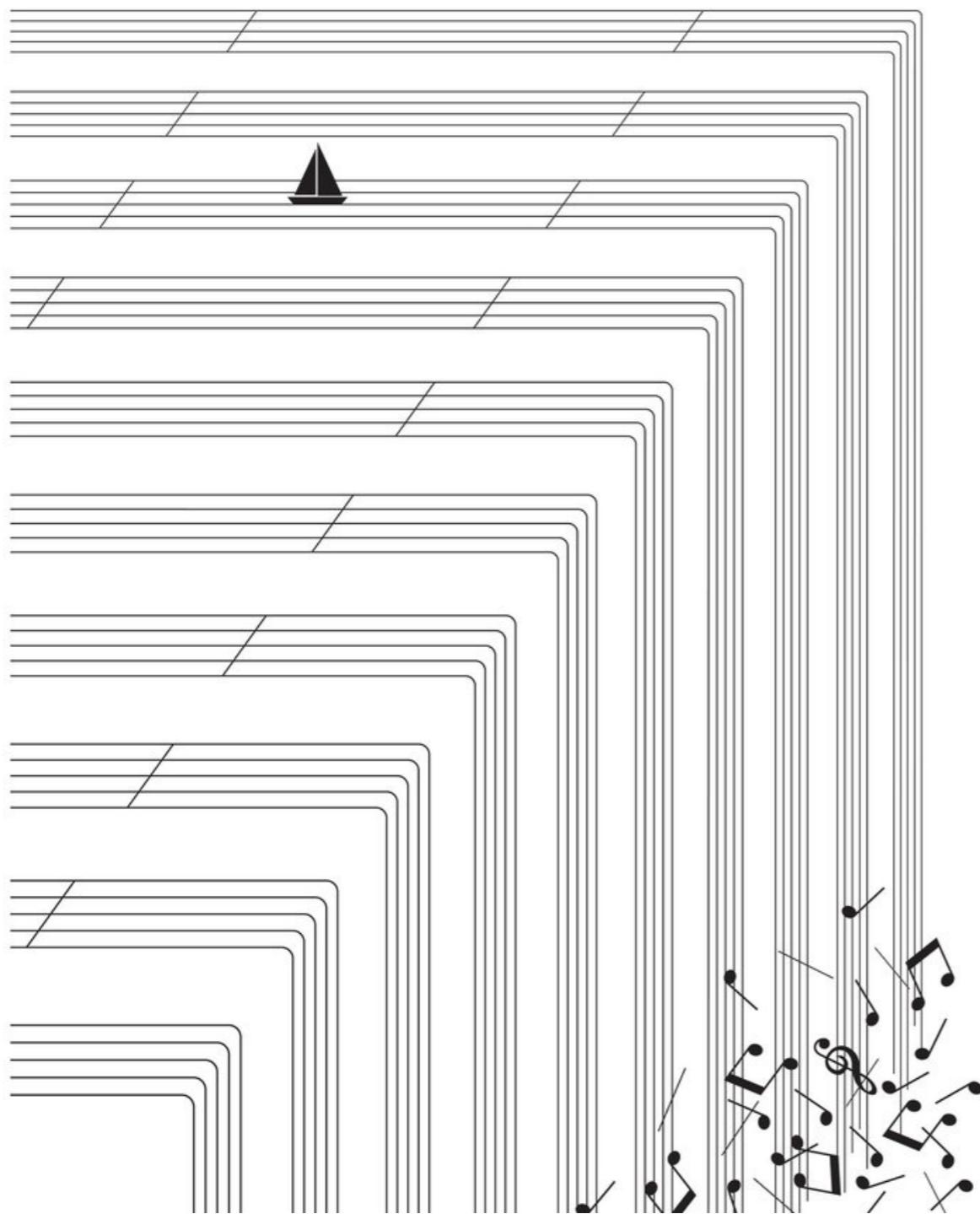


# FLIGHT OF THE CONCHORDS

with ARJ BARKER • THE MASONIC • SAN FRANCISCO, CA

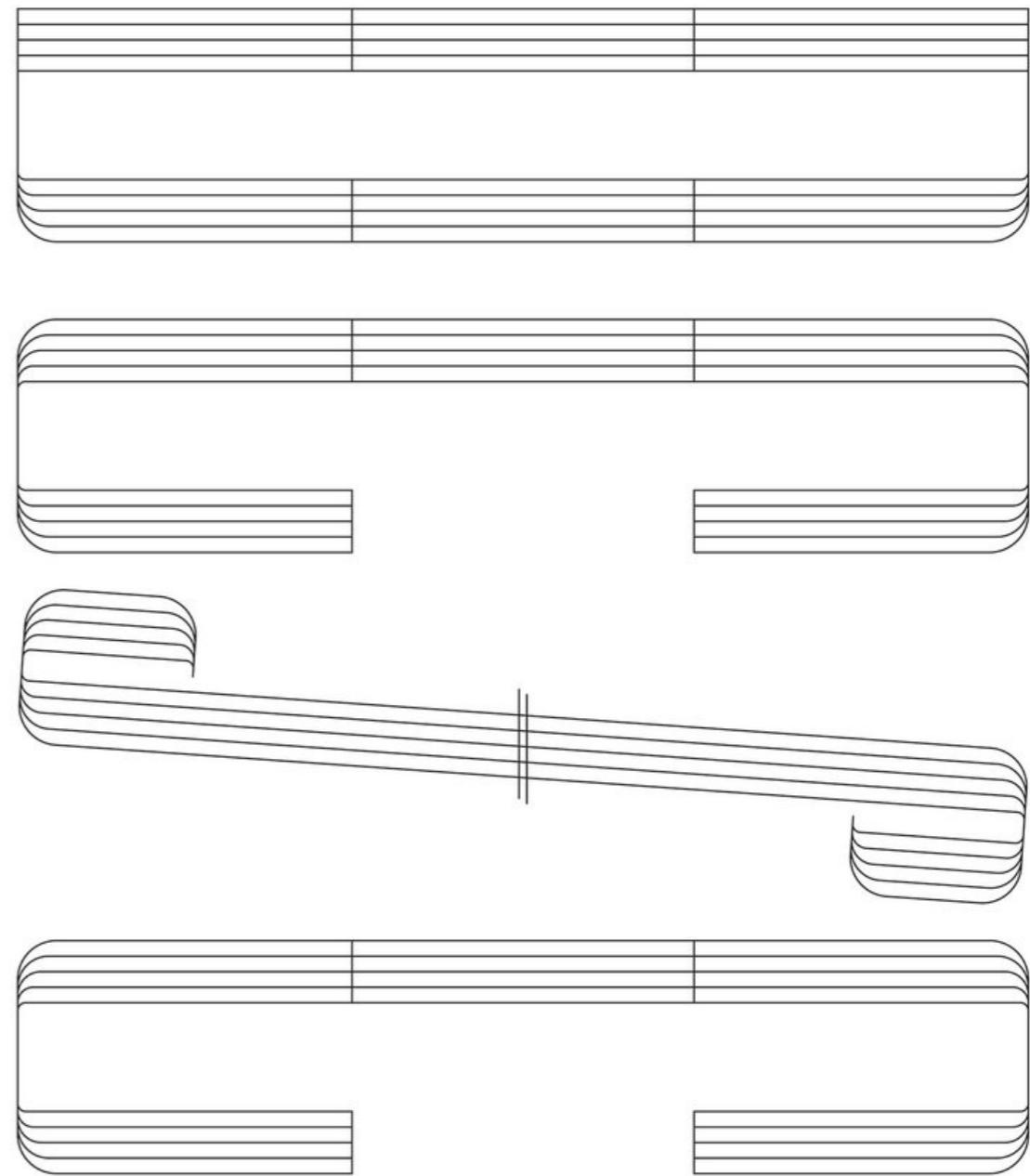
# DEATH CAB *for* CUTIE

*featuring THE MAGIK\*MAGIK ORCHESTRA*



# DEATH CAB *for* CUTIE

*featuring THE MAGIK\*MAGIK ORCHESTRA*



January, 2013

Experimental Jetset  
for Fur Free Fashion

Animal liberation,  
human liberation.

**Caged&  
Abused&  
Gassed&  
Skinned&  
Worn.**

# GRAPHIC MEDIA LOGUE

A Series of Visual  
Conversations

12 December 2012  
10:00 – 18:00

Hong Chong Ip  
Chao Sioleong  
Helmut Schmid  
Kenya Hara  
Phillipe Apeloig  
April Greiman  
David McCandless  
Edward Tufte

Main Lecture Theatre  
London College of  
Communication

To book email:  
[t.pritchard@lcc.arts.ac.uk](mailto:t.pritchard@lcc.arts.ac.uk)

# The Modern Jazz Quartet

Kurtheater Baden

Vorverkauf: SKA, Badstraße 8, Baden, 056-201 201

Samstag, 31. Oktober 92, 20.30 Uhr

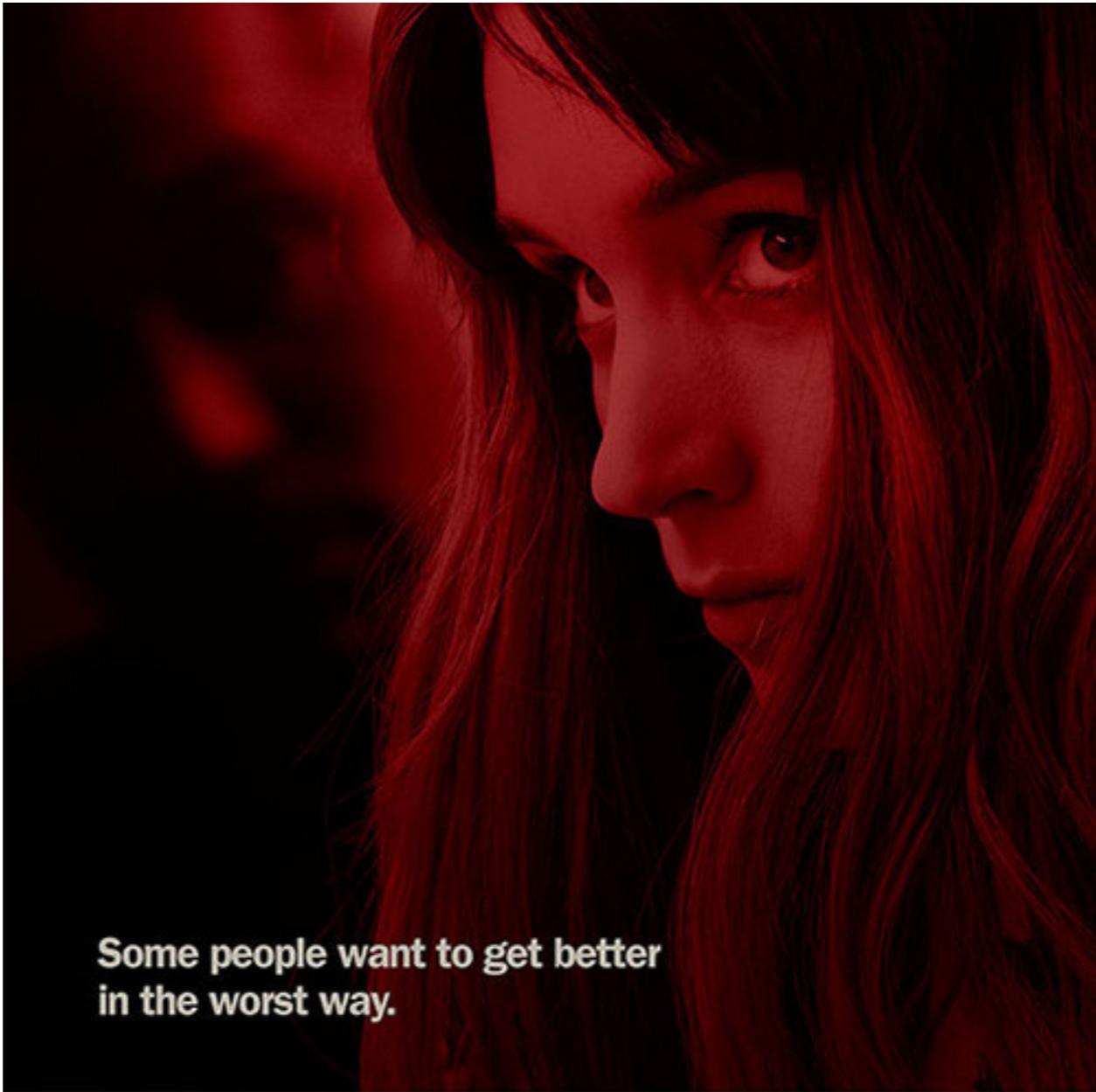
G R I T Y



D O N ' T   L E T   G O

GEORGE CLOONEY  
SANDRA BULLOCK

 ARUNDESIGN



Some people want to get better  
in the worst way.

JUDE LAW  
 ROONEY MARA  
 CATHERINE ZETA-JONES  
 and CHANNING TATUM

Steven Soderbergh, Director  
 Scott Z. Burns, Writer and Producer  
 Lorenzo di Bonaventura, Producer  
 Gregory Jacobs, Producer

## SIDE EFFECTS

Physician

A handwritten signature in blue ink, appearing to read "Soderbergh".

Patient *Emily Taylor*

Physician *Jonathan Banks*

Nº 14263

8 February 2013

Expiration Date

See your doctor and pharmacist about active prescription and nonprescription medications, vitamins, nutritional supplements, and herbal products you are taking or plan to take. Be sure to mention any of the following: antihistamines ("drowsy" antihistamines), antidepressants ("tricyclic" antidepressants), aspirin and other nonsteroidal anti-inflammatory drugs, medications for anxiety, mental illness, insomnia, and seizures, medications for migraine headaches, and medications for chronic conditions like migraines, headaches, sedatives, sleeping pills, and tranquilizers. Your doctor may need to change the doses of your medications or prescribe you carefully for side effects.

**Indication:** A doctor's most important prescription is trust.

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*Entrada lliure  
23.00h*

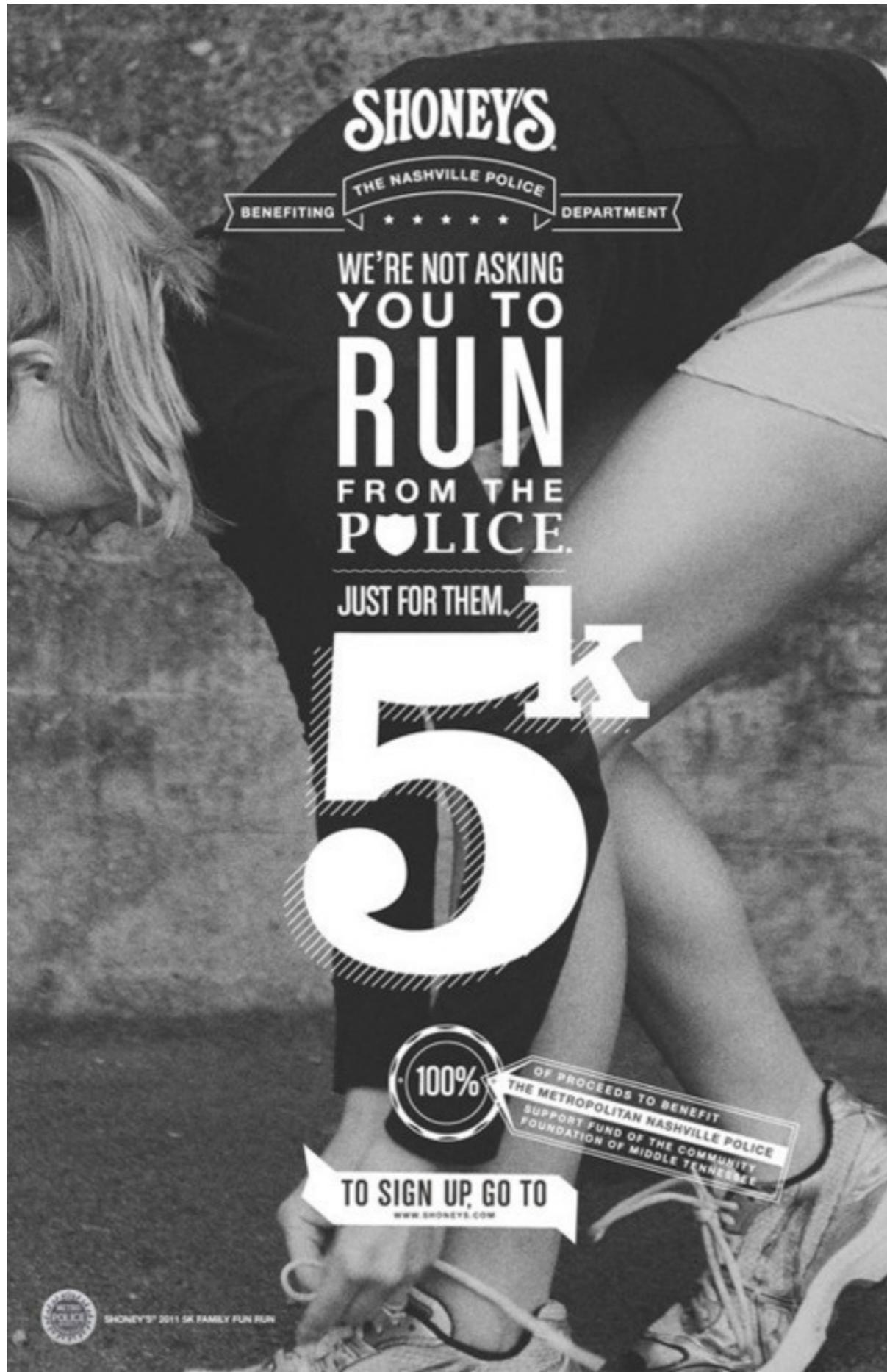
**10 Febrer  
Atlàntida  
Bar Vic**

**Concert  
Homenatge  
Bowie 67**

**Aladdin  
Spiders**

***David Amills  
Pablo Jiménez***





SHONEY'S

BENEFITING THE NASHVILLE POLICE DEPARTMENT

WE'RE NOT ASKING  
YOU TO  
**RUN**  
FROM THE  
POLICE.

JUST FOR THEM.

5k

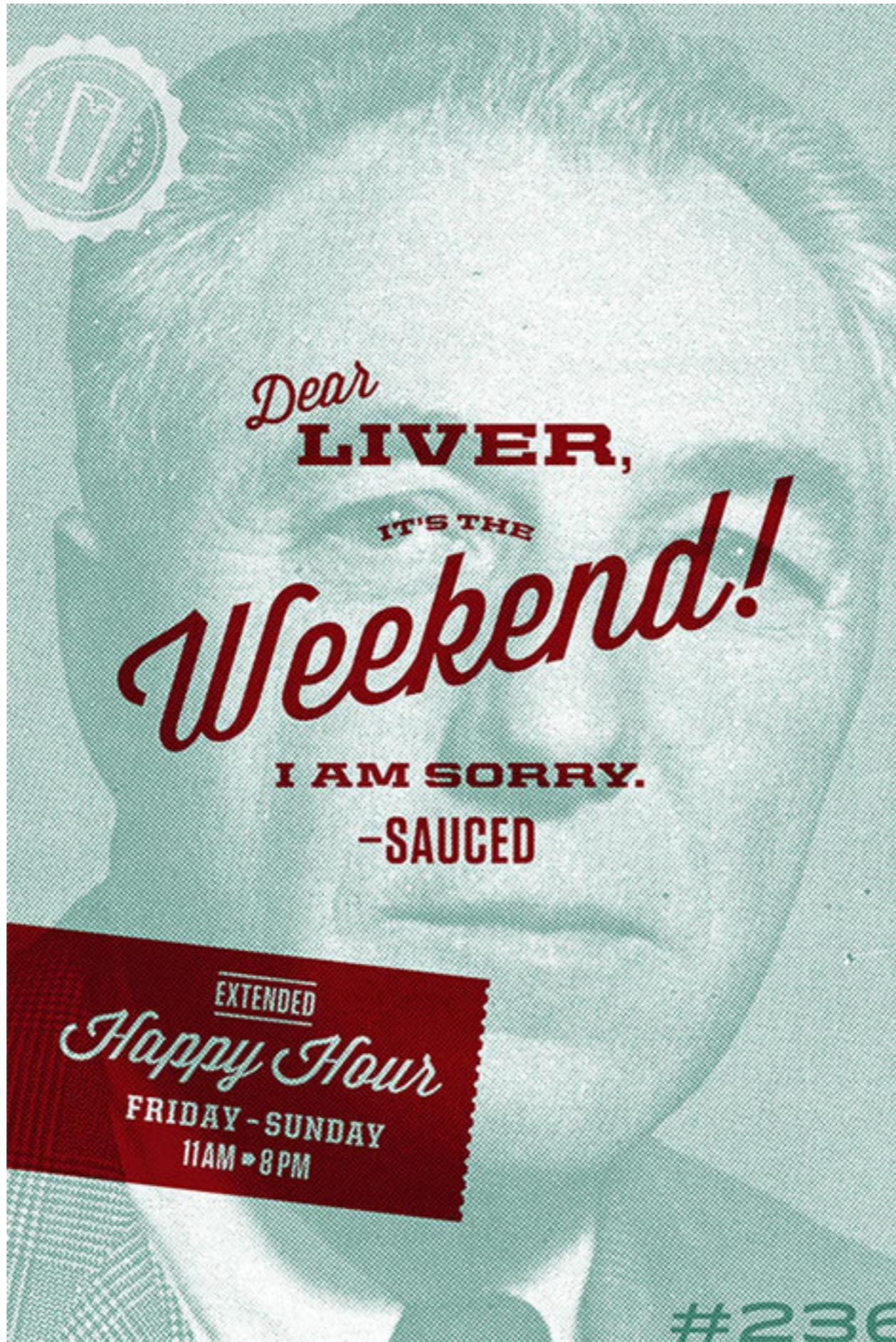
100%

OF PROCEEDS TO BENEFIT  
THE METROPOLITAN NASHVILLE POLICE  
SUPPORT FUND OF THE COMMUNITY  
FOUNDATION OF MIDDLE TENNESSEE

TO SIGN UP, GO TO  
[WWW.SHONEYS.COM](http://WWW.SHONEYS.COM)



SHONEY'S 2011 5K FAMILY FUN RUN



Ottawa Explosion Presents...

# funhouse

"A REAL COOL TIME"

PUNK, NEW WAVE & UNHINGED

ROCK N' ROLL SPINNING ALL NIGHT

SECOND FRIDAY OF EVERY MONTH

MUGSHOTS • \$5 • 11PM

\$4 KICHESIPPI & \$4 DARK N' STORMYS

NYC

m



MUGSHOTS



KICHESIPPI

*Music is a story you can feel  
Each song is a world unto its own*



AVLSE  
records

**MVMT**  
**MVMT**  
**MVMT**  
**MVMT**  
**MVMT**  
**MVMT**  
**MVMT**



nov. 2  
shrine auditorium

URBAN BEATS

**MVMT**

nov. 2  
shrine auditorium

URBAN BEATS

# The new generation of Hip-Hop has arrived.



[www.rebornrecords.com](http://www.rebornrecords.com)





# COFFEE CRAWL

DOWNTOWN, LA  
SEPTEMBER 29

## CAFÉS

**NICE COFFEE** // "Productive Morning"  
555 S Flower St.

**TIERRA MIA COFFEE** // "Brain Food"  
653 S Spring St.

**BLUE BOTTLE** // "Mellow Beats"  
300 S Broadway

**CAFE BEANTAGE** // "Chill Lofi Beats"  
345 S Broadway

**G&B COFFEE** // "Peaceful Guitar"  
324 S Hill St.



Join the coffee crawl in DTLA, presented by  
Focus Records on national coffee day, featuring  
ambient & chill vibe albums [WWW.FOCUSRECORDS.COM](http://WWW.FOCUSRECORDS.COM)



# Collypop

Alternative tunes  
Blissful babies  
Peaceful parents



# ACA TECTURE presents

ACA<sup>90s</sup> NIGHT



• • featuring\* • •

ACA-  
BELLES

RANGE  
A CAPPELLA

FERMATA  
NOWHERE

\*with spiritual presence from Boyz II Men, Backstreet Boys, and \*NSYNC



March 28 // 8-11pm  
[acatecture.com/acavents](http://acatecture.com/acavents)





MUSIC THAT MOVES YOU



[kickass.com](http://kickass.com)





classic music for new age activism  
**retrolution records.**



1234 Woodstock Street  
Los Angeles, CA 90007  
[talent@retrolutionrecords.com](mailto:talent@retrolutionrecords.com)





MARCH 8  
INTERNATIONAL  
WOMEN'S DAY



# LADY BOSSES of the TROPICS

music festival featuring

ELOHIM • NORA EN PURE

ELLA VOS • XYLØ

VÉRITÉ • LUNA SHADOWS



PRESENTED BY





\* NOT YOUR CUP OF TEA



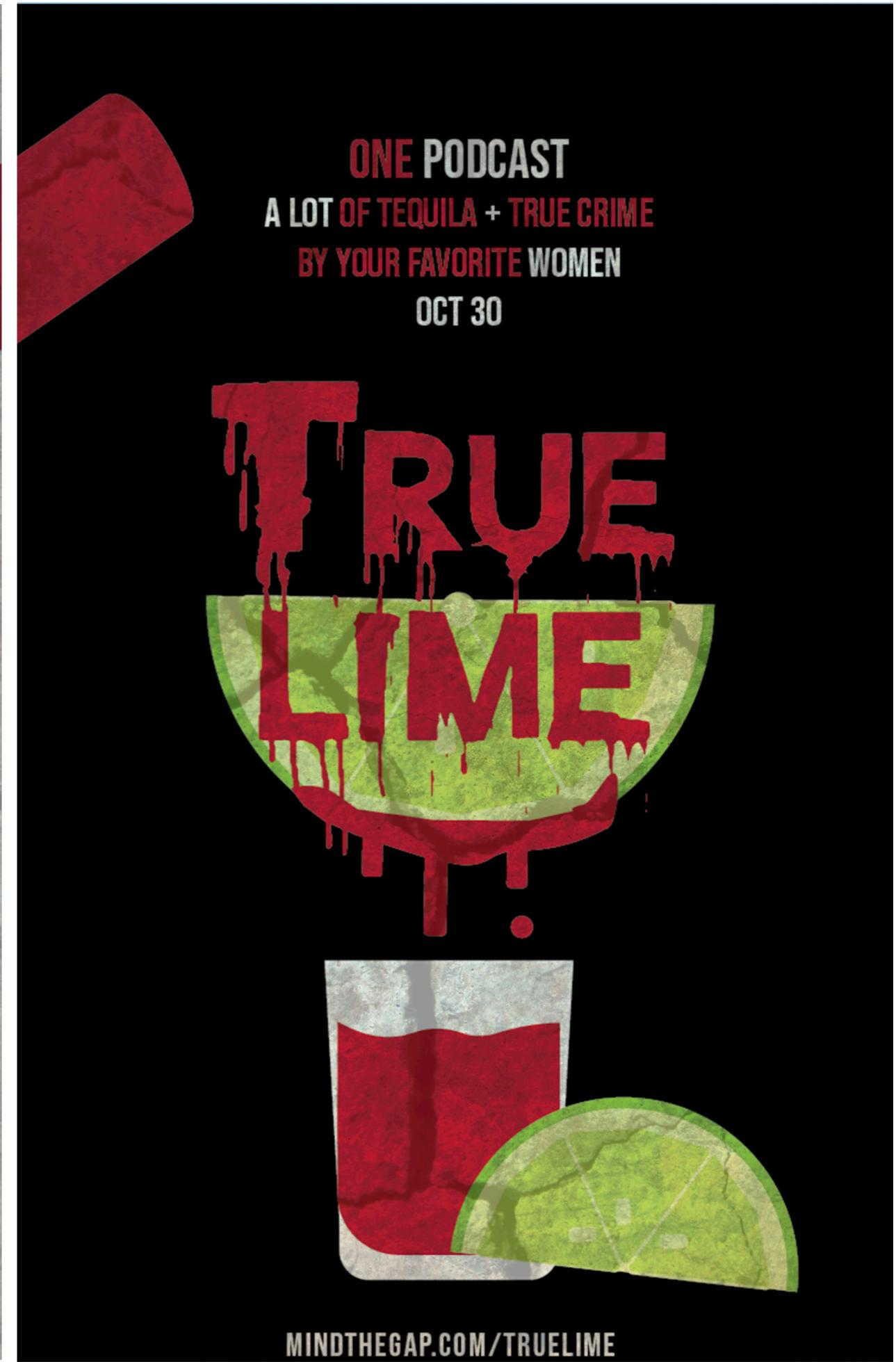
express

Who came from  
the GULLY? EMIWAY



# SEA GLASS RECORDS







# A M T I O N

F  
ENTERTAINMENT N

