

PR 486: INTRO TO DIGITAL DESIGN TOOLS

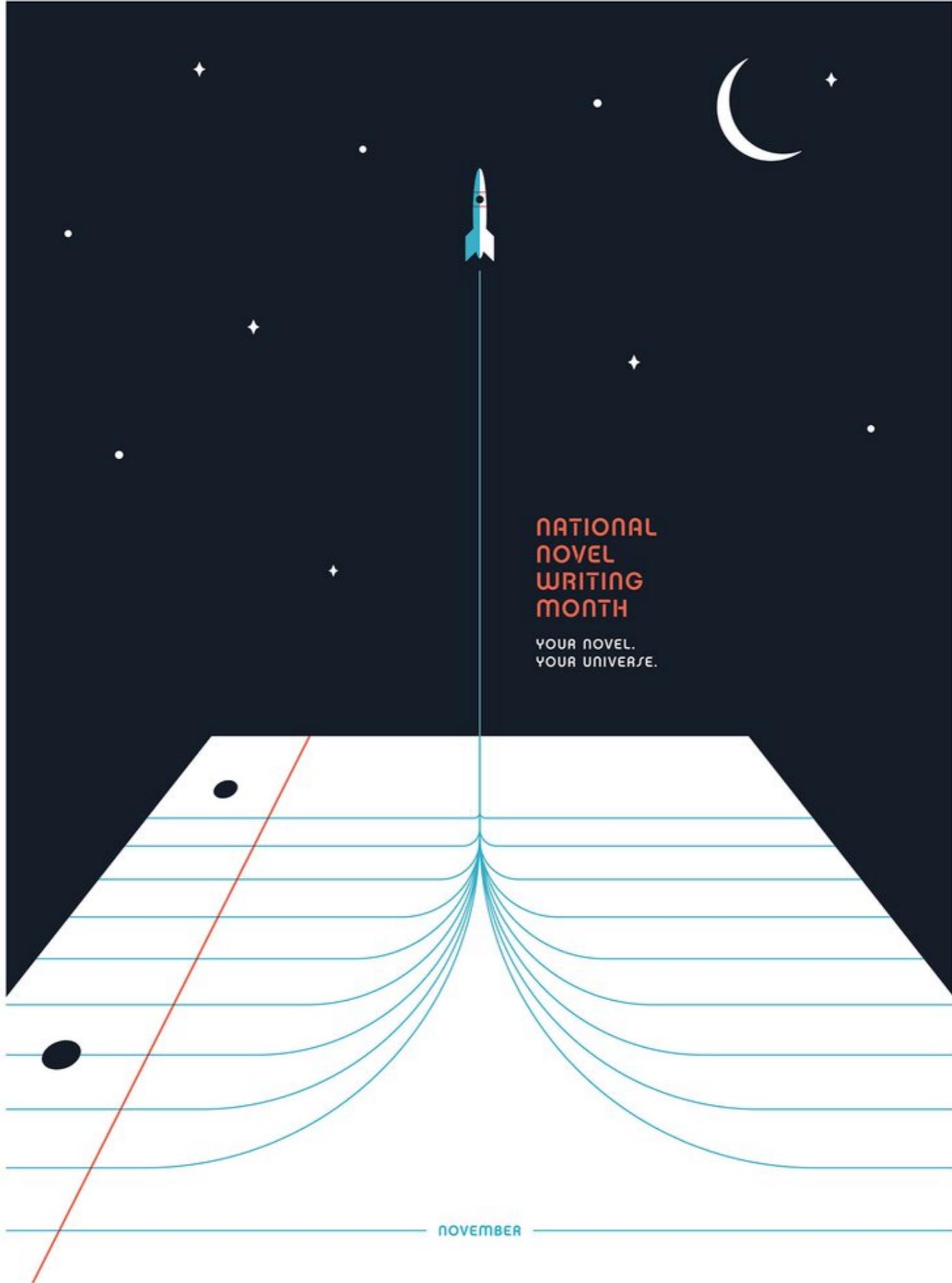
POSTER DESIGN

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.

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



THE POSTAL SERVICE

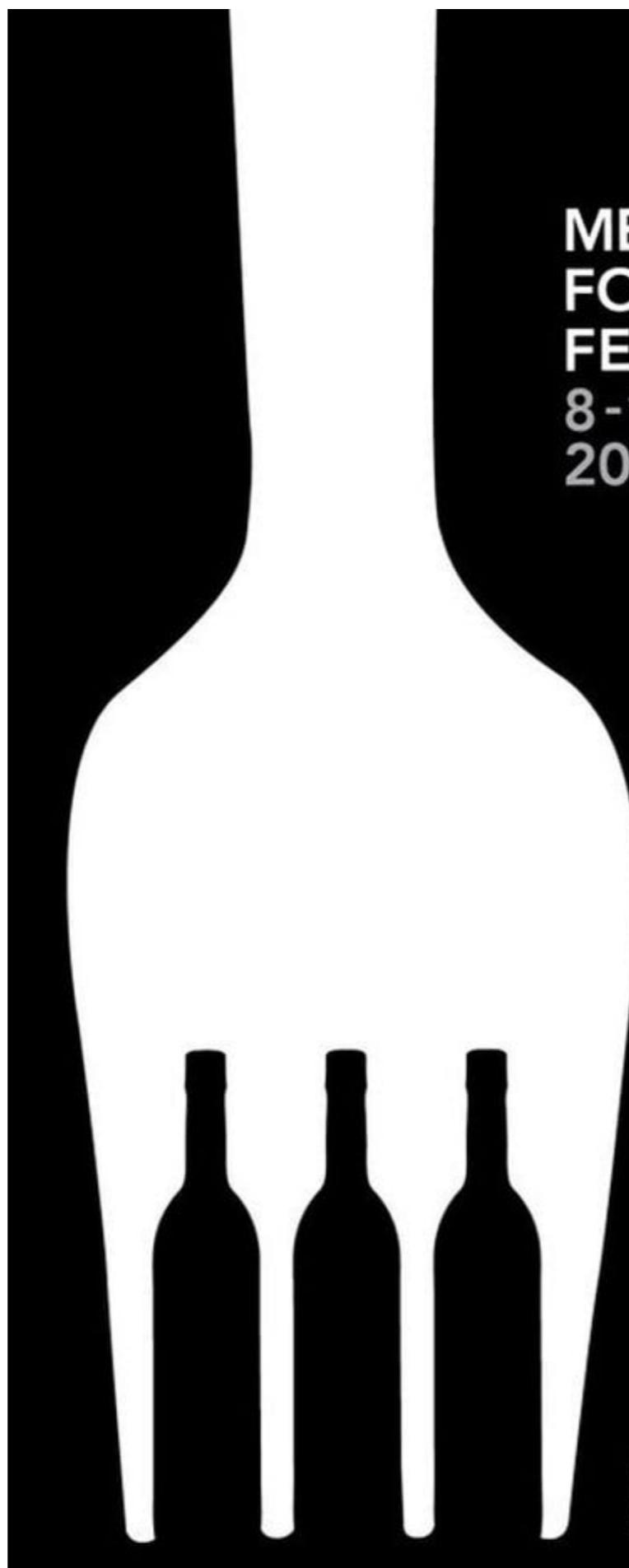
2013 NORTH AMERICAN TOUR

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	Wetten 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

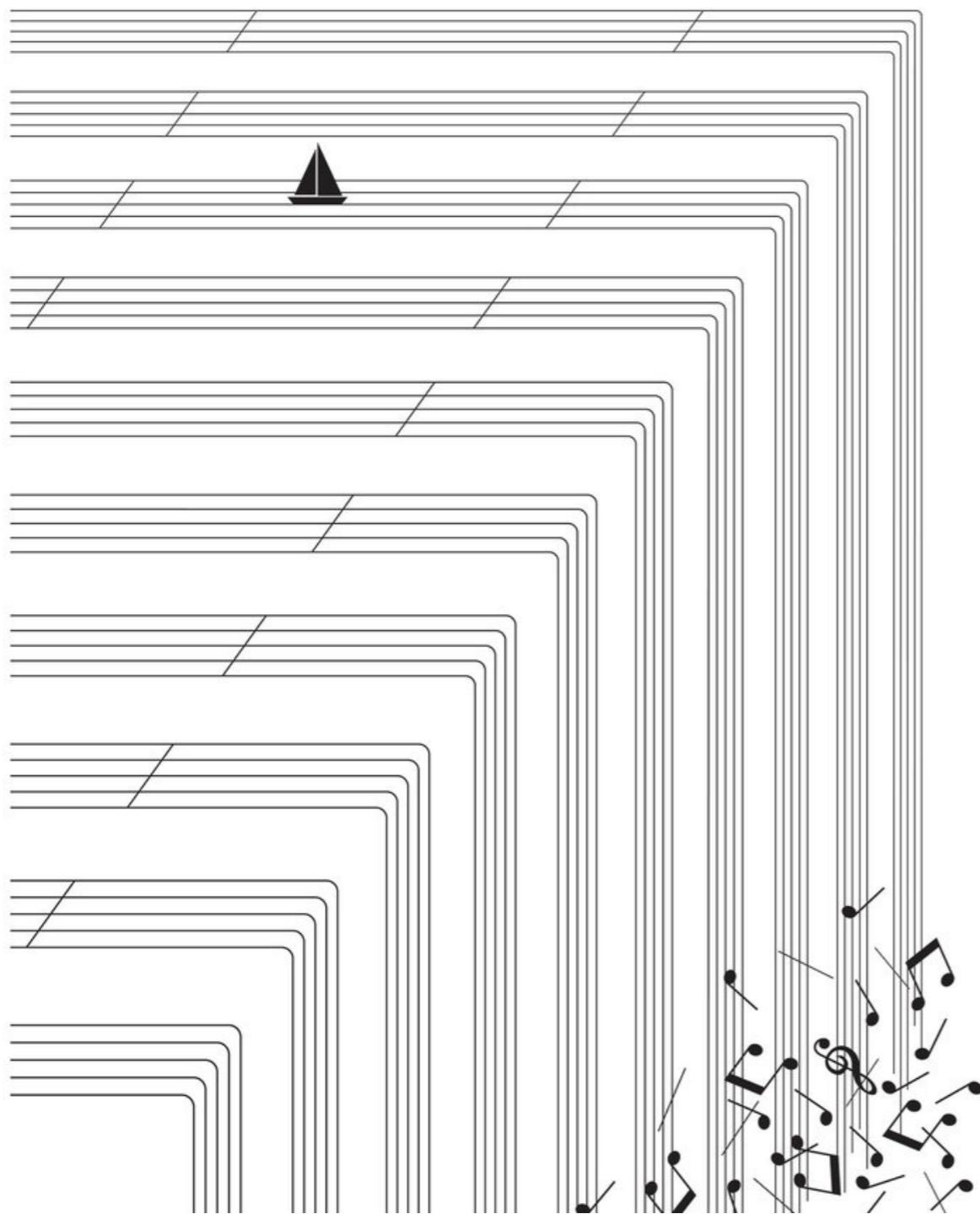
www.foodnwine.com.au



with ARJ BARKER • THE MASONIC • SAN FRANCISCO, CA

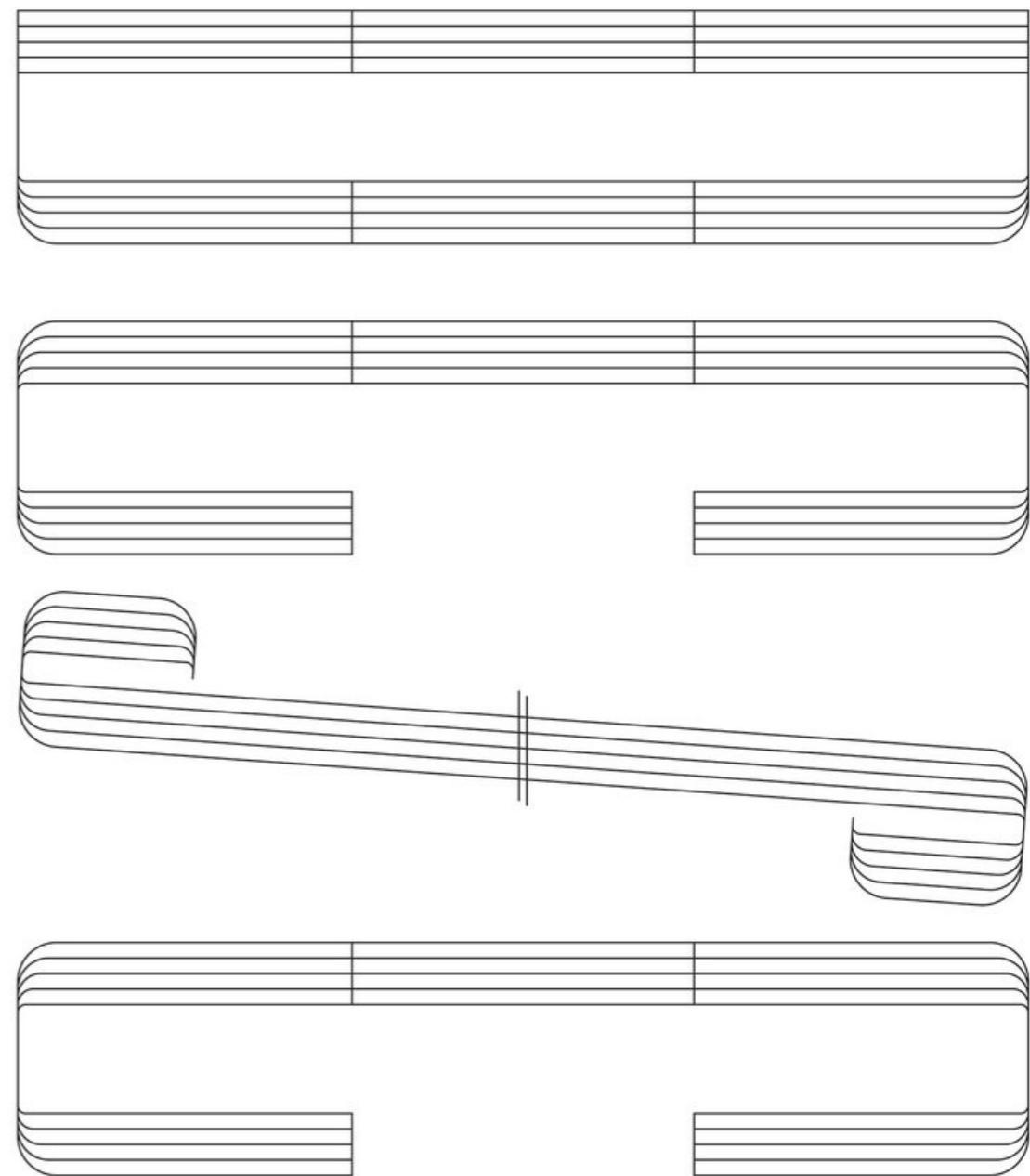
DEATH CAB *for* CUTIE

*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

The Modern Jazz Quartet

Kurtheater Baden

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

Samstag, 31. Oktober 92, 20.30 Uhr

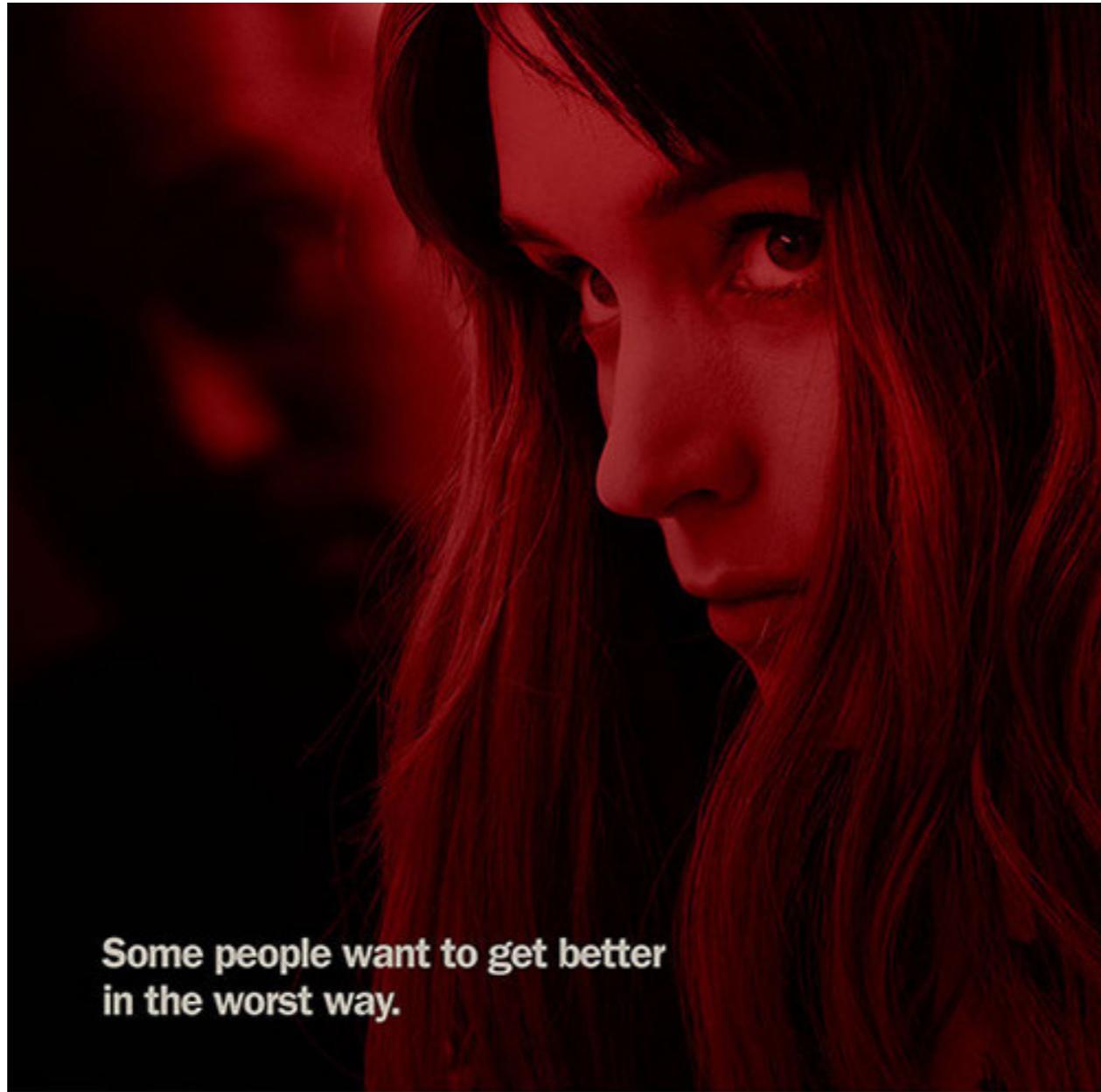
G R I T Y



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 headache, and medications for chronic headaches, including 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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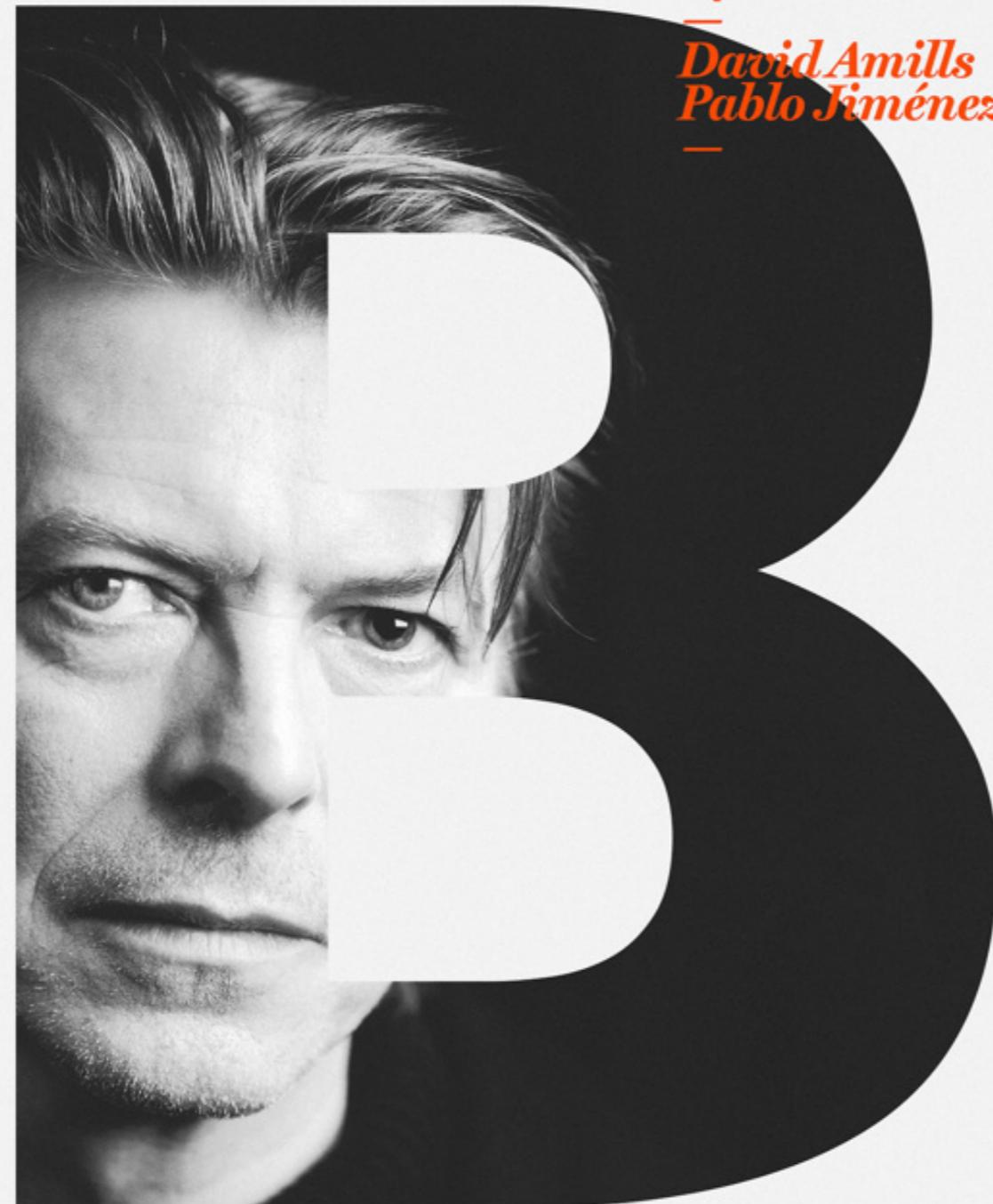
*Entrada lliure
23.00h*

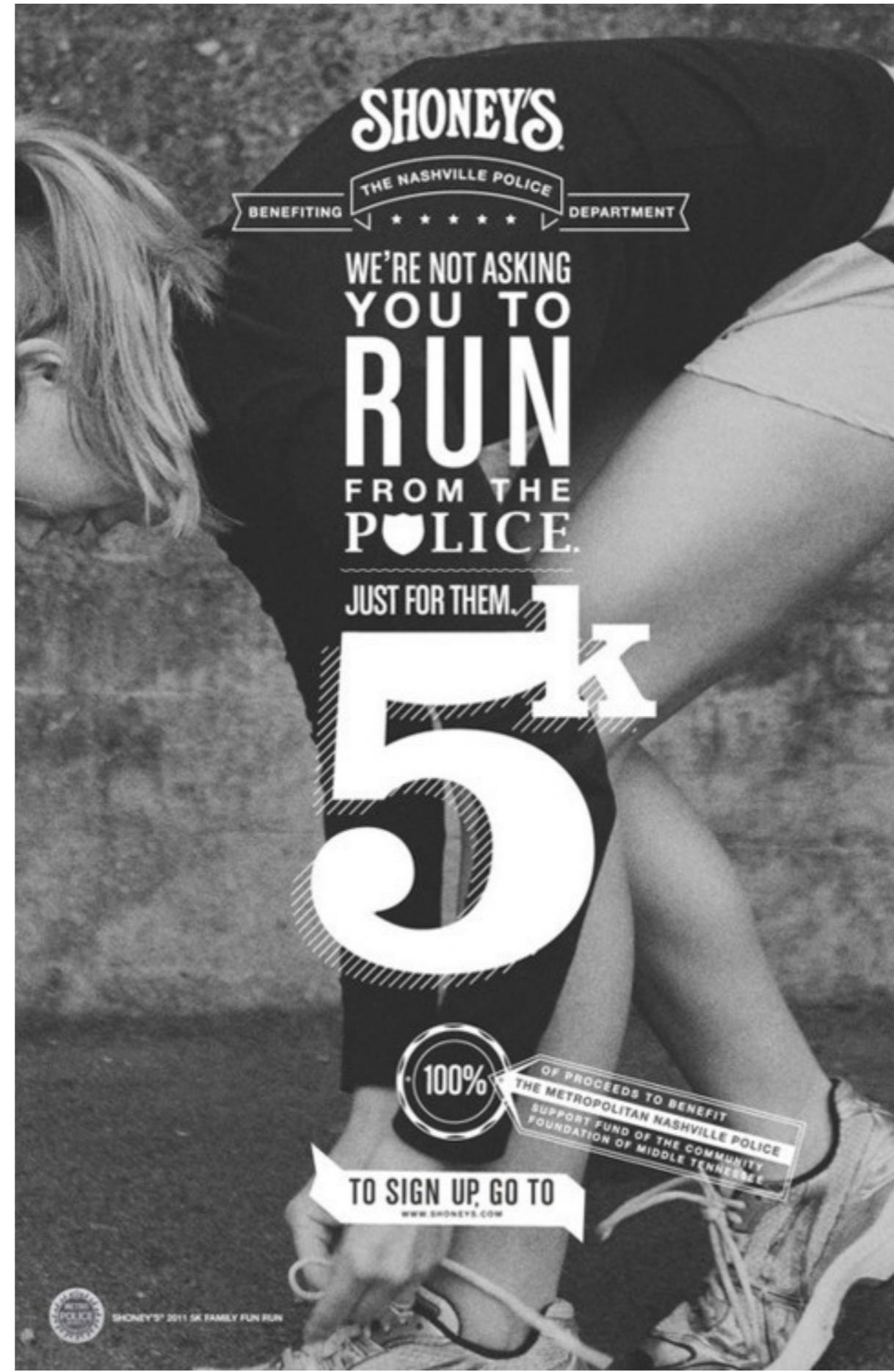
**10 Febrer
Atlàntida
Bar Vic**

**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

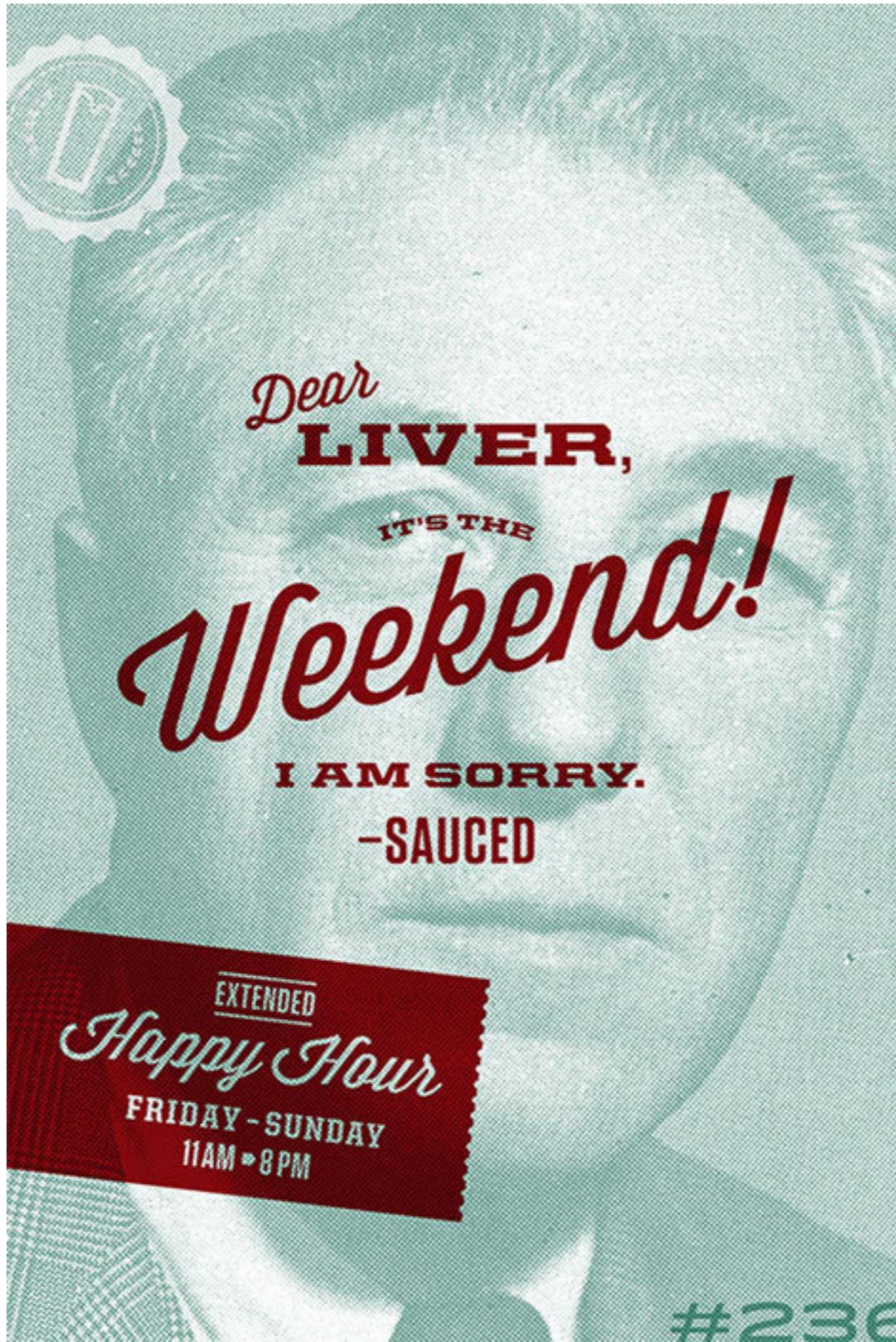
100%

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



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



facebook.com/rebornrecords





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



Collypop

Alternative tunes
Blissful babies
Peaceful parents



ACA TECTURE presents

ACA^{90s} 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





MUSIC THAT MOVES YOU



kickass.com





classic music for new age activism
retrolution records.



1234 Woodstock Street
Los Angeles, CA 90007
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



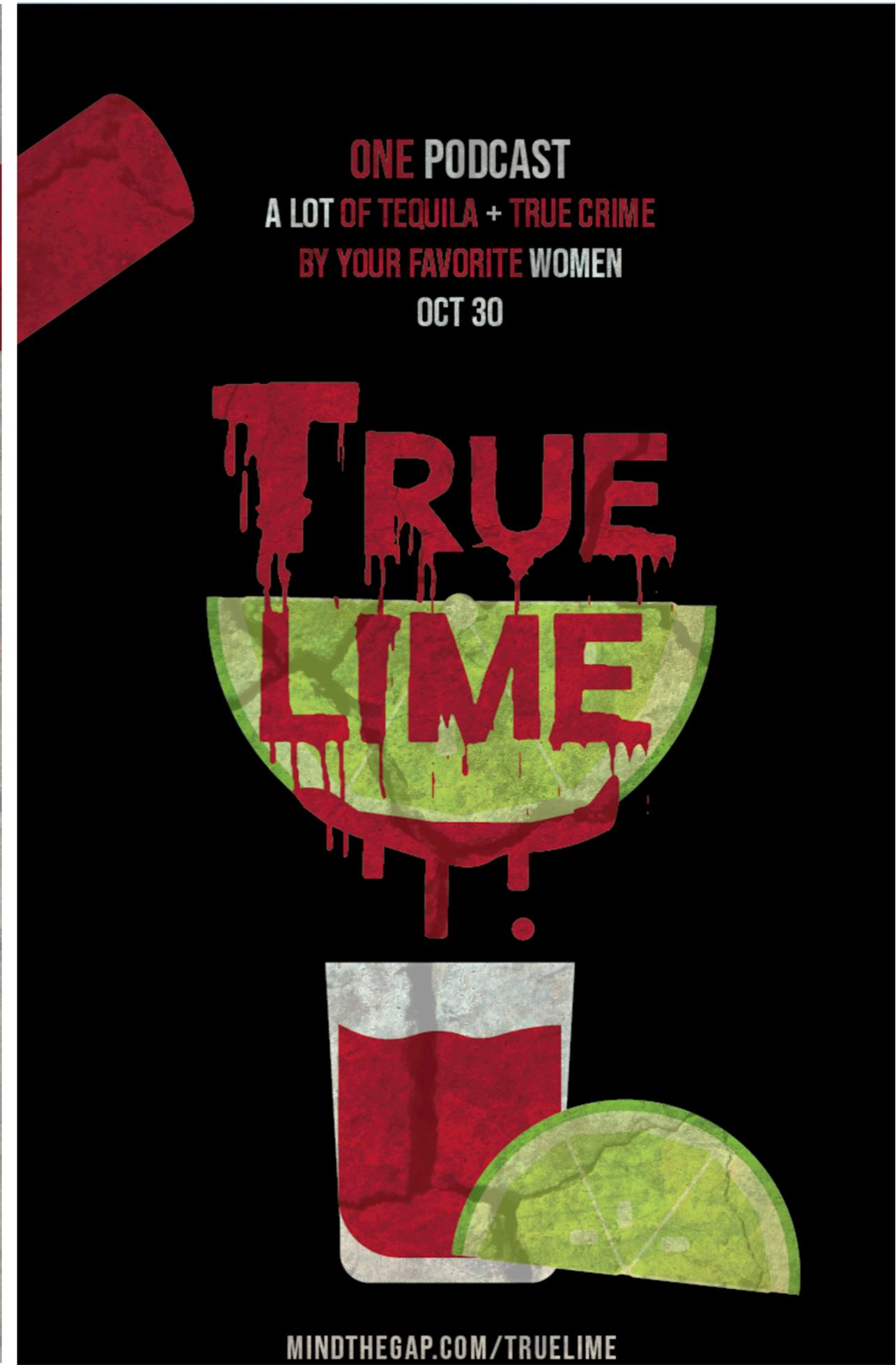
express

Who came from
the GULLY? EMIWAY



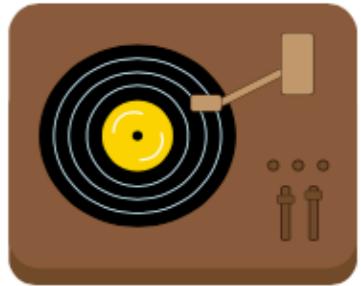
SEA GLASS RECORDS





MINDTHEGAP.COM/TRUELIME





Gold Link Collective

We are linked together by our ethnicity, but we shine because of our individuality.



DPR Live



Yaeji



Jay Park



Bobby Lee



David So



Dumbfoundead



Just Vibe.

We represent...

Lane 8
Cassian ODESZA
Porter Robinson Jai Wolf
Vincent Flume Illenium San Holo
Said the Sky Dabin Petit Biscuit shallou Kasbo

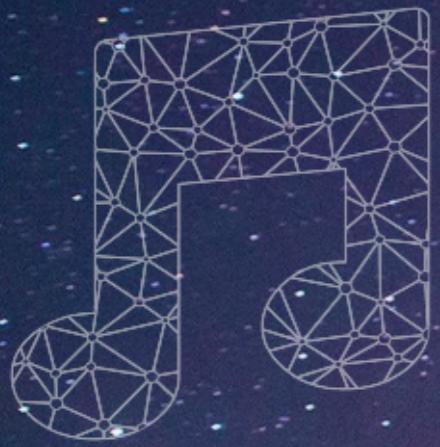
and many more! Visit www.fluidityrecords.com to join our team today

Fluidity Records



LET'S
SPILL
THE
~~TEA~~
wine





WE FIND NEW STARS