

PR 486: INTRO TO DIGITAL DESIGN TOOLS

---

# POSTER DESIGN

---

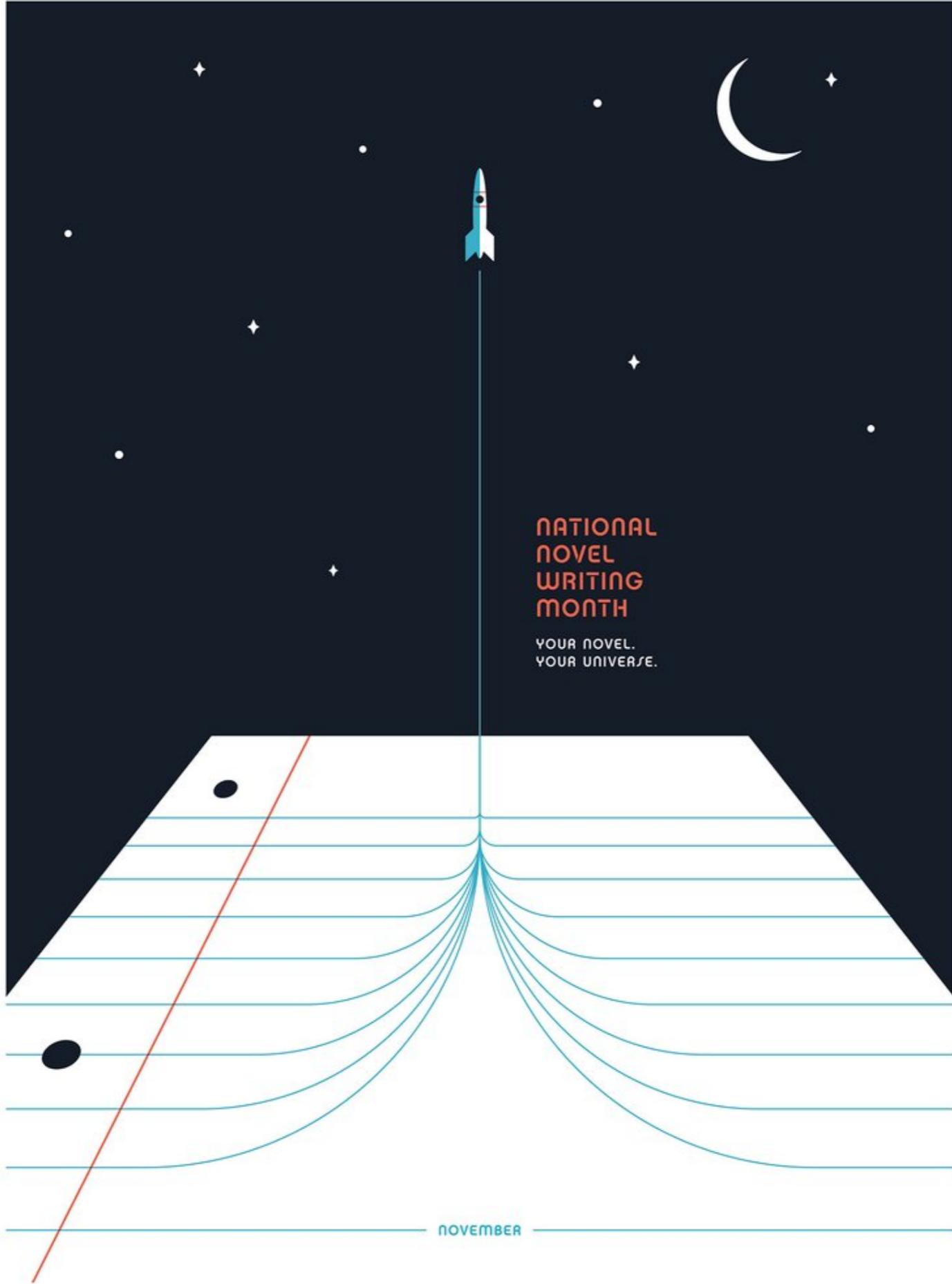
## POSTER DESIGN CONSIDERATIONS

- ▶ 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](http://www.bolognafestival.it)



# THE POSTAL SERVICE

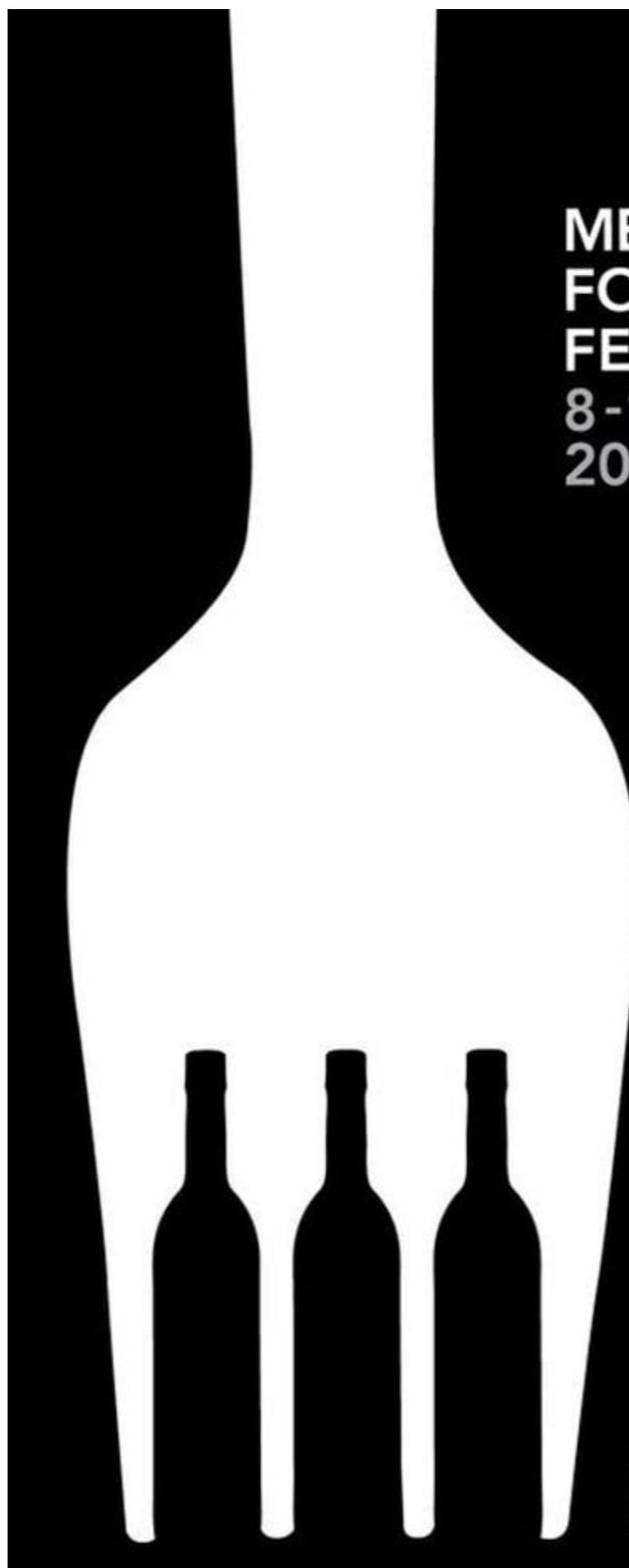
2013 NORTH AMERICAN TOUR

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

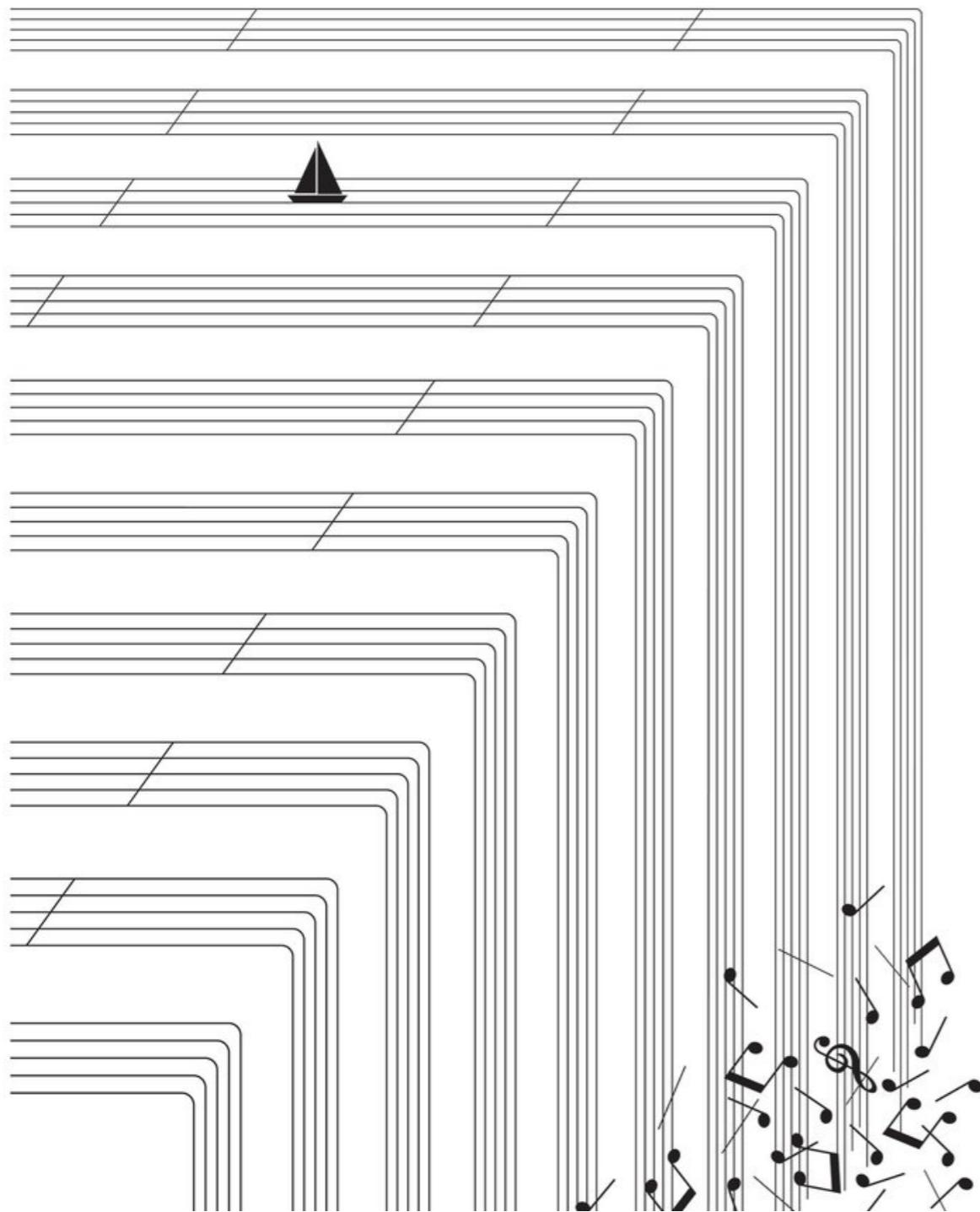


# FLIGHT OF THE CONCHORDS

with ARJ BARKER • THE MASONIC • SAN FRANCISCO, CA

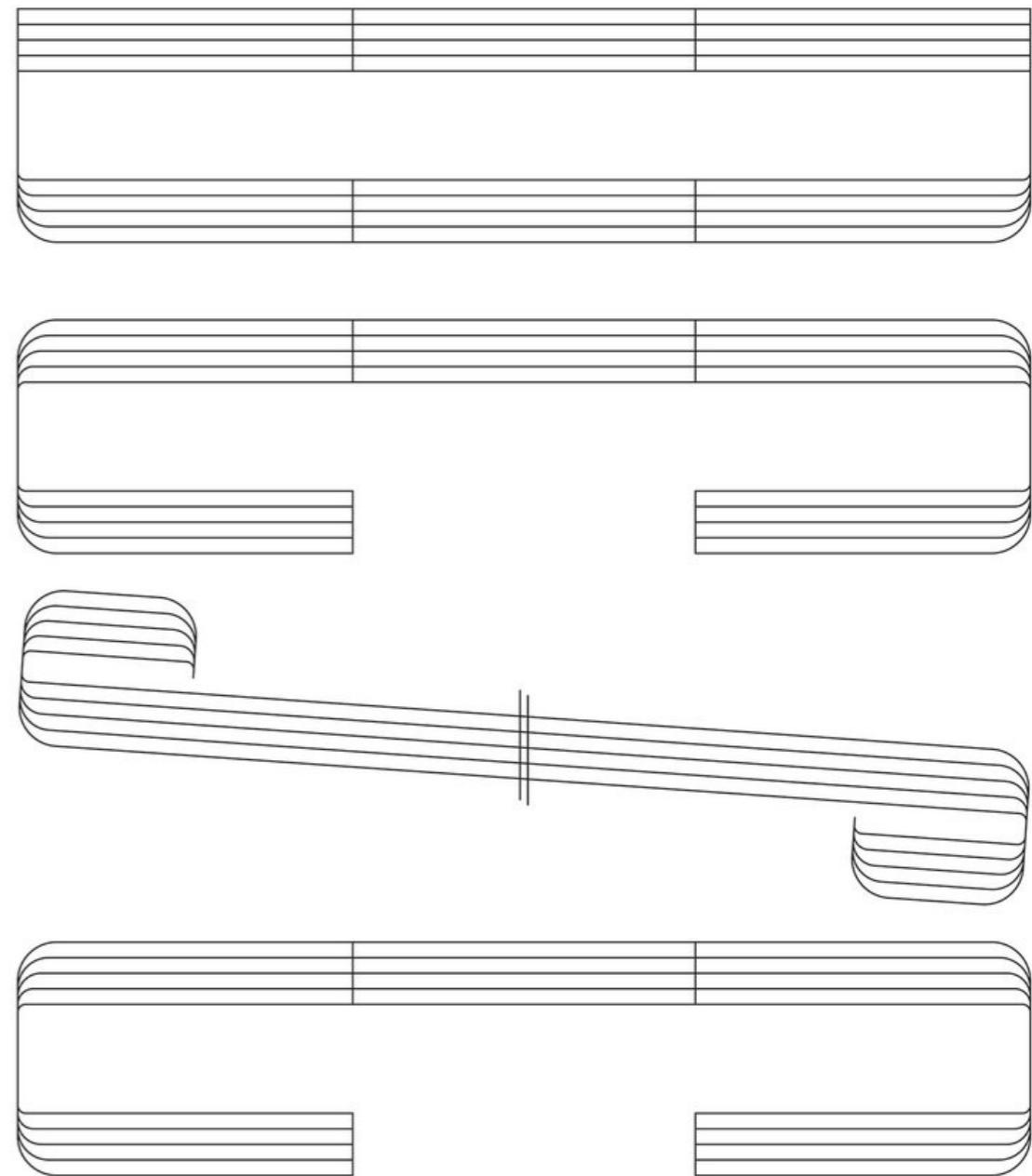
# DEATH CAB *for* CUTIE

*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

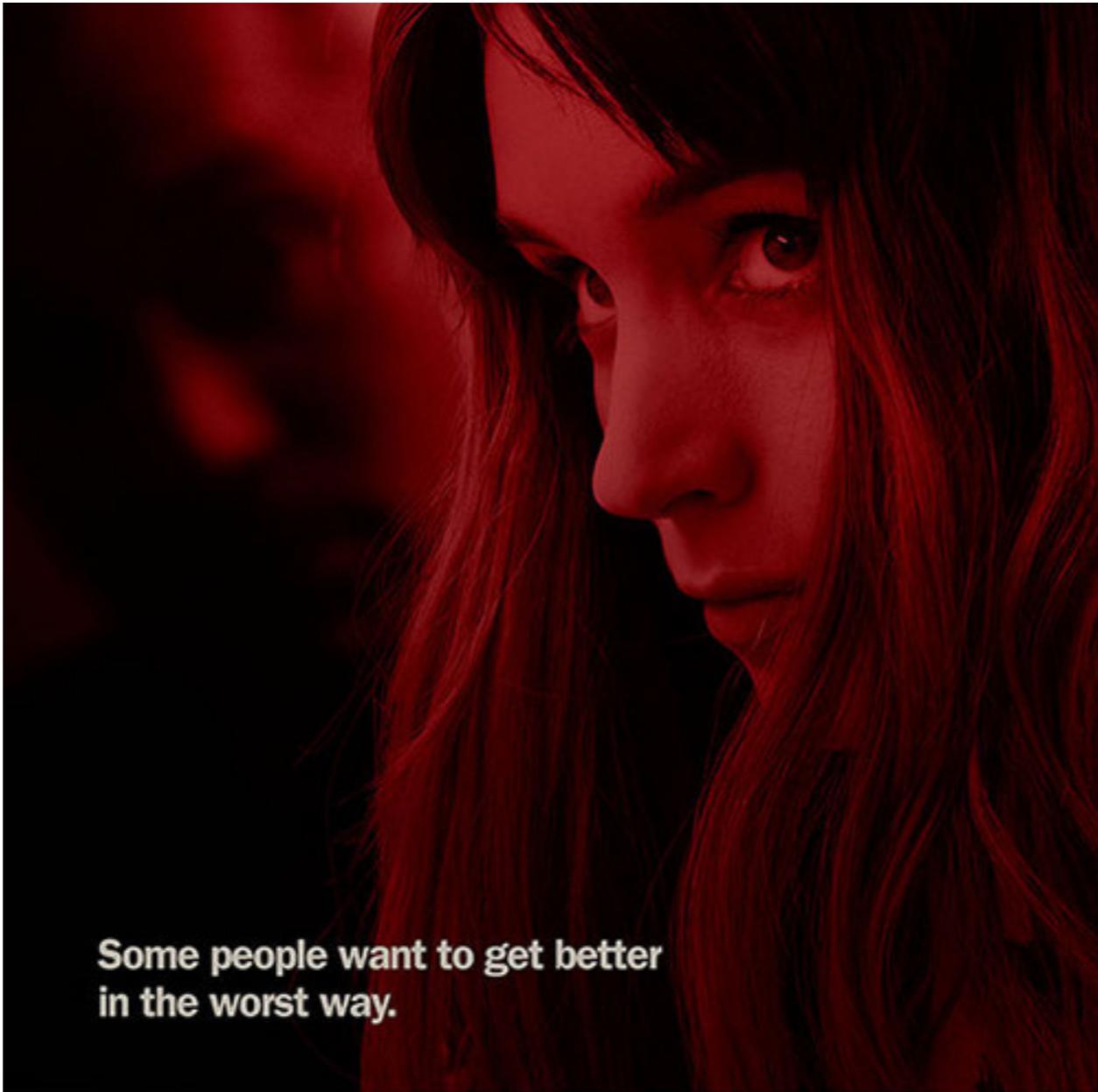
G R I T Y



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 diarrhea, medications for chronic 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.

© 2013 Soderbergh LLC. All rights reserved. SIDE EFFECTS is a trademark of Soderbergh LLC.

*Entrada lliure  
23.00h*

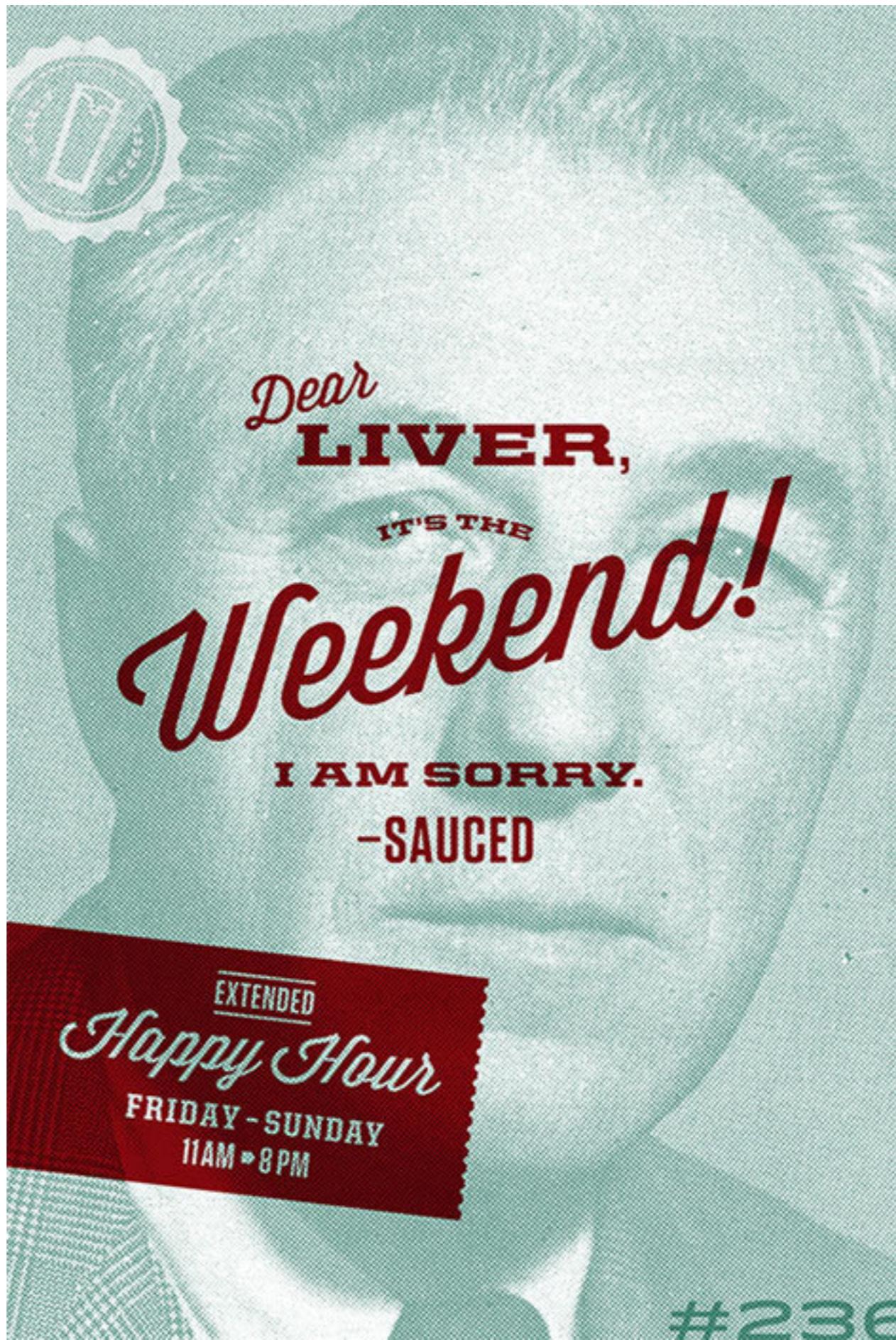
**10 Febrer  
Atlàntida  
Bar Vic**

**Concert  
Homenatge  
Bowie 67**

**Aladdin  
Spiders**

***David Amills  
Pablo Jiménez***





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

# **STUDENT WORK!**

*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)





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



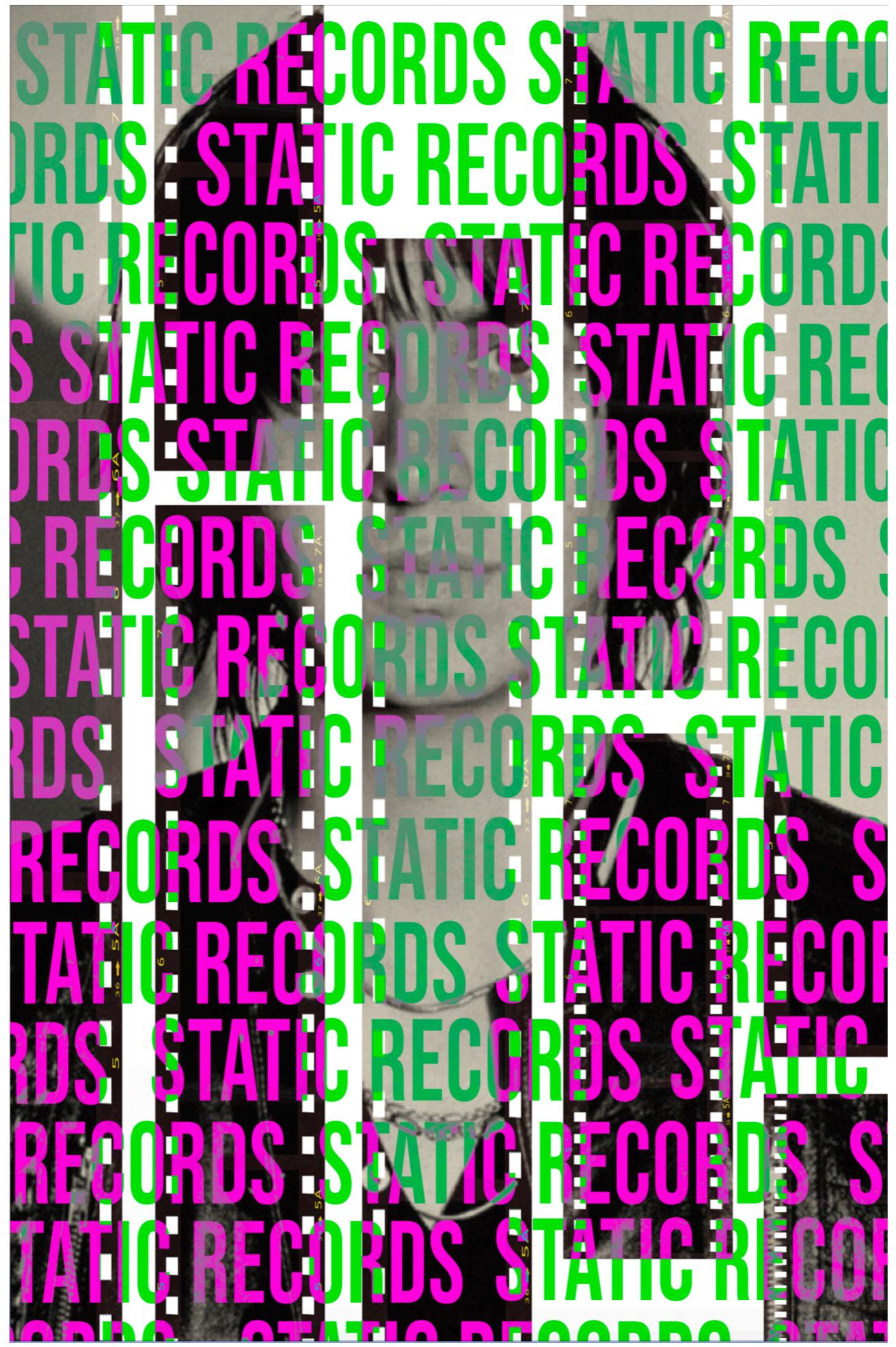


classic music for new age activism  
**retrolution records.**



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



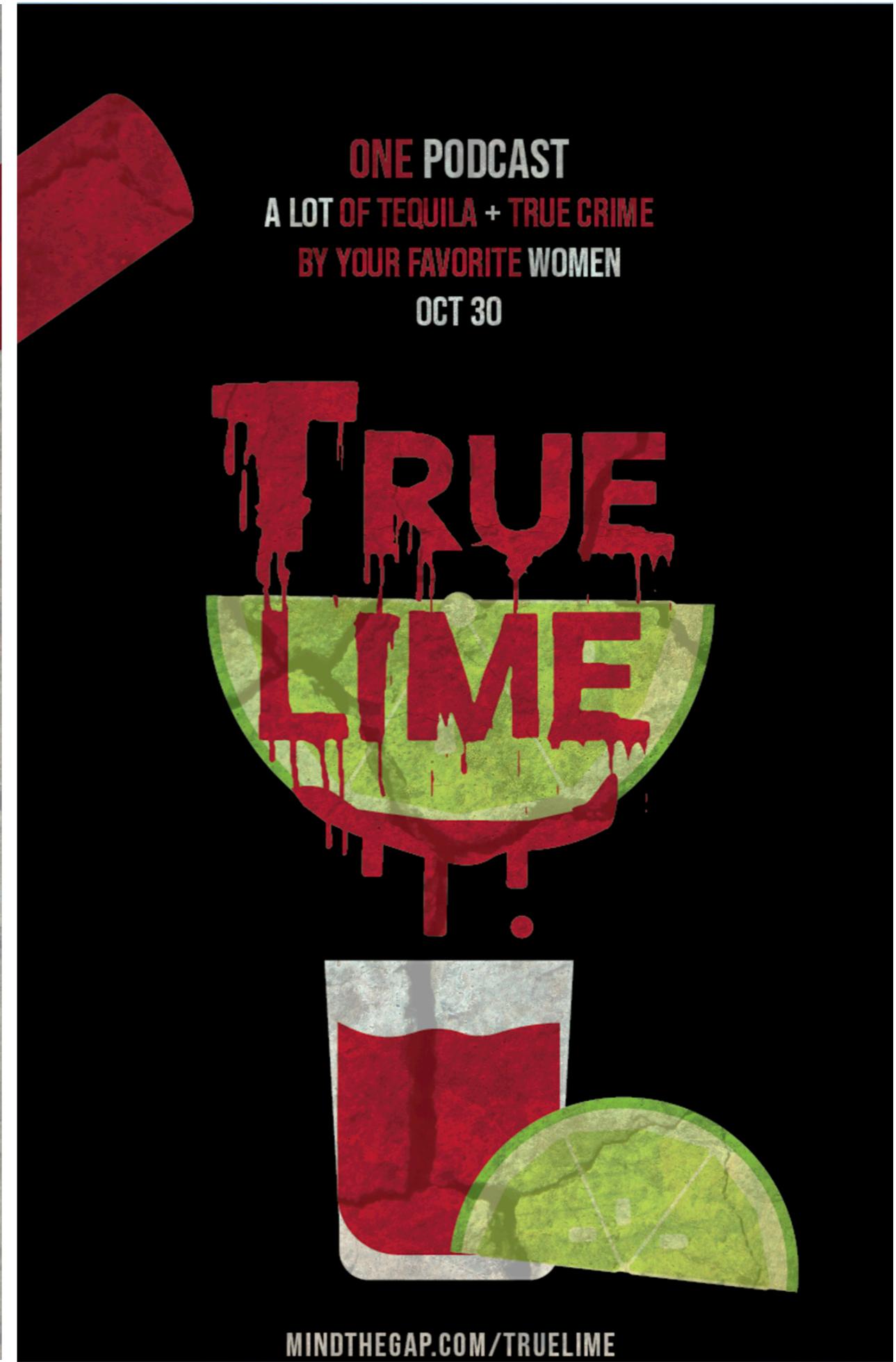
express

Who came from  
the GULLY? EMIWAY



# SEA GLASS RECORDS



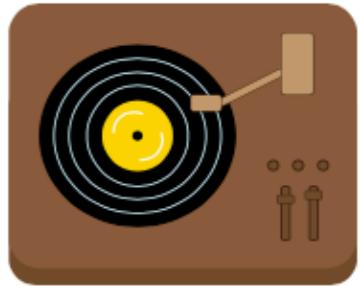




# A M T I O N

F  
ENTERTAINMENT  
N





# 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**

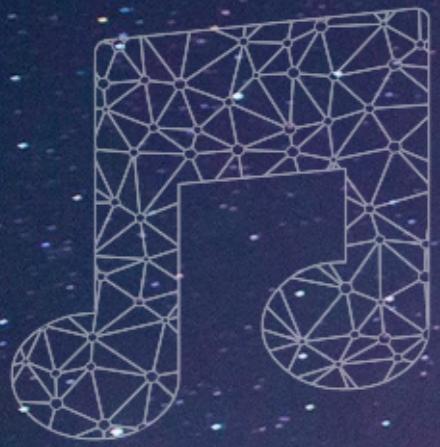
and many more! Visit [www.fluidityrecords.com](http://www.fluidityrecords.com) to join our team today

**Fluidity Records**



LET'S  
SPILL  
THE  
~~TEA~~  
*wine*





WE FIND NEW STARS

ILLUSION RECORDS, LIVE NATION, & TICKETMASTER PRESENT

# SunSubiro



JUNE 12 – JUNE 13  
KEHLANI • HOZIER

JUNE 19 – JUNE 20  
H.E.R. • ALAINA CASTILLO

ELLIE GOULDING • JAMES ARTHUR • BIRDY • CONAN GREY • GEORGE EZRA • CORINNE BAILEY • JP COOPER • ELLA EYRE •  
GOLDFORD • HIPPO CAMPUS • LABRINTH • CALUM SCOTT • RAINBOW KITTEN SURPRISE • TORI KELLY • MILKY CHANCE •  
JAMES BAY • ALESSIA CARA • FINNEAS • OH WONDER • LUCY DACUS • HALEY REINHART • CAVETOWN • LEMONY RUG • EDBL  
• ANNA OF THE NORTH • RUTH B. • X LOVERS • VALLEY • CLEO SOL • VERA BLUE • RAY LAMONTAGNE • GADAA • MOONCHILD  
• RUTI • ARLO PARKS • MANNYWELLZ • CHIKA • LEDISI • EGO ELLA MAY • BUTTERED • SEINABO SEY • JONI • THE SOULS •  
ONLY SUN • SUNFLOWER • NAavi • THE FLAMING LIPS • BAHAMAS • GEOWULF • BLIND PILOT • LÉON •

TICKETS ON SALE NOW  
[SUNSUBIROFESTIVAL.COM](http://SUNSUBIROFESTIVAL.COM)  
@SUNSUBIRO\_FEST @ILLUSION\_RECORDS



HOW CAN PUNK  
**BE DEAD**

IF  
**WE'RE  
STILL  
HERE**

**EMO LYFE LA**

**EVERY THURSDAY @THISEMOLYFE**

FOR MORE INFORMATION, VISIT OUR WEBSITE: [EMOLYFE.COM](http://EMOLYFE.COM)

# FIND YOUR PEAK

everest records



ELECTRO FOR THE NEXT GENERATION  
ELECTRO FOR THE NEXT GENERATION  
ELECTRO FOR THE NEXT GENERATION  
ELECTRO FOR THE NEXT GENERATION



presents

June 2021

## HOT GIRLS ONLY

NYC

LA

CHI

ATL

Nicki Minaj

Rico Nasty

Saweetie

Cardi B

Megan Thee  
Stallion

Doja Cat



*Food.*  
*Music.*  
*Culture.*

# Weekly Podcast

*Fill Me  
in  
SOUL*





**OSMusic**  
Annual Singing Contest  
Sign up at [osm.com](http://osm.com) by 10.18.2020



MOON ENTERTAINMENT

10.10

ALBUM PRE-ORDER

SCHEDULE RELEASED

M/V TRAILER

TRACK LIST

HIGHLIGHT MEDLEY

11.1