PR 486: INTRO TO DIGITAL DESIGN TOOLS

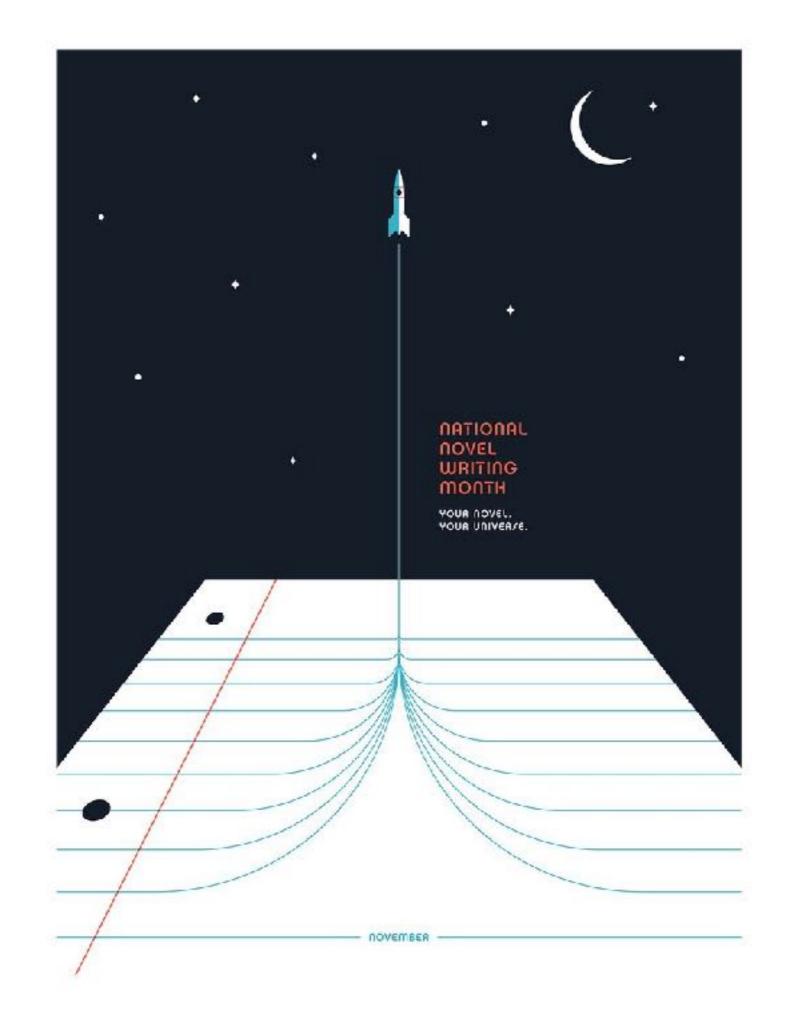
## POSTER DESIGN

#### 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

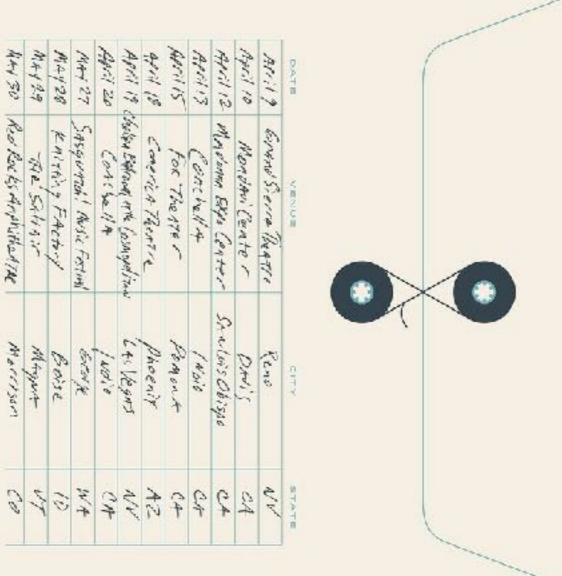
- High contrast is your friend. Again, it helps when it has to be readable from far away.
- Don't shy away from using a lot of white space. Sometimes that space is what draws the eye.
- Make sure your information is in a flow that makes sense. You can play with placement, but you should place everything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





#### THE POSTAL SERVICE 2012 NORTH

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BEN FOLDS FIVE CONTRIBUTED FOR 12 / 12 ALABEMY / HIRMINGHAM THE





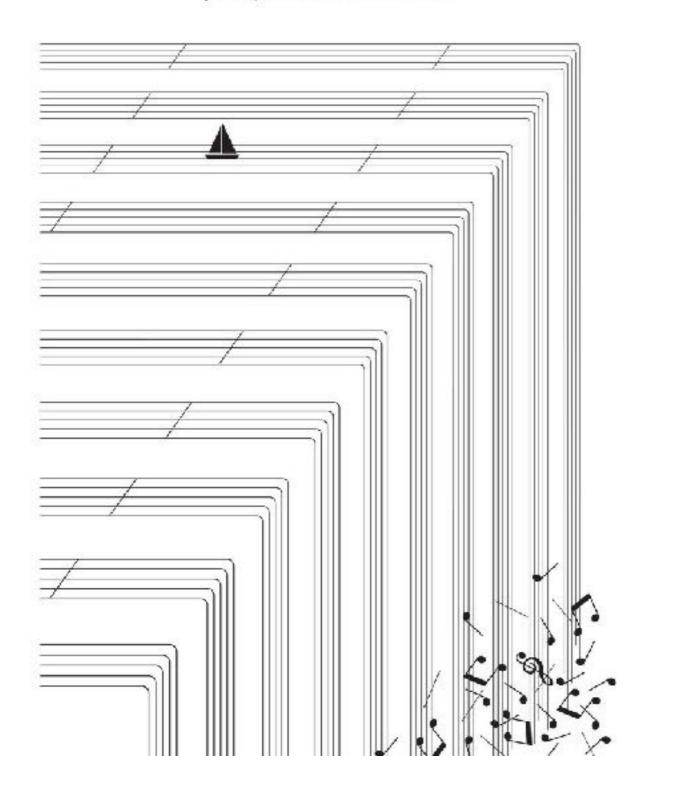
# FLIGHT OF THE CONCHORDS

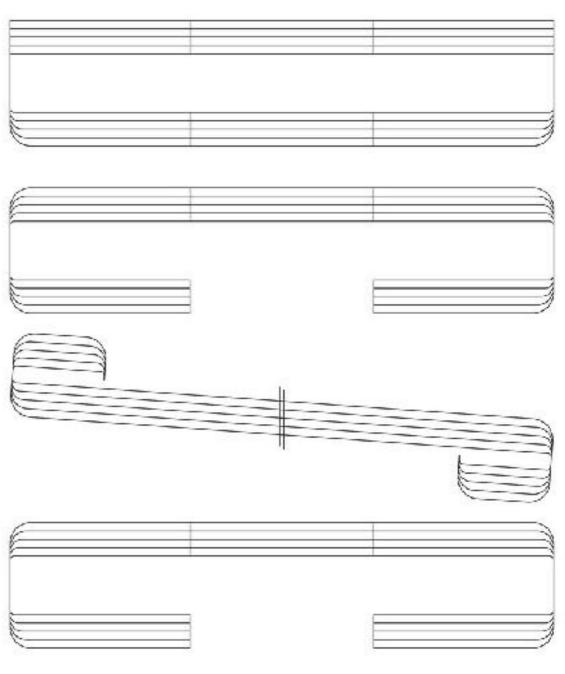
with ARJ BARKER - THE MASONIC - SAN FRANCISCO, CA

#### DEATH CAB for CUTIE

featuring THE MAGIR\*MAGIK ORCHESTRA

#### DEATH CAB for CUTIE finitering THE MAGIK\*MAGIK ORCHESTRA





January, 2013

Experimental Jetset for Fur Free Fashion

Animal liberation, human liberation.

### Caged& Abused& Gassed& Skinned& Worn.

# A Series of Visual

To sook essail: Epitteliand@focurts.oo.ia

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** 

Kurtheater Baden

The

Jazz

#### G R I T Y



DON'T LET GO

GEORGE CLOONEY SANDRA BULLOCK





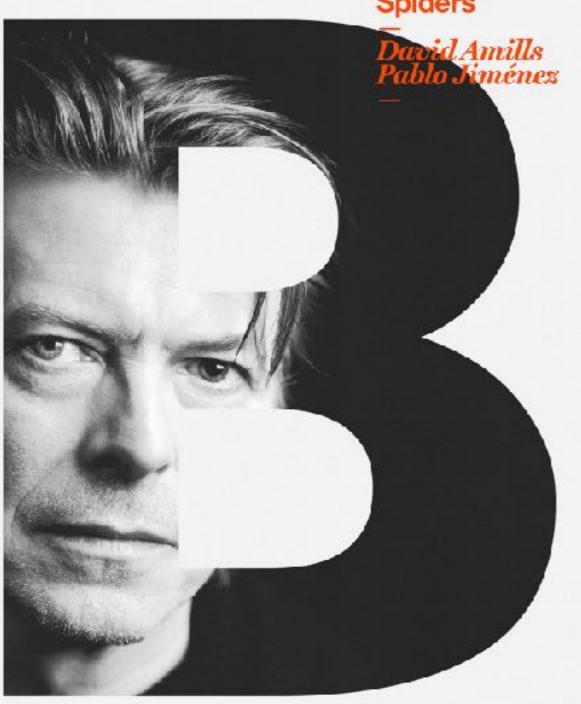
- JUDE LAW
- J ROONLY MARA
- ☐ CATHERINE ZETA-JONES
- and CHANNING TATUM
- ☐ Steven Soderbergh, Director ☐ Scott Z. Burns, Witter and Producer
- ☐ Lorenzo di Bonaventura, Producer
- ☐ Gregory Jacobs, Producer

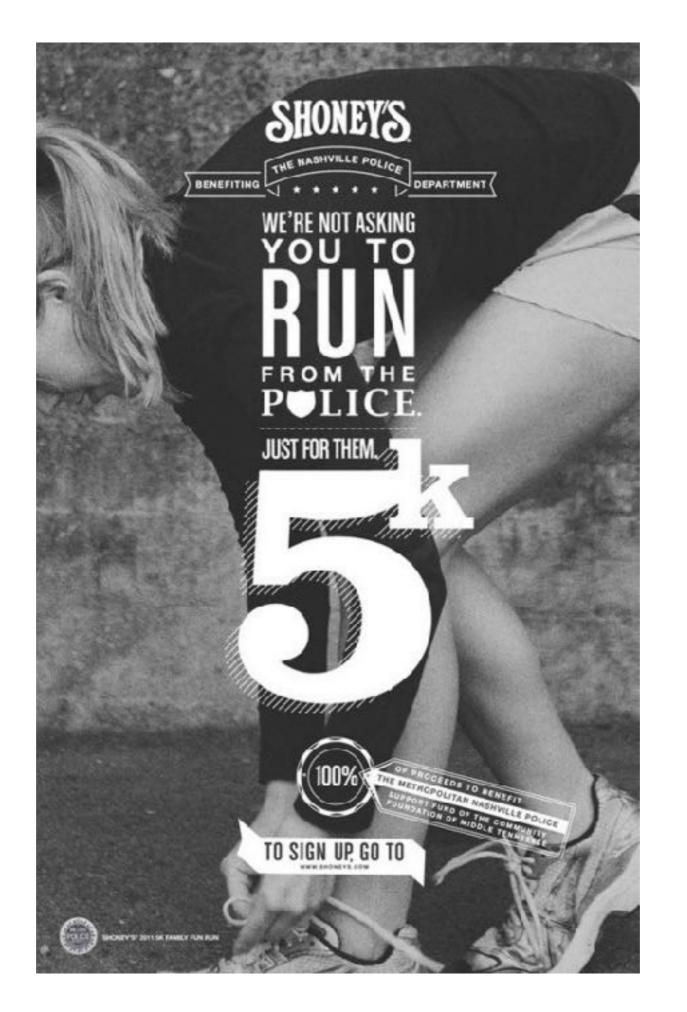
Jonathan Binks Emily Taylor SIDE EFFECTS Nº 14263 8 February 2013 Excretion Date indication: A doctor's most important prescription is trust.

Entruda lliure 23.00h 10 Febrer Atlàntida Bar Vic

Concert Homenatge Bowie 67

Aladdin Spiders





Dear LIVER,

Meekend!

-SAUCED

EXTENDED

SHAPPY SHOWS

FRIDAY-SUNDAY

11AM \* 8 PM

Howa Explosion Passets.

"A REAL COOL TIME"

PUNK NEW WAVE & UNHINGED

ROCK N' ROLL SPINNING ALL NIGHT

SECOND PRICAT OF EVERY MONTH

MUGSHOTS - \$5 - 11PM

\$4 EICHESIPPI & \$4 DARK N' STORM





MUGSHETS

