

PR 486: INTRO TO DIGITAL DESIGN TOOLS

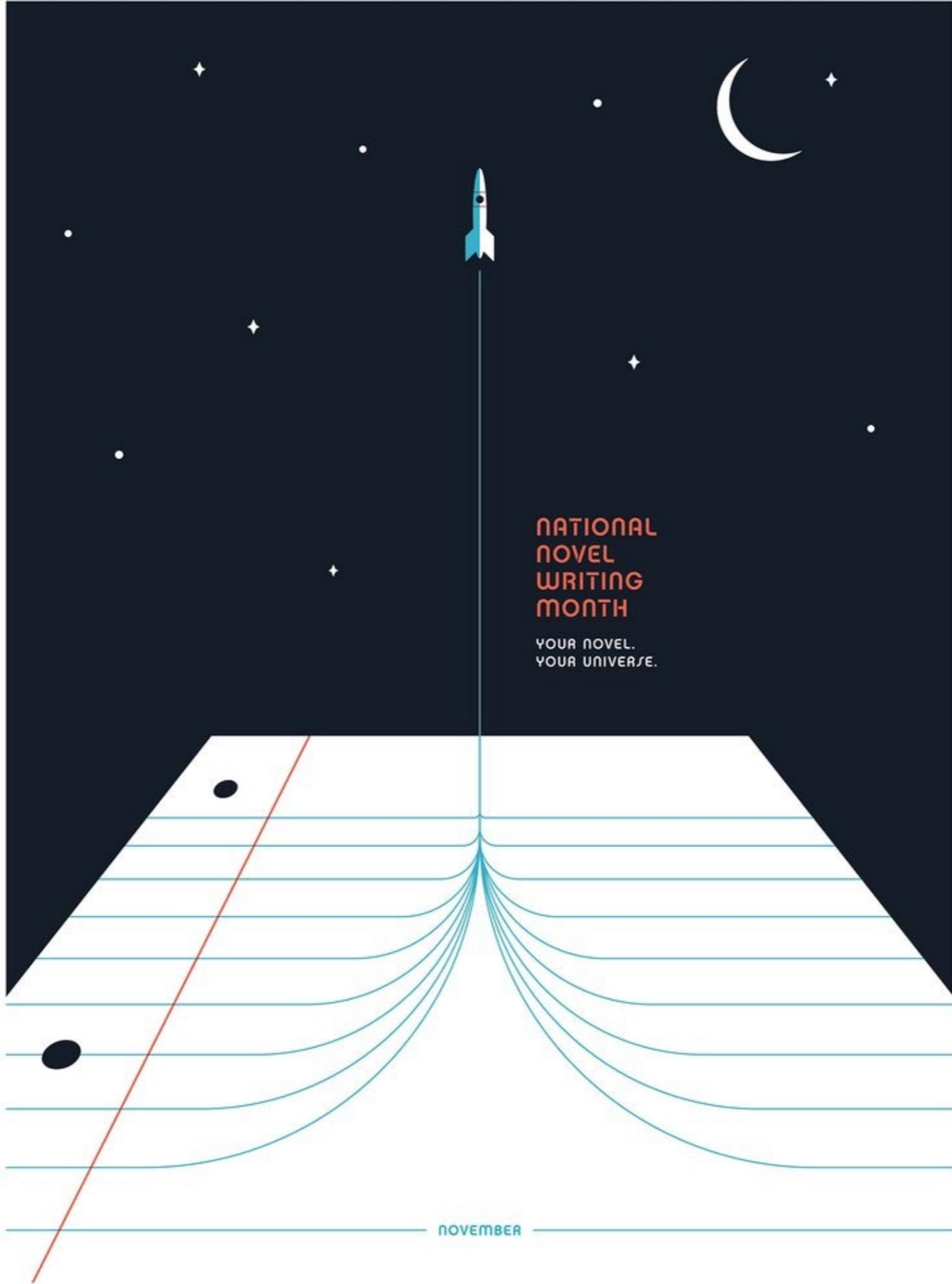
POSTER DESIGN

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 | 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.



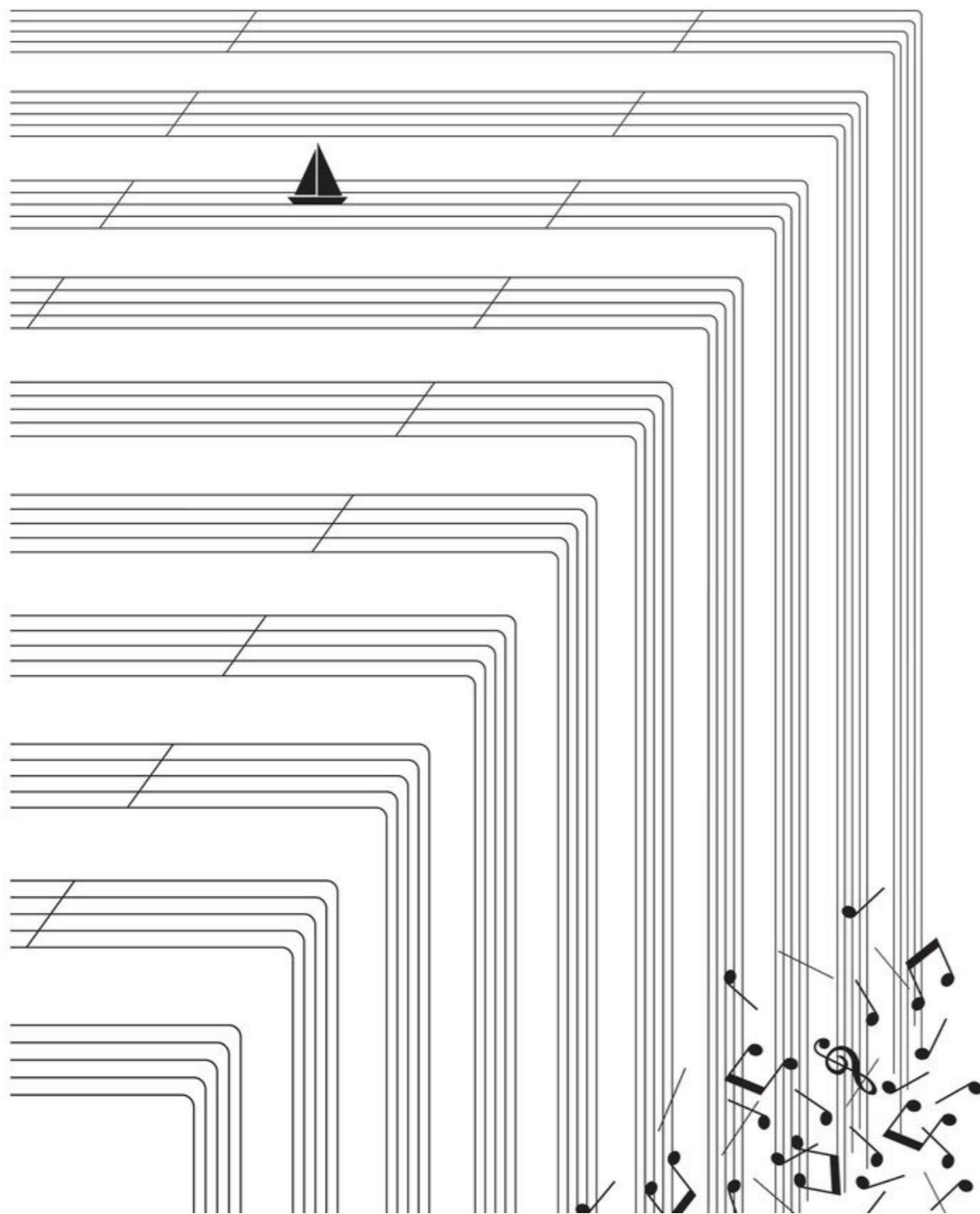
MELBOURNE
FOOD & WINE
FESTIVAL
8-14 OCTOBER
2007

THE AGE
GOOD
FOOD
GUIDE
2007

www.foodnwine.com.au

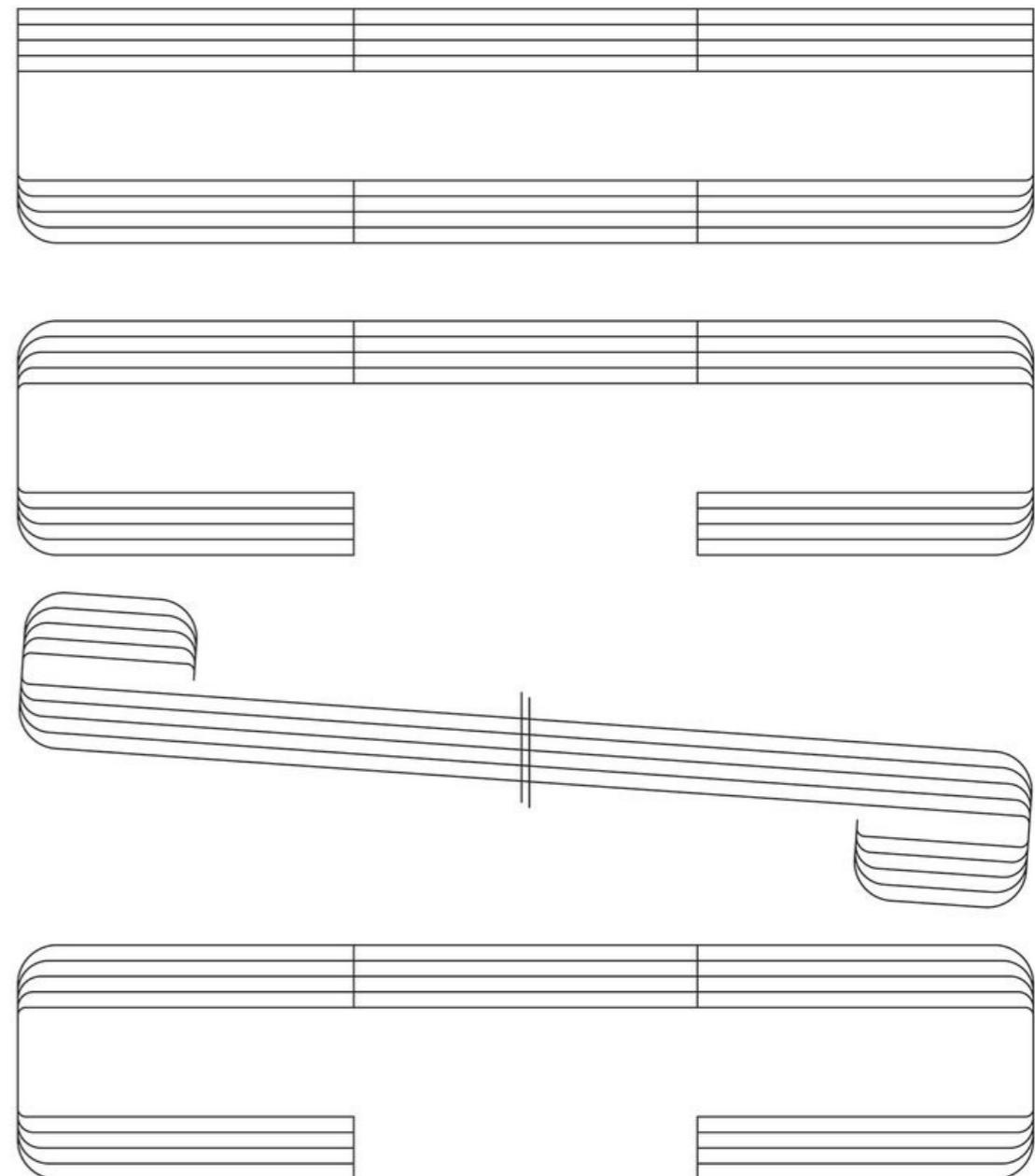
DEATH CAB *for* CUTIE

*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 EDIA 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, 056-201201

Samstag, 31. Oktober 92, 20.30 Uhr

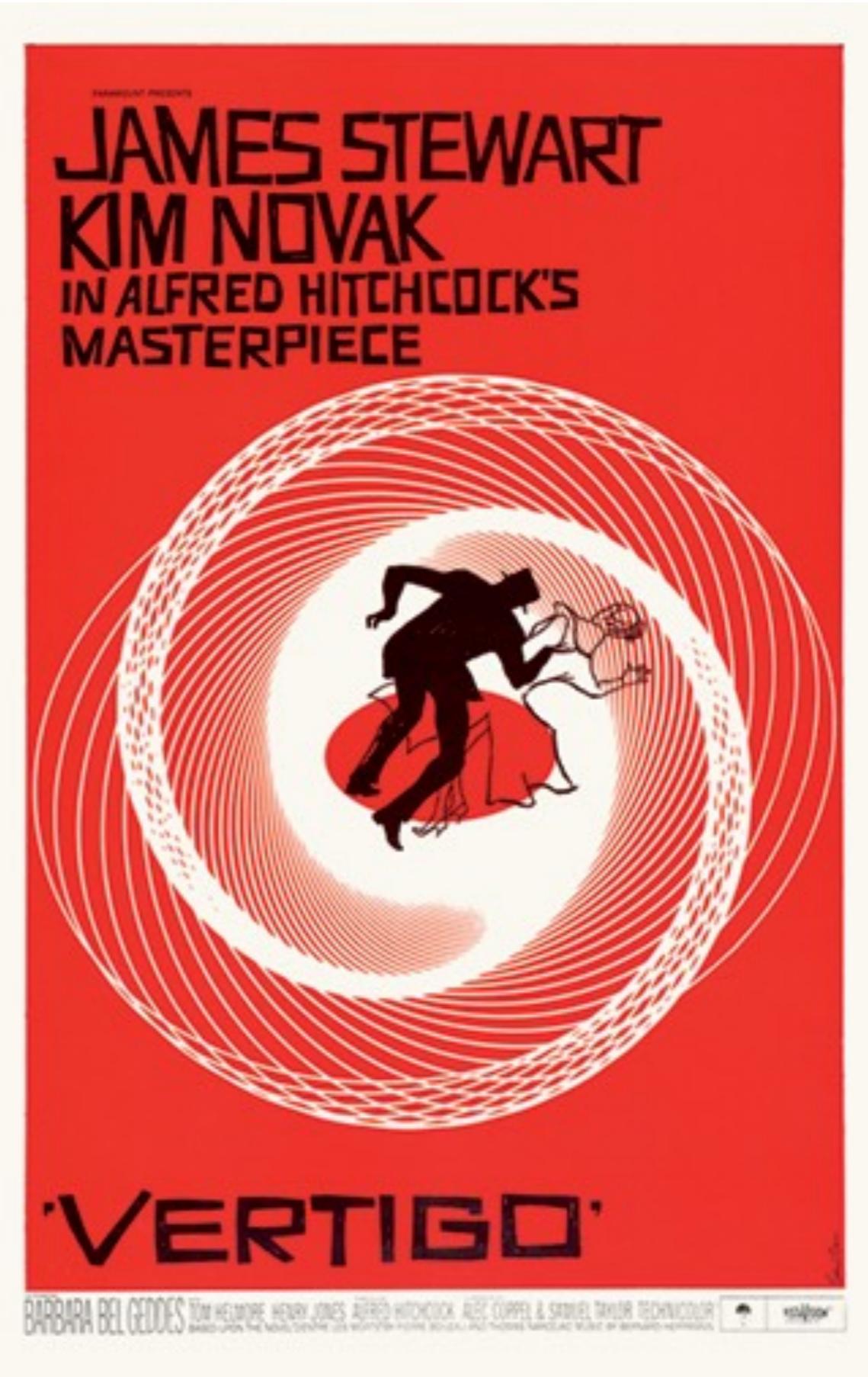
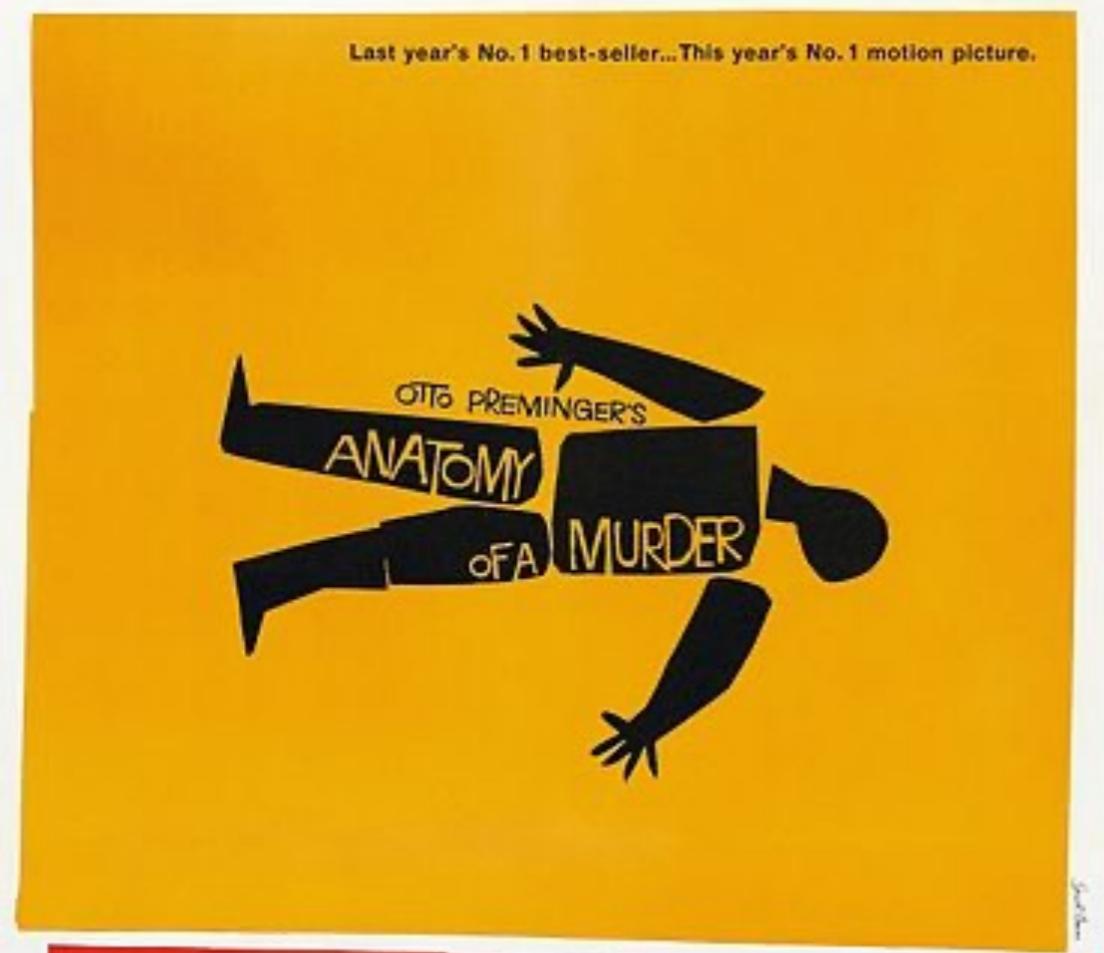
G R I T Y



D O N ' T L E T G O

GEORGE CLOONEY
SANDRA BULLOCK

 ARUNDESIGN



*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



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



Collypop

Alternative tunes
Blissful babies
Peaceful parents





kickass.com



CROSSOVER LATIN PRESENTS:

i VIVA LATINX!



CROSSOVERLATIN.COM



**"A FESTIVAL WHERE NEW & OLD
MUSIC COMES TOGETHER."**



DATE: JULY 27-28, 2019
LOCATION: BROOKLYN, NY

classic music for new age activism
retrolution records.



1234 Woodstock Street
Los Angeles, CA 90007
talent@retrolutionrecords.com



MARCH 8
INTERNATIONAL
WOMEN'S DAY



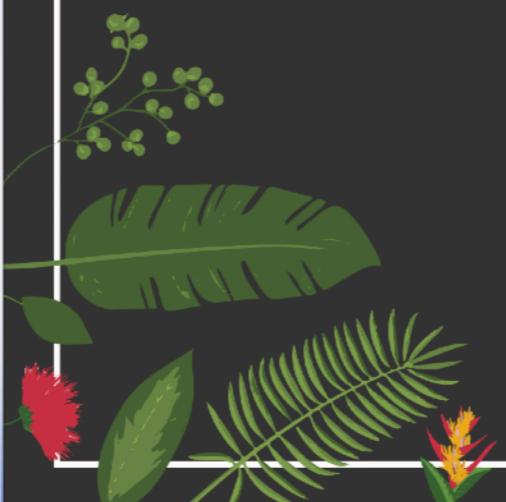
LADY BOSSES of the TROPICS

music festival featuring

ELOHIM • NORA EN PURE

ELLA VOS • XYLØ

VÉRITÉ • LUNA SHADOWS



PRESENTED BY





139813



* NOT YOUR CUP OF TEA



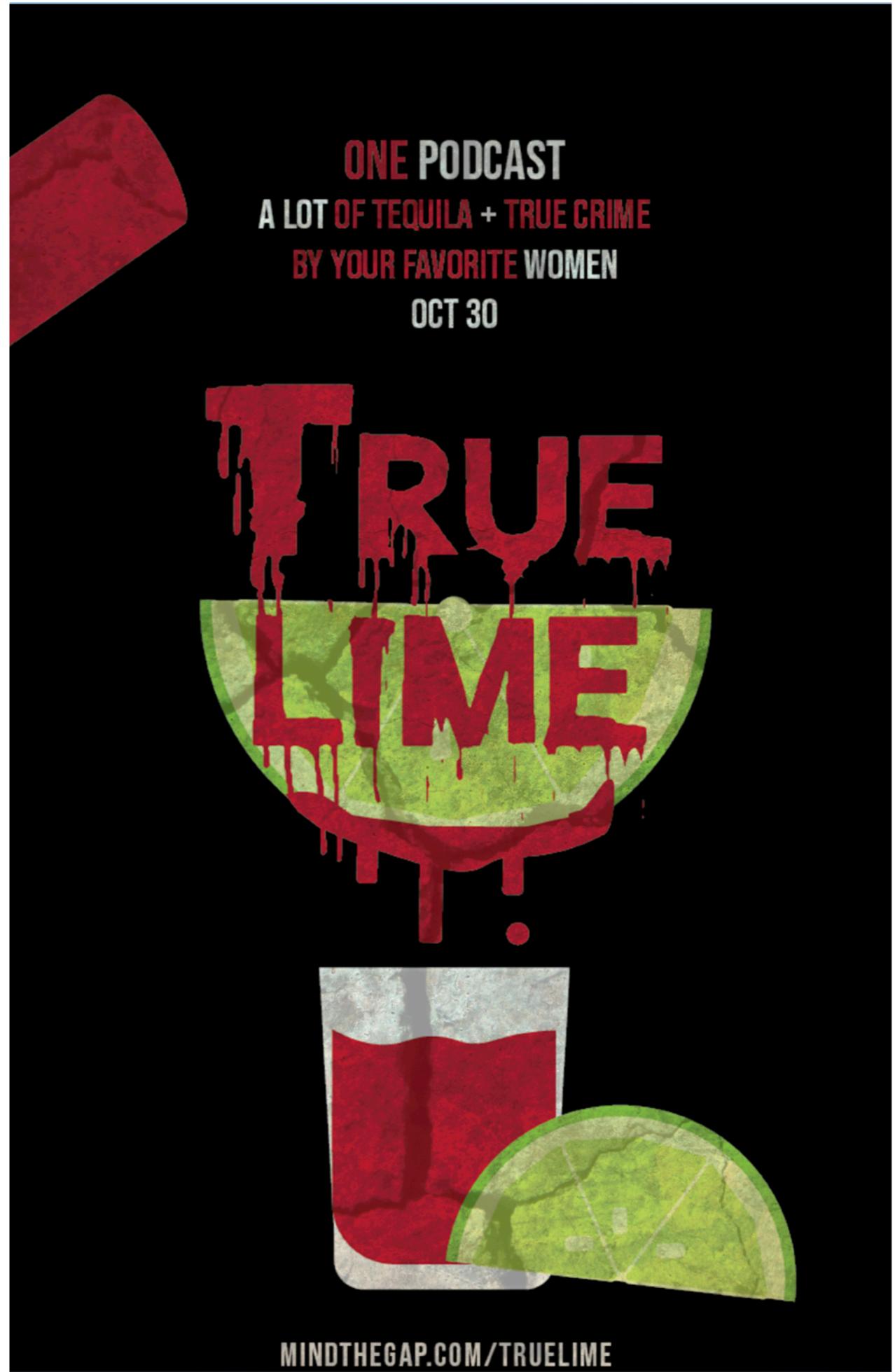
express

Who came from
the GULLY? EMIWAY



SEA GLASS RECORDS





A
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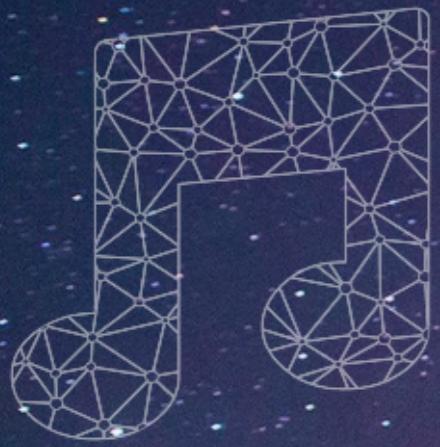
R
O
F
ENTERTAINMENT





LET'S
SPILL
THE
~~TEA~~
wine





WE FIND NEW STARS



ILLUSION RECORDS, LIVE NATION, & TICKETMASTER PRESENT

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 • EDL
• ANNA OF THE NORTH • RUTH B. • X LOVERS • VALLEY • CLEO SOL • VERA BLUE • RAY LAMONTAGNE • GAIDAA • 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
@SUNSUBIRO_FEST @ILLUSION_RECORDS





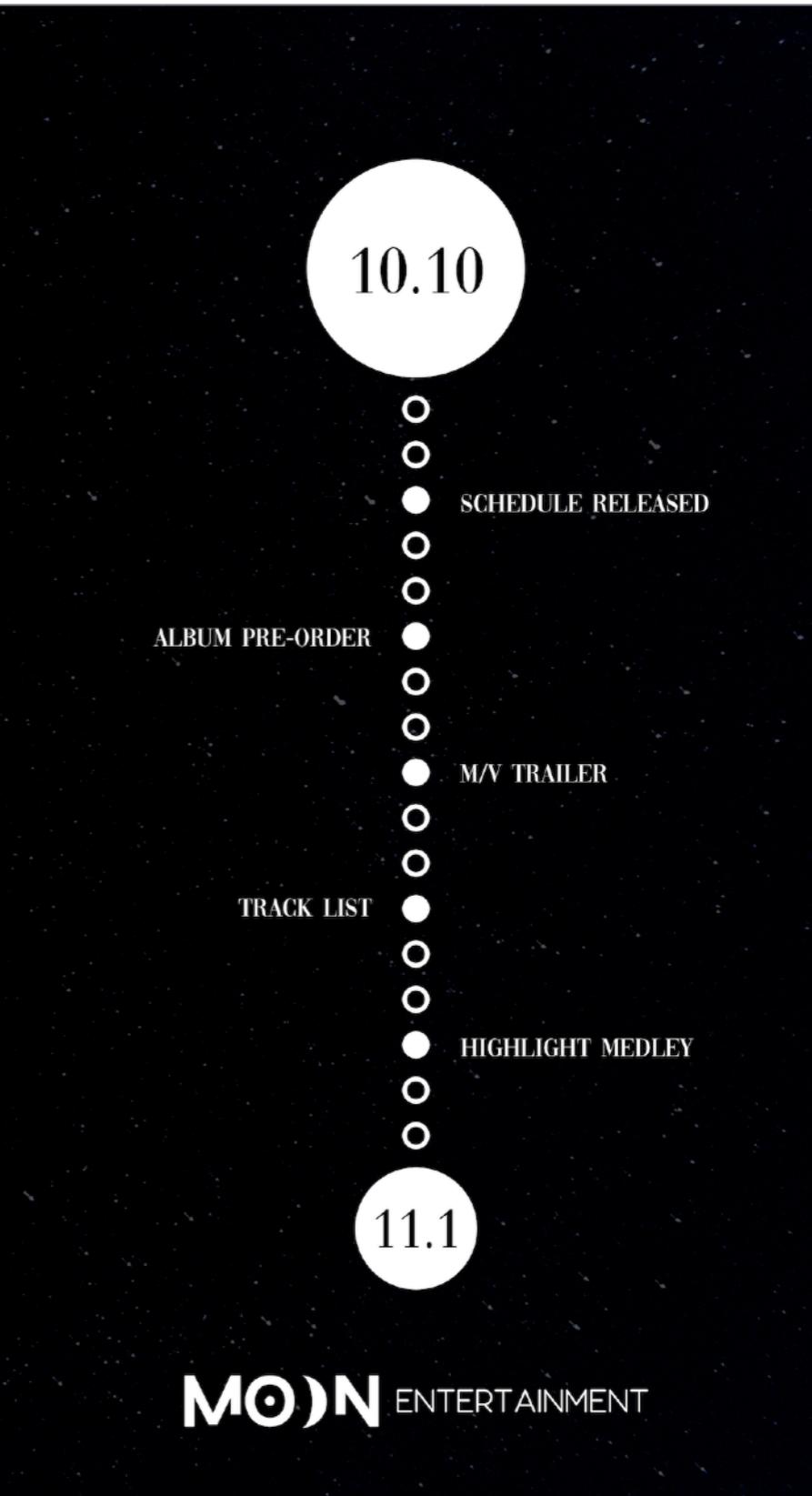
HOW CAN PUNK
BE DEAD

IF
WE'RE
STILL
HERE

EMO LYFE LA

EVERY THURSDAY @THISEMOLYFE

FOR MORE INFORMATION, VISIT OUR WEBSITE: EMOLYFE.COM

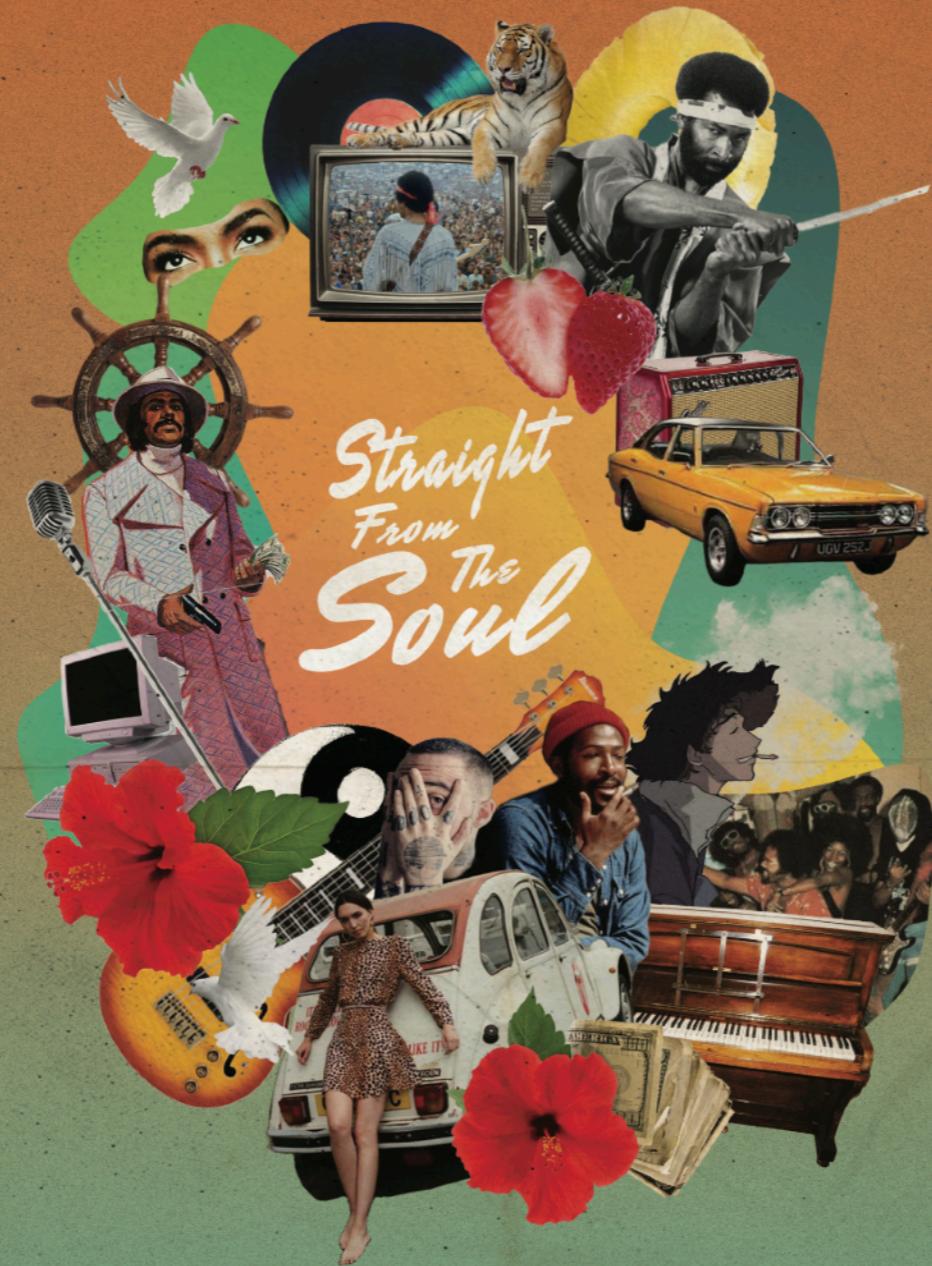




SALEM WITCH TRIALS

FLORENCE + THE MACHINE • HARRY
STYLES • STEVIE NICKS • LORDE • HOZIER
• BJORK • MAGGIE ROGERS • PHOEBE
BRIDGERS • FKA TWIGS • ST. VINCENT •
AURORA • PERFUME GENIUS • TORI AMOS

* + AUGUST 13-15, 2021 WINTER ISLAND +
+ SALEM RECORDS MUSIC AND ARTS FESTIVAL + *



*Straight
From
The
Soul*

The Bassline



27

5

mediterranean vibrations vol. 1

A MUSICAL EXPERIENCE
BY MONARCH BEACH



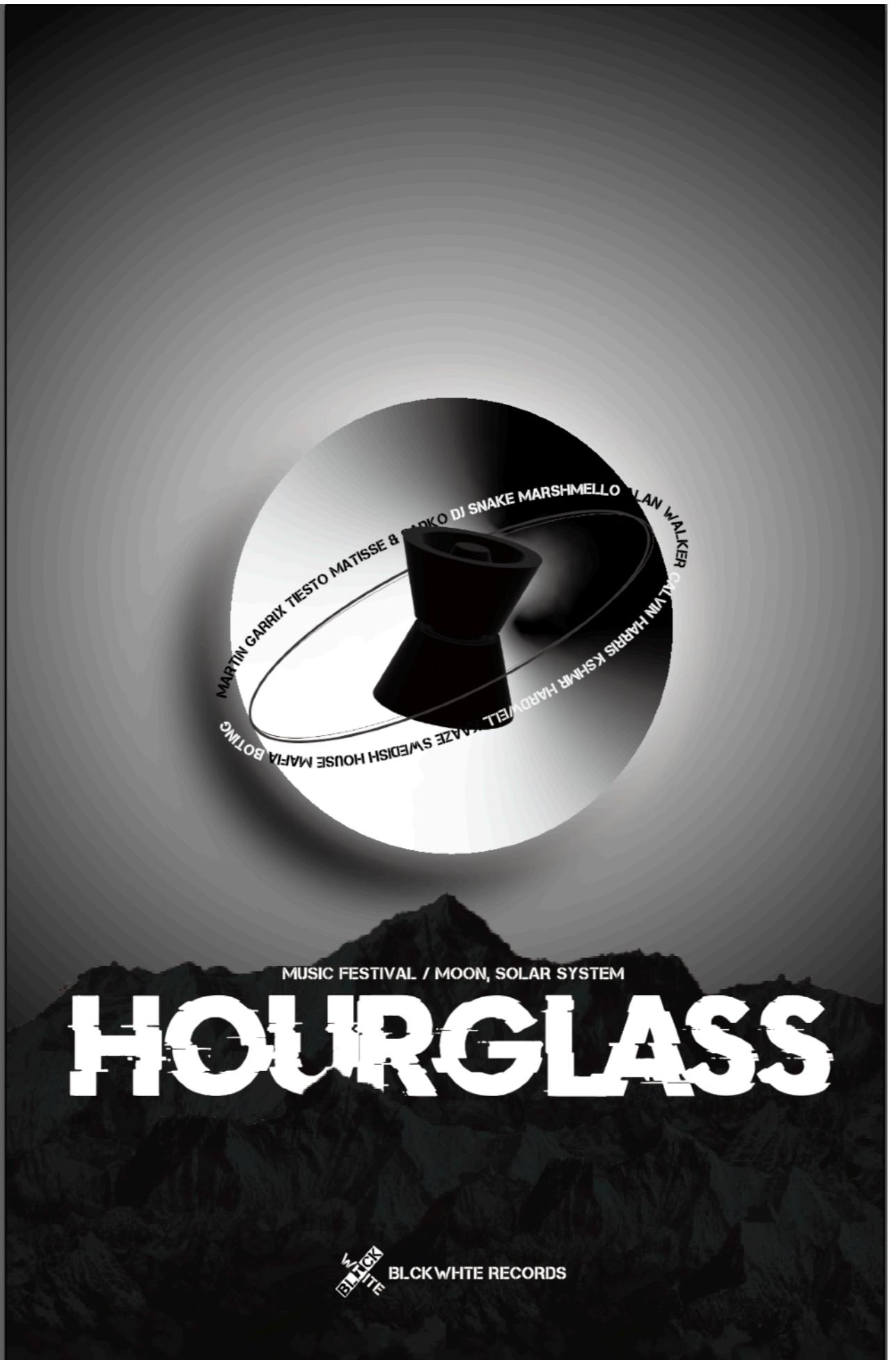


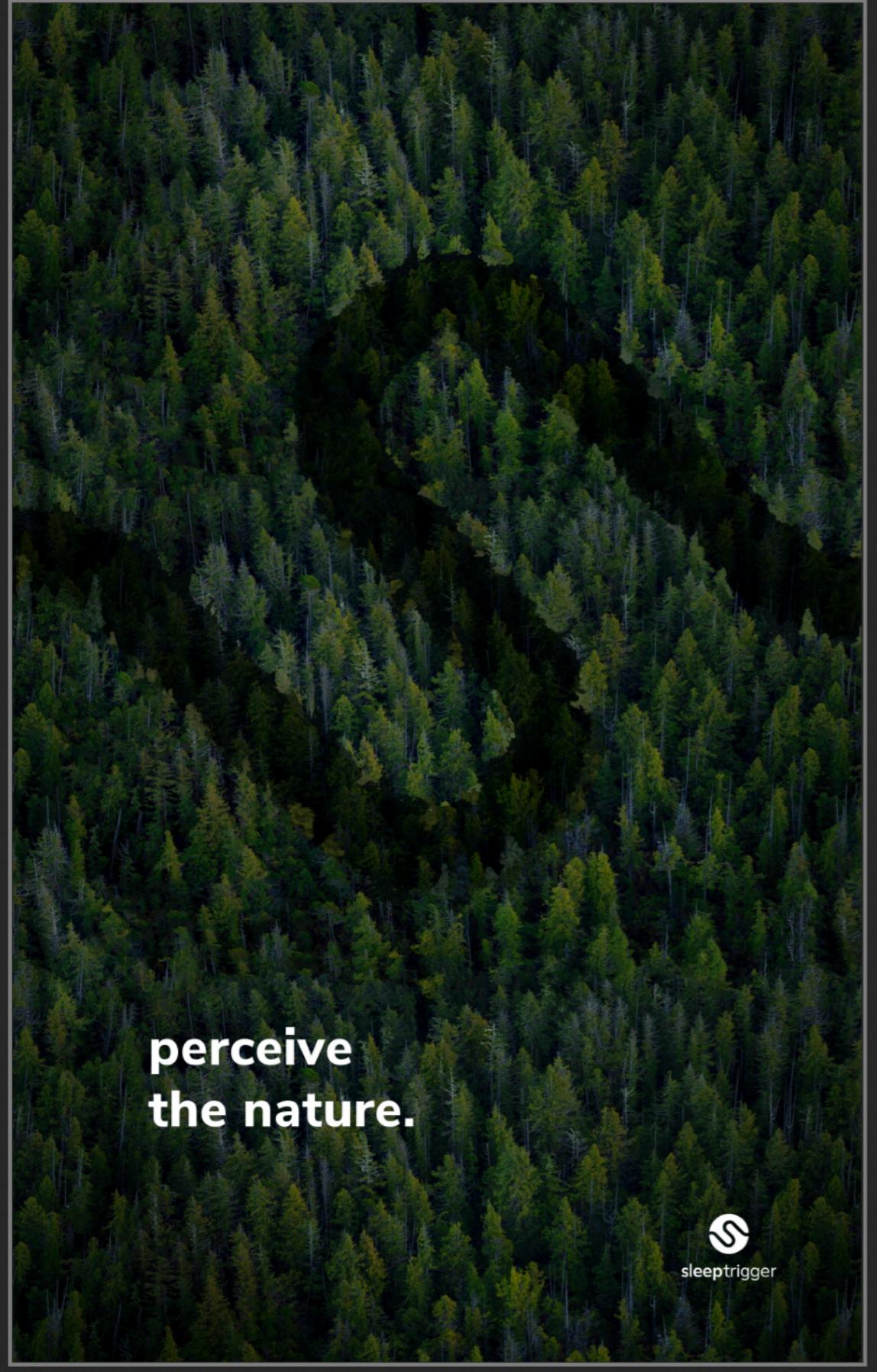
modern motion

september to november

wassily kandinsky | mark rothko
piet mondrian | barnett newman | joan miro

www.modernmotion.com





**perceive
the nature.**



sleeptrigger



**perceive
the nature.**



sleeptrigger

LIGHT UP & TUNE IN



WITH SETH ROGEN



LISTEN ON



@UNRAPPEDPOD

Aunties Music



We Stan Together.



StanUp



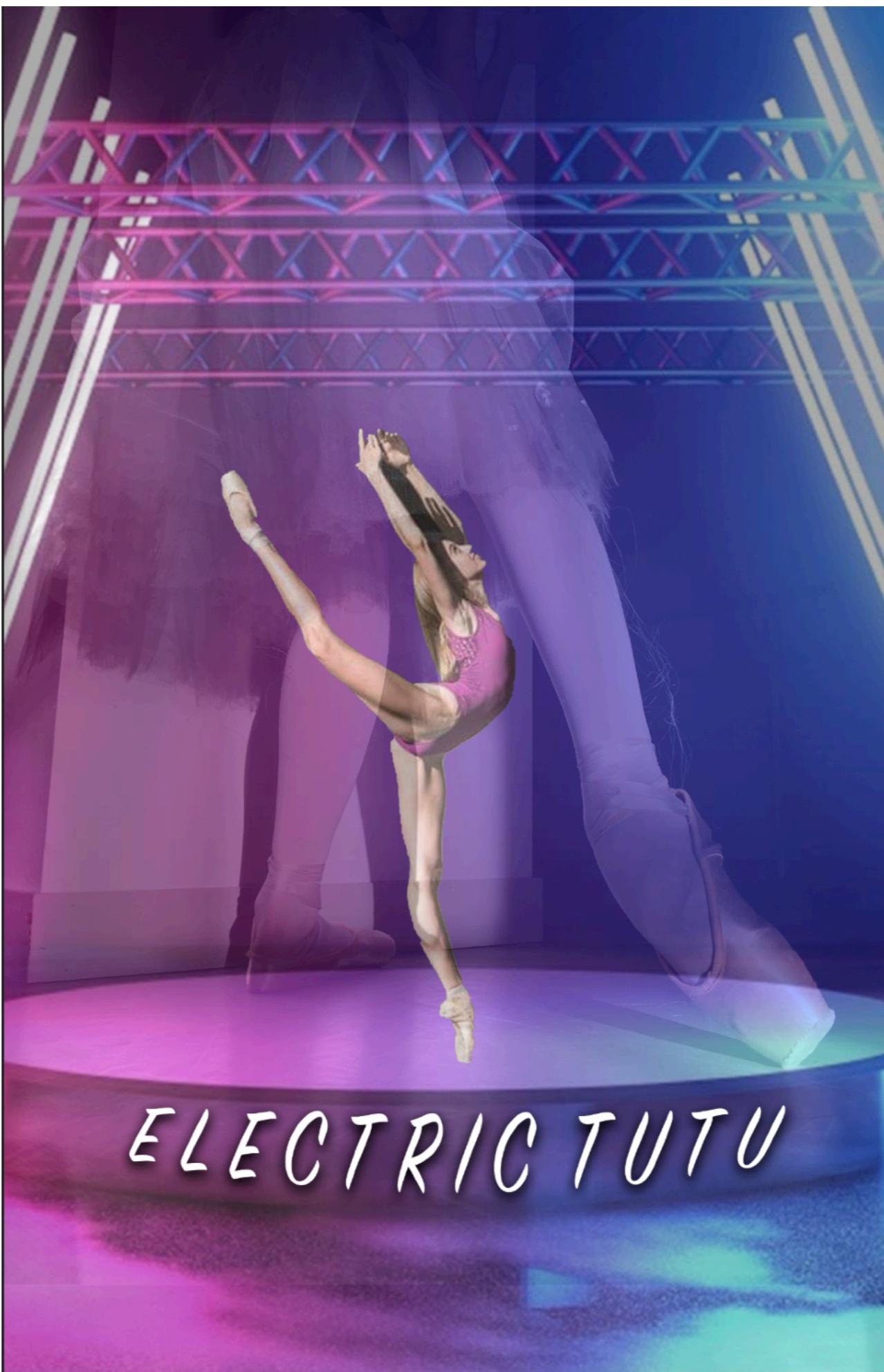
BEAMING DOWN
FROM SPACE FOR
ONE NIGHT ONLY

TOPPOD
PRESENTS



TU
W
NG

11/11 | LA COMEDY CLUB | 9PM



ELECTRIC TUTU

IT'S TIME TO MAKE YOUR CHOICE



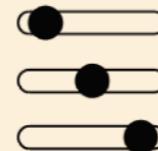
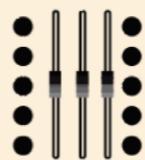
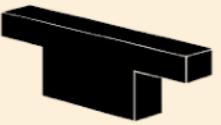
A FESTIVAL MADE BY FANS



CHOICE MUSIC FESTIVAL



CHOICE



beats + bites + (cold) brew.

the lounge

BOARDING NOW

SUNNY STARR

festival

"MUSIC UNDER
THE SUN & STARS"

BIGGEST POP
STARS

ONLY
\$50

DECEMBER 14, 2021

SOAK UP THE SUN ON THE BEACH @ DAY
SWAY UNDER THE STARS ON THE SEA @ NIGHT

LORDE HSTYLES TSWIFT

9AM-2PM

TSWIFT (SELF-TITLED), FEARLESS, SPEAK
NOW, 1989, FINE LINE, PURE HEROINE

6PM-11PM

HSTYLES (SELF-TITLED), RED, REPUTATION,
FOLKLORE, EVERMORE, MELODRAMMA

SANTA MONICA BEACH



WWW.SUNNYSTARFEST.COM

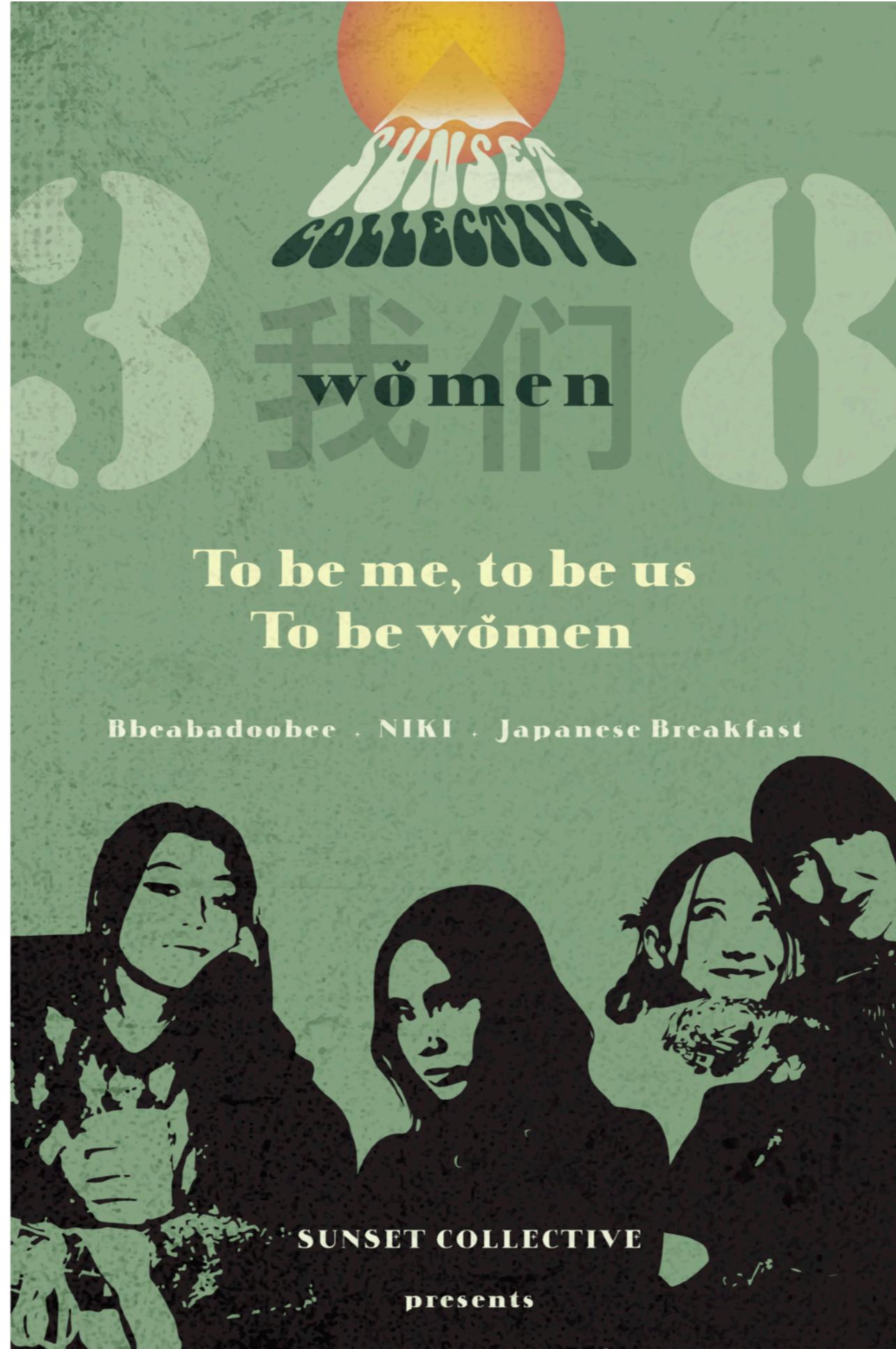
NOT SO COLD SUMMER

@nsc_summermusic_2022

JULY
JULY
JULY
JULY
11

FOOD AND MUSIC FESTIVAL



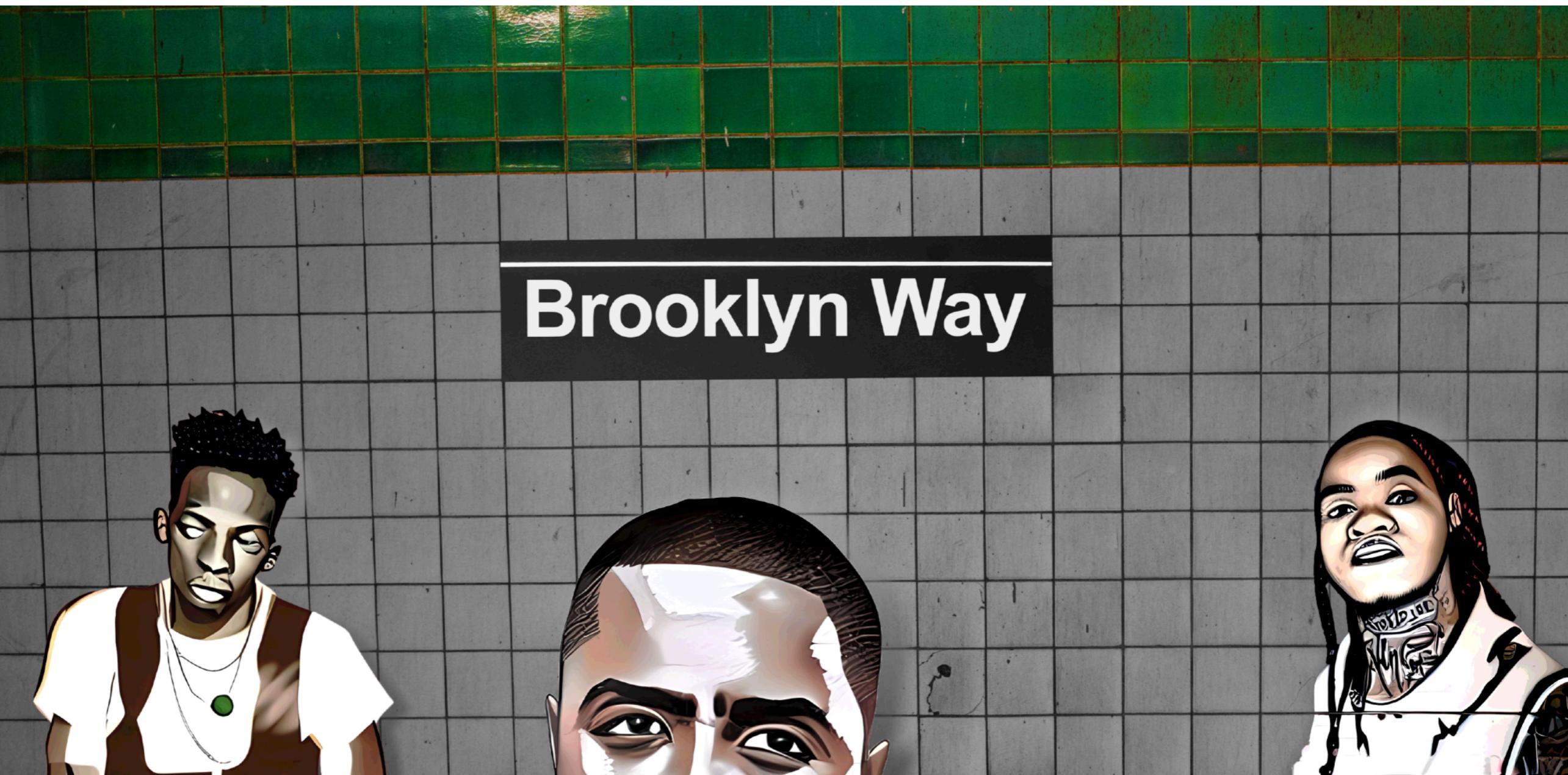


**"Really? I
hate that
song."**



AVOID THE MESS.

MATCH THROUGH MUSIC WITH  **SOUNDMATE**



Brooklyn Way



**Joey Bada\$\$
Young M.A Nas**

Prospect Park
Sat. May 20 • 8pm
brooklynwayrecords.com

happy-go-lucky
OUTLAWS.





Listen.

Speechless
Records



SOFT NIGHTS

Tuesdays | Enjoy warm drinks & ambience at 292 Massachusetts Ave, Cambridge, MA 02139

See **Snoh Aalegra** and
Kenyon Dixon LIVE at
Coffeehouse



HIGHR VISION

Getting Out Your Dreams

FUTURE DJS AND ARTISTS
GET OUT YOUR DREAMS
MAKE THEM COME TRUE
HIGHR VISION RECORDS



We gave a
microphone
to musicians
and their
best friends.

Not the singing kind,
the podcasting kind.

Only on  Spotify®

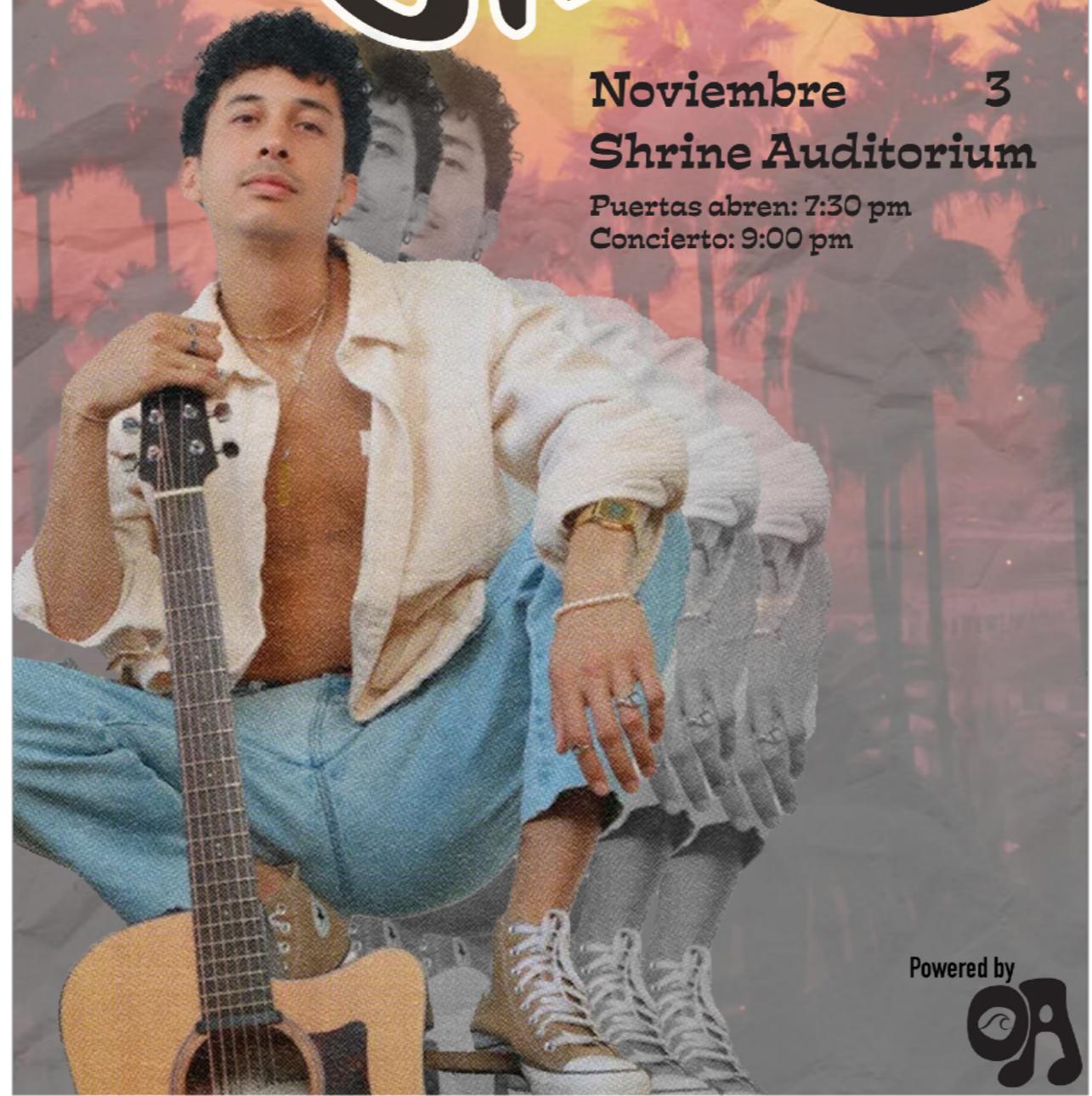


A SPOTIFY VIDEO PODCAST

 **MUSICIAN'S...
CUT**
ARTIST CONVERSATIONS

Gonzalo Silva

en concierto



Noviembre 3
Shrine Auditorium

Puertas abren: 7:30 pm
Concierto: 9:00 pm

Powered by


LOS ANGELES, CA
GENESIS THEATER

JUNE 18



MUSIC MADE FOR YOU



Unplug from the chaos.
Jam into the moment.