

Between the two designs, the “You Got This” poster was the easiest for me to create because it focused more on simple typography and a single message. In both designs, I applied consistent branding elements such as the navy and light blue color palette, clean layout structure, and a mix of bold fonts with playful accents. To ensure readability and hierarchy, I used large, bold text for the main title, smaller supporting text for the details, and strong spacing so the content would not feel crowded. In the workshop poster, I also separated information using boxes and clear sections, making it easy for viewers to follow the details at a glance. I learned that creating social media graphics requires balancing creativity and clarity, especially when combining text and images. I also realized that good hierarchy, alignment, and spacing make the design look more professional and easier to understand.