Photoshop Poster Assignment Brief

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Idea

The idea for this poster came from my interest in cars in particular fast and powerful cars. Last year I visited Brussels Belgium for a couple of days and there I visited a cars museum called AutoWorld, during the week I was there, a BMW Expo was happening called 100 Years BMW. There I saw many beautiful, fast and powerful BMW cars, that is why I was delighted when I received the letter M to do this project on as I straight away knew that I could make a cool poster using the photos I took from that Expo, in particular the photos of the **M-Series** cars.

Audience & Empathy

The audience for my poster are car lovers and enthusiast, people who have a passion for collectable cars and mad heads for horsepower beyond measure. Not only does this poster hit the attention of car lovers but also of people who absolutely love the German cars that are BMW.

The reason behind this poster is to make car lovers and enthusiast aware that such a show is happening.

Design Principles

1. Focus – By placing the BMW right in the middle of the poster, the focus of the idea is captured by it immediately.
2. Tone - The tone is set with the use of the black & white background of a garage parking space with the dark golden colour of the BMW car itself.
3. Contrast – A contrast is used in the main heading of the poster, by suing the M-Series Logo and the actual “series” word having a background of a different BMW car sets a contrast within the poster.
4. Hierarchy - This is used by setting the main heading to be centred and written in a very large font, while the Place and Date are put in the bottom left corner in a much smaller font.
5. Rules of Thirds – The poster before any editing was commenced was divided into three rows and three columns .