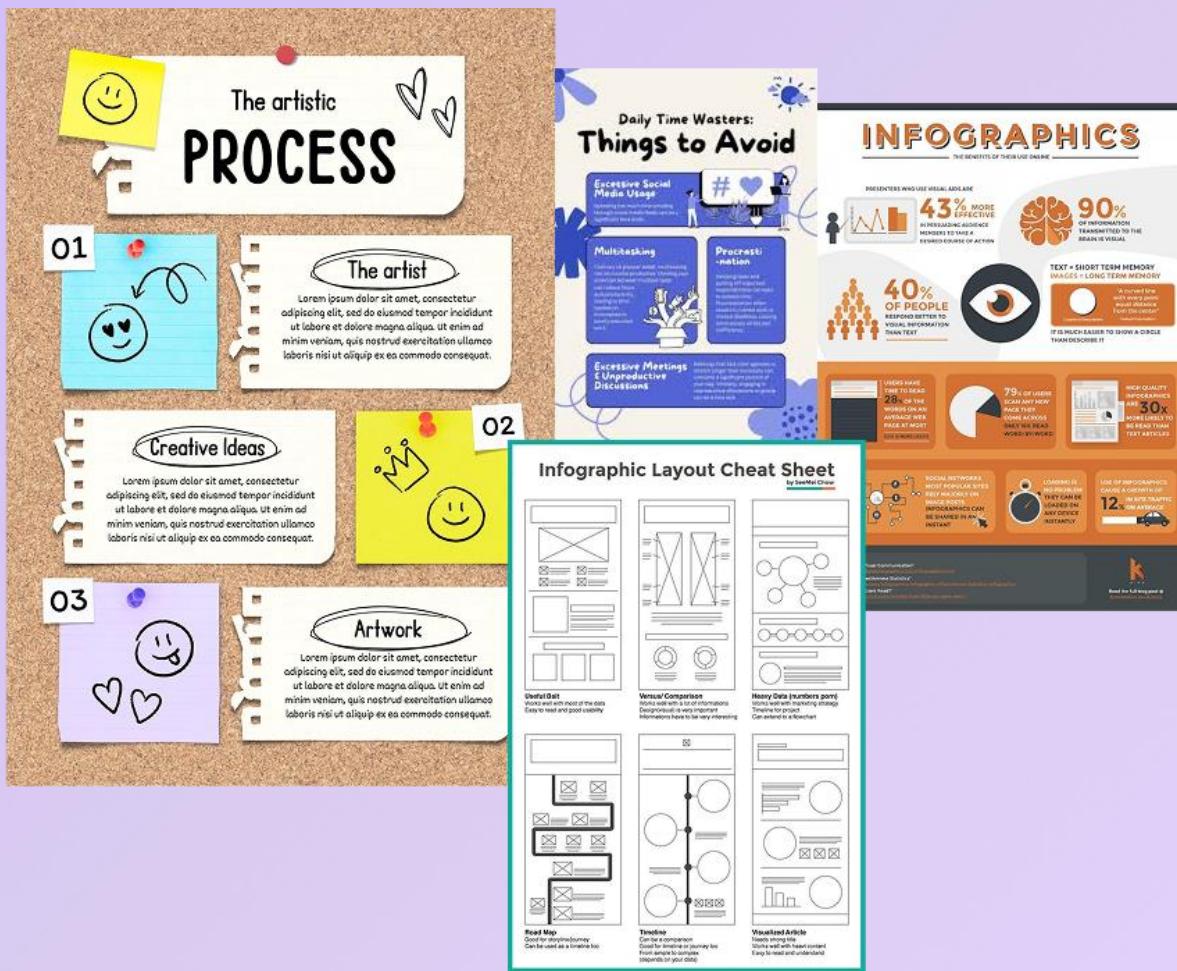


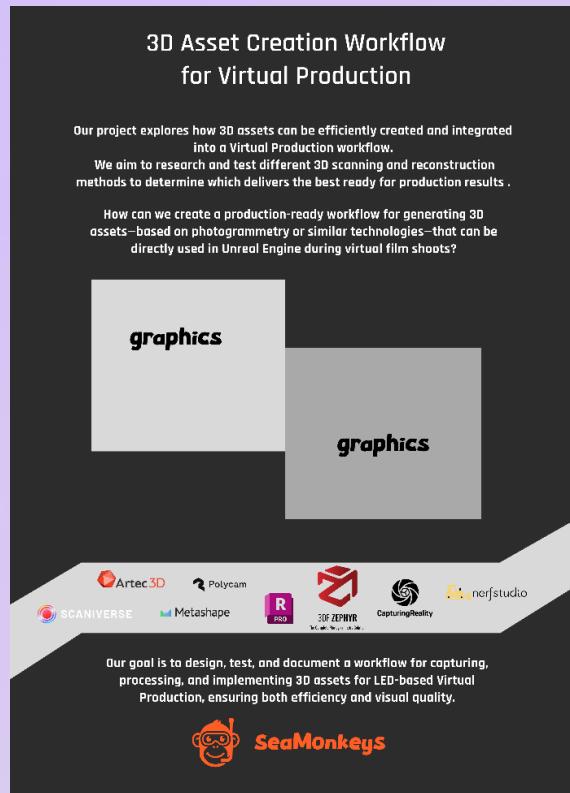
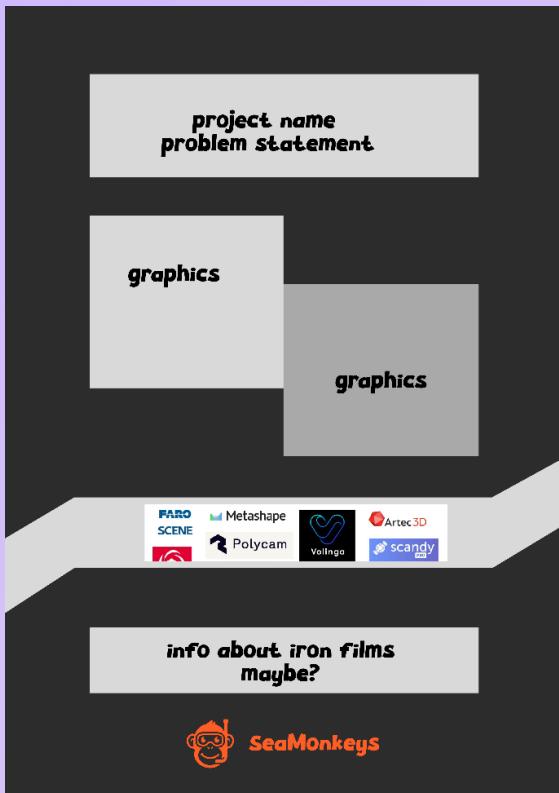
3. Poster creation

Intro

Starting with the creation of the poster, I looked up some infographic posters to get inspiration. From feedback, I understood that our team's poster shouldn't be commercial or advertising-oriented since our project is very technical. Instead, it should include information such as the problem statement, what we are doing, and related visuals.



So, I looked at different infographic posters and started creating a mock-up. The layout included a project name and statement box, two graphic boxes, and a section where I planned to include some of the technologies we'll use and our logo.



Process and feedback

With the mock-up done, I found an interesting camera background image and started iterating with this layout. After showing it to a teacher for feedback, we were told to use real materials or visuals instead of cartoonish graphics to better explain what we're doing.



I iterated on this idea and came up with a few final versions. Later, during a feedback session with multiple teachers, we were told that our final versions looked too bland and off-track, not heading in a good direction.



The advice was to start from scratch and make the poster more expressive, better designed, and visually interesting.

This feedback made me go back to researching possible poster designs and gathering new inspiration before moving forward again.



After gathering inspiration and iterating on some new versions during one of the workdays, a teacher suggested printing the poster and starting user testing with some different groups that have no idea about our project or any project. The results came out clear on the use of blue and higher fonts for highlighting special text work, as well as the concept of the poster. 5/5 got the idea without us having to say or explain anything.



UserTesting Poster

Group 1

- 3D scan
- A lot of text
- The orange background contrasts poorly with the chairs
- Too much orange overall

Group 2

- 3D scan
- Bigger pictures
- Phone and head images are good
- Important text in blue works well it highlights key points
- Good amount of text overall, though the bottom has a bit too much
- The top three elements don't match the SeaMonkeys logo
- The middle section doesn't match either

Group 3

- 3D scanning and creating assets from it is clear feels like one person's work
- Didn't understand the LED-based part
- Didn't get why there are three SeaMonkeys logos at the top

Group 4

- If it's for virtual film shoots, the goal isn't to create an efficient workflow are the assets themselves efficient?
- The "minimum hardware requirement" doesn't work on every phone
- Good contrast overall, but the background color contrast could be stronger

Group 5

- Somewhat understandable
- The middle part doesn't make much sense
- The title styling is inconsistent not centred properly
- Most attention goes to the top logo
- Where does the blue color come from?

Once we were done with the user testing, it was time to get final teacher feedback to finally validate our poster. The feedback appreciated the design the poster reached now, but it raised an issue with the text not actually transmitting the right idea, and we should rework it out.



Reflection

Designing this poster helped me understand how important it is for visuals to reflect both the content and the identity of a project. At first, I was too focused on keeping it minimal, but that made the design feel lifeless.

After receiving feedback and starting over, I learned how to better balance clarity, information, and visual appeal. Rebuilding the design taught me that sometimes the best way to move forward is to completely rethink your approach and make sure the final product communicates the story behind the project.



Figma link first iterations:

<https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=453-2&p=f&t=DZfEOWorNMmT2bOA-O>

Figma link final versions:

<https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=617-30&p=f&t=DZfEOWorNMmT2bOA-O>