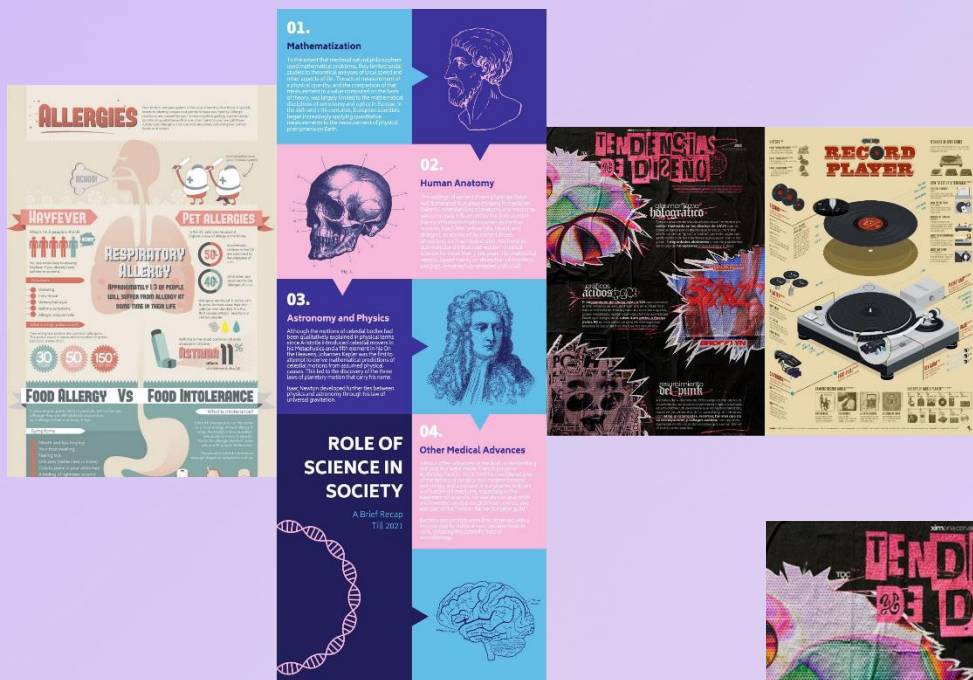


## 4. Poster iterations

### Intro

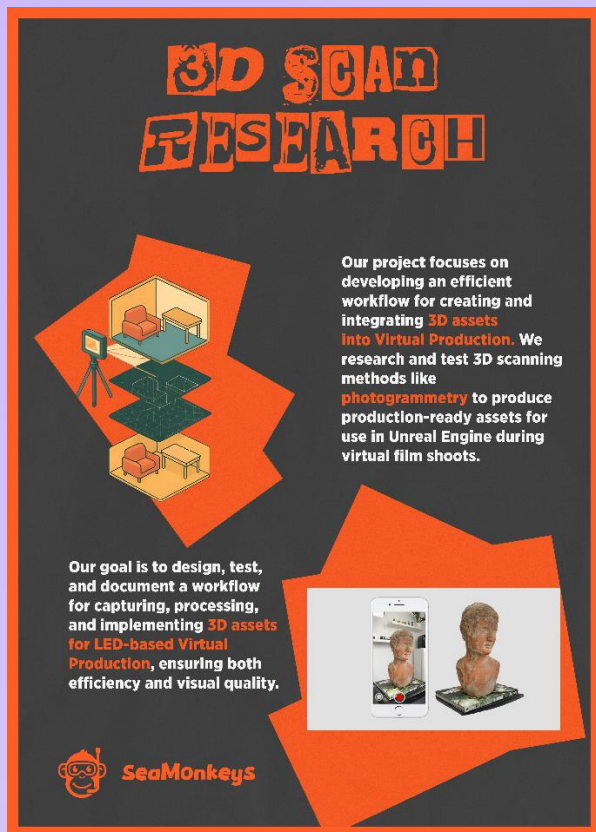
After realizing that our previous poster versions didn't work visually, I started researching again for new inspiration. I found several poster examples online and showed them to the team. Everyone gathered some options, and we decided to vote on which direction to follow. My reference won, so I started sketching a new mock-up based on this chosen inspiration.



### Process and Feedback

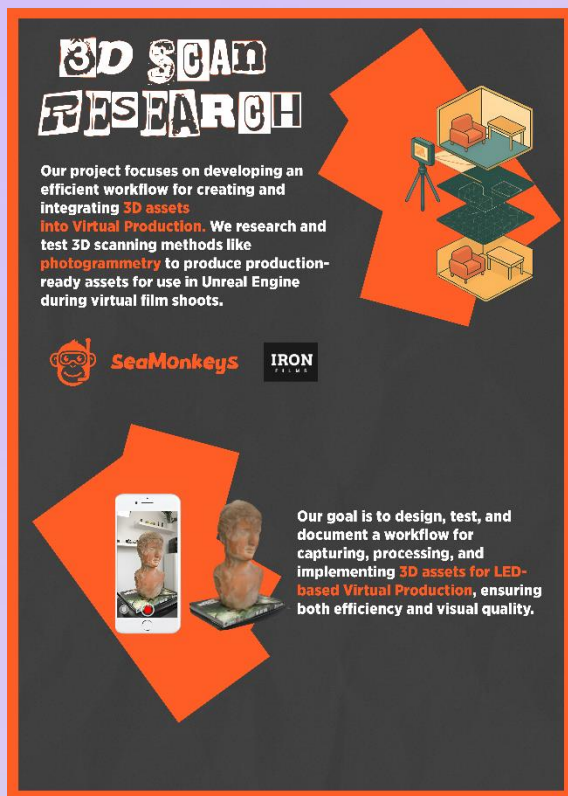
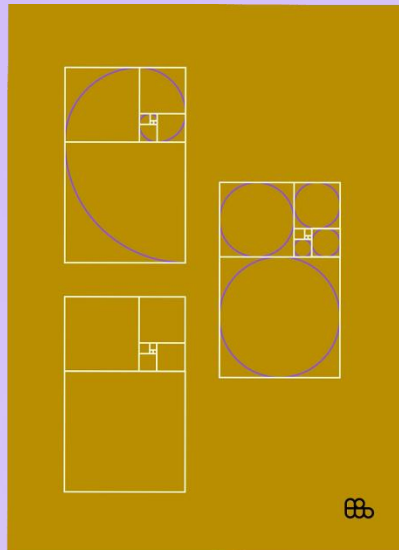
Using this new direction, I began creating several versions of the poster, iterating on the layout and improving visual hierarchy. After finishing a few versions, I went for another feedback session.





The feedback this time indicated that the new poster layout looked much better, but we still had to improve on alignment and the use of the grid to make sure the result looked professional and balanced. One teacher suggested that I use the golden ratio to align elements properly and improve the overall composition.



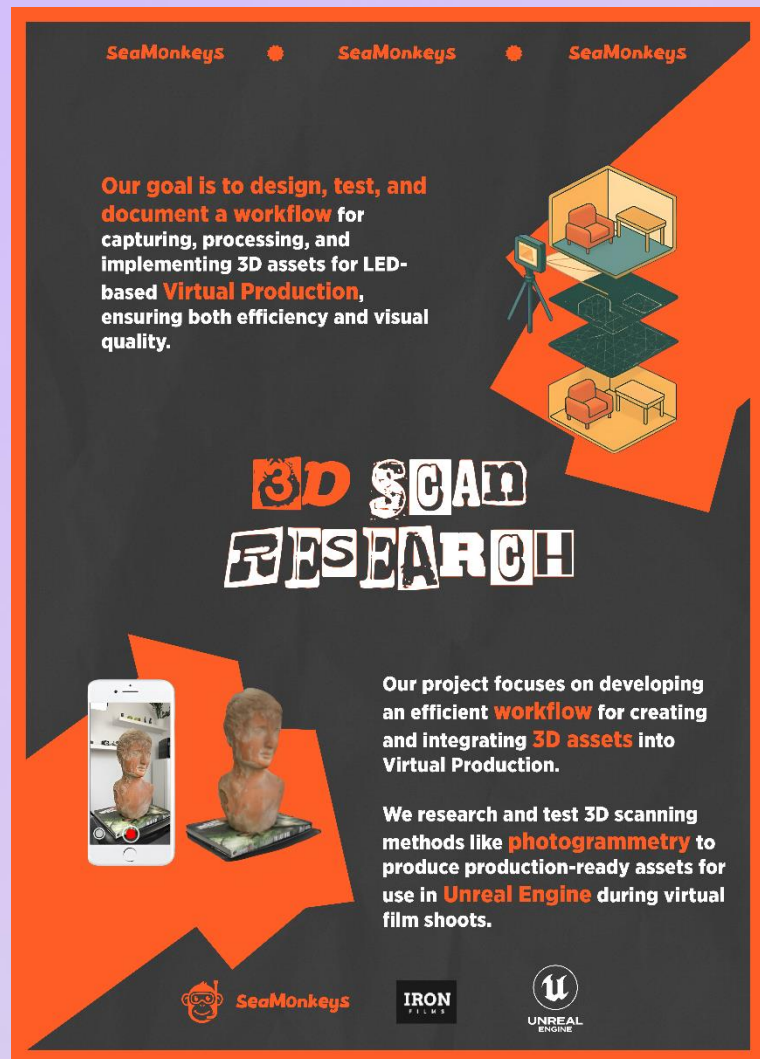


I applied this feedback by reworking the poster using the golden ratio as a guide. This approach helped me create the final versions of the poster, which were ready for feedback and presentation.

## Reflection

Throughout this process, I realized how essential iteration is in design. Finding the right direction took time and multiple rounds of feedback, but each one helped shape a better result. Working with my team also made the process more dynamic from gathering ideas to voting on the best one.

Using design principles like the golden ratio gave me a deeper understanding of layout balance and visual flow. Overall, the experience taught me that constant feedback and iteration are key to developing something that not only looks good but also communicates effectively.



First part of Iterations:

<https://www.figma.com/design/2tkhKClliwB9dsVZcgUOz/Sea-Monkeys?node-id=453-2&p=f&t=b16fyCkon3Mlbw2b-0>

Second and final part of iterations:

<https://www.figma.com/design/2tkhKClliwB9dsVZcgUOz/Sea-Monkeys?node-id=617-30&p=f&t=b16fyCkon3Mlbw2b-0>