

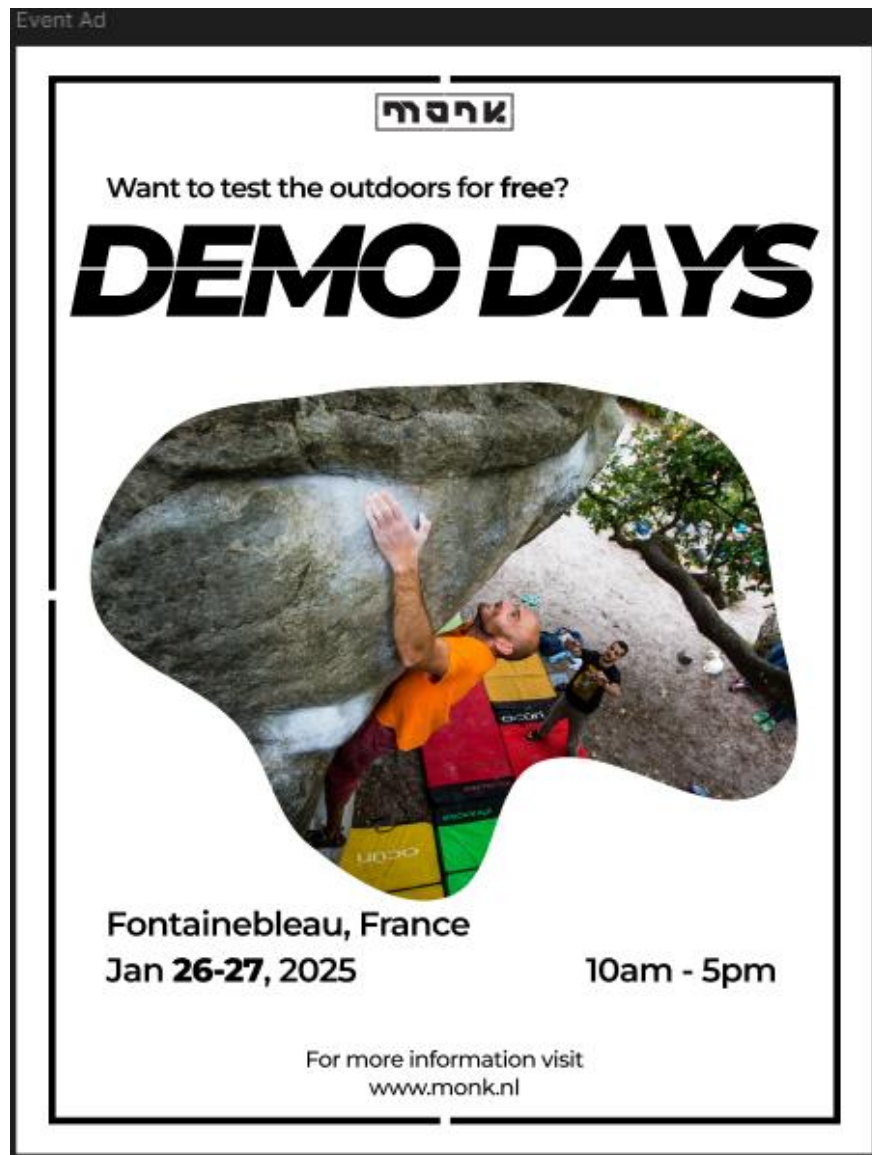
# Demo Days Flyer Process

## Inspiration

The inspiration I took for making the flyer was looking at a bunch of event posters and Google images alongside posters about rock climbing/bouldering to really get an idea of what kind of poster would fit. The blob shape was an idea to replicate the wall grips at the bouldering gym. The color scheme of course is the plain white background which Monk identifies with.

## Process

I don't have an image or written proof for the input I got but the feedback was simply that the first flyer was too playful. From there I had to think of a way to make the next flyer more rough which is what bouldering is about. It is a tough and rough adventure and not a playful school trip.



I took the blob shape again but tried to make most of the edges sharper like it was a boulder instead of a wall grip. Also the message was still about promoting the demo days event so I added more text with keywords that were highlighted yellow that would catch the eye and anyone who reads it would get an idea of what it's about, an outdoor event where you test outdoor gear for free.

Event ad 2



**monk**

# DEMO DAYS

Is our **outdoor gear**  
built for **you**?

Come and try  
them out for **free!**

Jan **26-27**  
10am-5pm  
Fontainebleau,  
France

For more information visit  
[www.monk.nl](http://www.monk.nl)

## Results and Reflection

I myself was satisfied with the results of the demo days flyer. I wanted to work on this specifically because I wanted to work on some kind of poster design which I am unfamiliar with so this was a good way for me to test the waters and better what I can do better for next time. Compared to Lucas, the designing of the poster was hard for me. With the spacing and imagery, the first flyer already looked fine to me. It was Dirk's input that showed me a better way to approach this that also aligns with who my client was. There is an extra empty flyer, as I wanted to work on another but there was no given feedback on the second flyer so I left it as satisfactory.