

DESIGN CONSISTENCY AND POSTER DESIGN

You may have heard of the video site Lynda.com. It was recently acquired by LinkedIn, and is now known as LinkedIn Learning. This site is known for having multiple top-notch, up-to-date video tutorials on a variety of design topics. Usually, it requires an expensive subscription, but as a UW-Parkside student, you get access for free. You just have to log in through a portal on UWP's site first.

First, go to this link to log in with your UWP credentials:

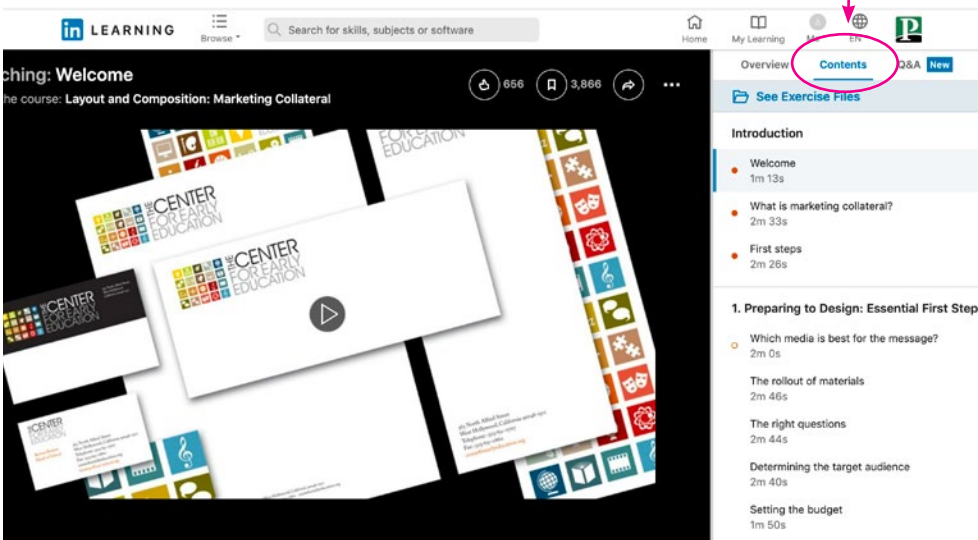
<https://www.linkedin.com/checkpoint/enterprise/login/41914524?application=learning>

Then, paste this link in the browser to get to the video (you will stay logged in):

<https://www.linkedin.com/learning/layout-and-composition-marketing-collateral/welcome>

On the right side of the screen, click on the tab for "Contents." You will see all the chapters of this video. I want you to watch just 2 parts:

- Introduction
- Posters (Chapter 5)



POSTER DESIGN

After you have watched the video, look through the examples of posters on the next page. Pay particular attention to typography: it's placement, the contrast of different sizes, and the choice of fonts. Remember that your fonts should go along well with your logo. You will also probably have a different font for the smaller type (i.e. the contact info, etc.). When there is smaller type, sans-serifs are easier to read. Headings can be either serif or sans-serif, but are often in a thicker font.

TAKE THE STAGE PERFORMANCE COMPANY PRESENTS

DYNAMIC

A MUSICAL REVUE OF THE BEST BROADWAY & MOVIE MUSICALS

FRIDAY FEB 23
7:30 PM

SATURDAY FEB 24
2:00 & 7:30 PM

SUNDAY FEB 25
1:30 PM

TAKE THE STAGE
PERFORMANCE COMPANY

KREGER THEATER
BENDER JCC OF GREATER WASHINGTON
6125 MONTROSE ROAD
ROCKVILLE, MD 20852

PURCHASE TICKETS ONLINE
TakeTheStagePerformance.org

Great hierarchy

TASTE

UPPER WEST SIDE

PRESENTED BY American Airlines | Mastercard

80+ Chefs, unlimited food, wine, beer & spirits

MAY 18-19

Benefiting the Upper West Side Community

TASTE UWS .COM

Fly Boom Jets

SUPERSONIC

Flight

NEW YORK TO LONDON 3 HOURS
15 MINUTES

WHILE REGULAR FLIGHTS TAKE 7 HOURS
www.boomsupersonic.com

A day trip to Hawaii, lunch in Tokyo, weekend in Sydney.

All Possible!

SHINE ALPINE CAMP AND CONFERENCE CENTER - AUGUST 22ND - 25TH
SPEAKER: DAVID YOON - REGISTRATION: \$185

FEATURING: LINDIC TOUR, AUDIENCE OF ONE
GODD COMMUNITY CHURCH OF TORRANCE YOUTH

PHILIPPINIANS
2-14-16

Something nice!
NANKA IIMONO

2016
SEP.03
SAT
Entrance Free

MARCHE
代官山 Bird
ONIBUS COFFEE
青果ミコト屋
もの凄い鯖
perch
and more...

WORKSHOP
ONIBUS COFFEE
坂尾篤史氏

LIVE
KAZZ

TIME TABLE

10:00	MARCHE	LIVE
12:00		
15:00	WORK SHOP	
18:00		LIVE
20:00		

Helsingin Sateihalli
Helsingin Kaupunki
Kansallisen Sateihallin

Näyttökäytös 2
Näyttökäytös 3
00000 Helsinki
www.talohalli.fi

Anu Penttik

TAIIDE **HALLI**

Kolme tilaa

TRE RUM THREE ROOMS

11.3.-14.5.2017

Anu Penttik
Vihreä Paikallinen, 2016

BENNY AND ALYSSA'S
SUMMER LOVE

POOL PARTY

WE'VE GOT
LIVE MUSIC + FOOD + NOODLES

JULY 12, 2020
123 WESTDALE CRESCENT, SAN FRANCISCO CA

PLASTIC

The New Marine Life
No more trash in the ocean. It all starts with you.

The quantity of marine debris is increasing in oceans world-wide. Research shows that marine life that ingests plastics coated with pollutants can absorb these pollutants their bodies.

fishingforlitter.org

Art and Cultural Society
NIT Rourkela
presents

roots
2018

ROOTSNITRKL.COM

EXPLORE
CREATIVITY

42
42

▼
▼
▼
**ART
DESIGN
FILM MAKING
PHOTOGRAPHY**

JAN
2018

SECOND
REBOOT

Redeemer of the "Universal
Man" or "Renaissance Man", an
ideal of "unprecedented"
curiosity and "invariably"
inventive imagination, "relatively"
constructed or even feasible
during his lifetime, as the
modern scientific approaches to
metallurgy and engineering were
only in their infancy during the
Renaissance.

THE MONA LISA, MICHELLE
BENNETT, "MILWAUKEE" JIMMY
KIMBLE RAY, "A SIGN OF
THE TIMES"



5TH ANNUAL BOOM! ROASTED

THE FRIENDLY ROAST OF
MICHAEL JOHNSON

A CASUAL TOAST AND ROAST OF THE OMAHA ADVERTISING INDUSTRY'S FINEST FEATURING THE ROAST
OF OUR OWN MICHAEL JOHNSON, AND PRESENTATION OF THE AD PRO AND AD ROOKIE AWARDS.

THURSDAY
NOVEMBER 16
THE LIVING ROOM/
THE MASTERCRAFT
6PM FOOD & DRINKS
7PM PROGRAM

FOR MORE INFORMATION,
VISIT THE #BOOMAWARDS
EVENTS PAGE.

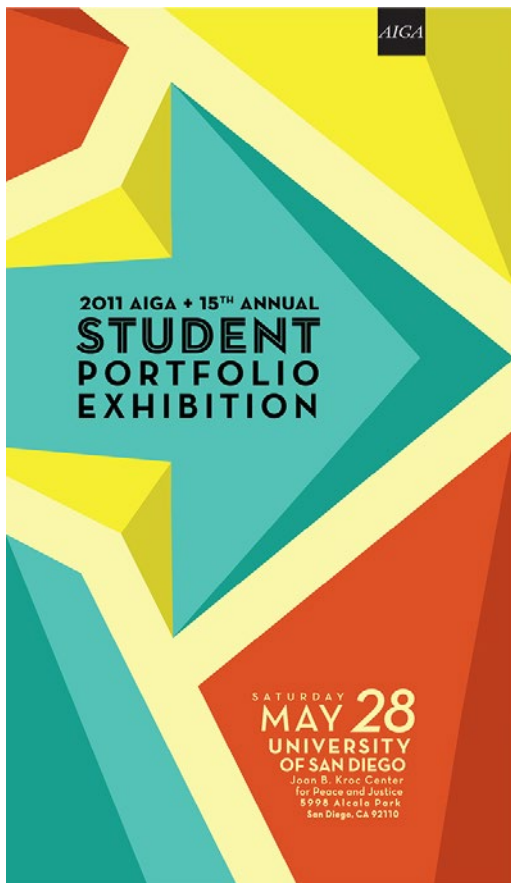
AF YU Me
OMAHA



AIGA

2011 AIGA + 15TH ANNUAL
**STUDENT
PORTFOLIO
EXHIBITION**

SATURDAY
MAY 28
UNIVERSITY
OF SAN DIEGO
Joan B. Kroc Center
for Peace and Justice
5998 Alcalá Park
San Diego, CA 92110



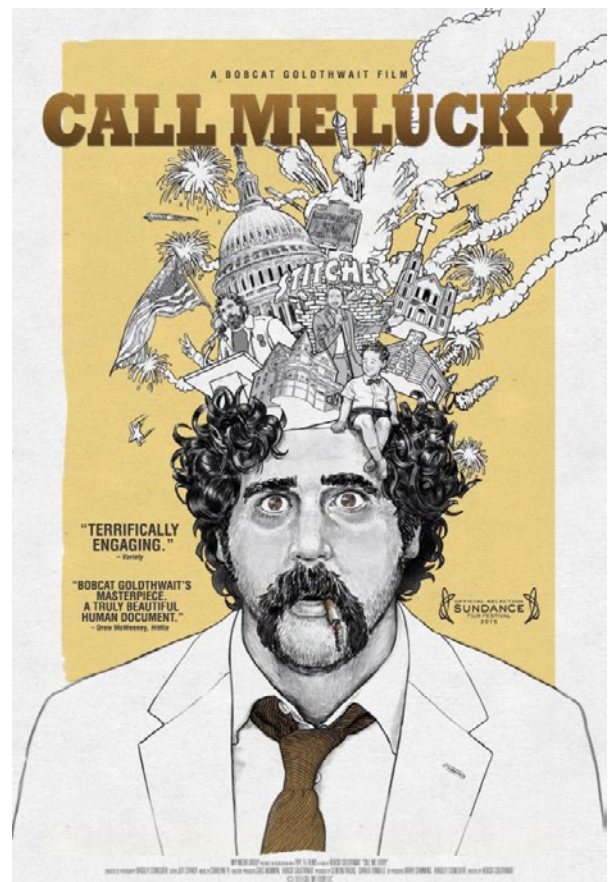
A BOBCAT GOLDTHWAIT FILM

CALL ME LUCKY

"TERRIFICALLY
ENGAGING."
- Jimmy

"BOBCAT GOLDTHWAIT'S
MASTERPIECE.
A TRULY BEAUTIFUL
HUMAN DOCUMENT."
- Drew McWeeny, IndieWire

SUNDANCE
2010




 unique designs

WE ARE HIRING!

WE ARE LOOKING FOR
 PASSIONATE INDIVIDUALS
 TO JOIN OUR UNIQUE TEAM.
 FULL-TIME AND PART-TIME
 POSITIONS AVAILABLE.

Please inquire within or email
inquiries@uniquedesigins.com

FACETHEMUSIC

MUSIC INDUSTRY CONFERENCE

FRIDAY 15TH & SATURDAY 16TH
 OF NOVEMBER 2013
 ARTS CENTRE MELBOURNE



TICKETS ON SALE NOW FACETHEMUSIC.ORG.AU



FOOD • BOOZE • SWAG • SHOP TALK • MUSIC • DESIGN • HANG OUTS

BROOKLYN NYC
DRIBBBLE MEETUP

THURSDAY
JUNE 30
 7:00p-10:00p

 NOOKLYN
 dribbble

HOSTED AT NOOKLYN HQ • 456 JOHNSON AVE STE. 430 • BROOKLYN, NY 11237



GARAGE SALE

SATURDAY JUNE 12

Discounted prices for clothes, furniture,
 electronics & more!

3PM - 6PM
 2178 Slack Drive