Graphic Design students,

I've viewed all of your posters submitted yesterday, and I see a lot of creative, thoughtful ideas in the posters, with some strong colors schemes. You've also done well at avoiding the cliché/overused fonts. Below are some important bits of feedback that apply to almost everyone in the class.

I am also extending the due date to **Tuesday, April 21st** to give you enough time to make these changes (so please do make these changes).

Fonts:

Everyone should have at least 2 fonts (but no more than 3). You'll need one font for headings and anything else that's somewhat large. Then, you'll need a second font that works well at smaller sizes, which means it should be a sans-serif that is simple/non-decorative. The fonts could be from the same font family or they could be fonts that contrast each other dramatically.
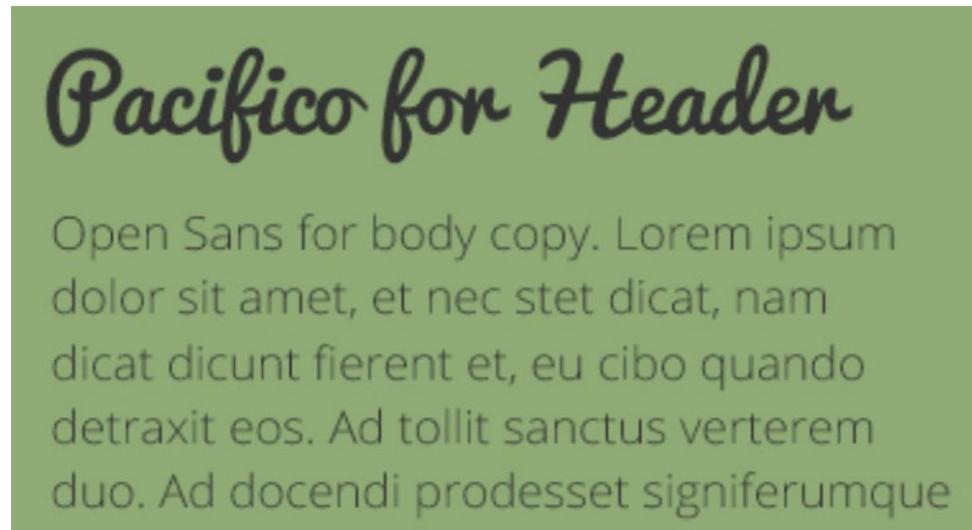
Hierarchy:

The thing that is <u>most</u> prominent in everyone's poster should be either the logo or the slogan (i.e. "Come Explore With Us"). Many of you can go much bigger, bolder, and more prominent in your slogans.

The <u>least</u> important element should be the contact info of the museum, and thus, this should be in a small easy-to-read sans-serif font. Your prices and exhibition titles are somewhat low on the hierarchy. See the address in the 2nd example below.
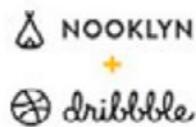
Also, create more contrast and variety in the hierarchy where there are titles versus dates, or dates versus times, or places where there are two things separated by a colon, such as "Adults: $12" for instance.

Graphics:

Make sure all vector-drawn images are yours (including patterns and illustrations); even if they came from a site that allowed sharing, they still can't be used in place of your own design in this class as it is considered plagiarism.

Make sure graphics don't compete with the text too much. You could make background shapes be just lighter tints of the background color so that the graphics are somewhat like watermarks. Also, consider ways to simplify and imply an idea. In the "Vice" poster below, the portrait didn't have to have very much detail to demonstrate the idea effectively.
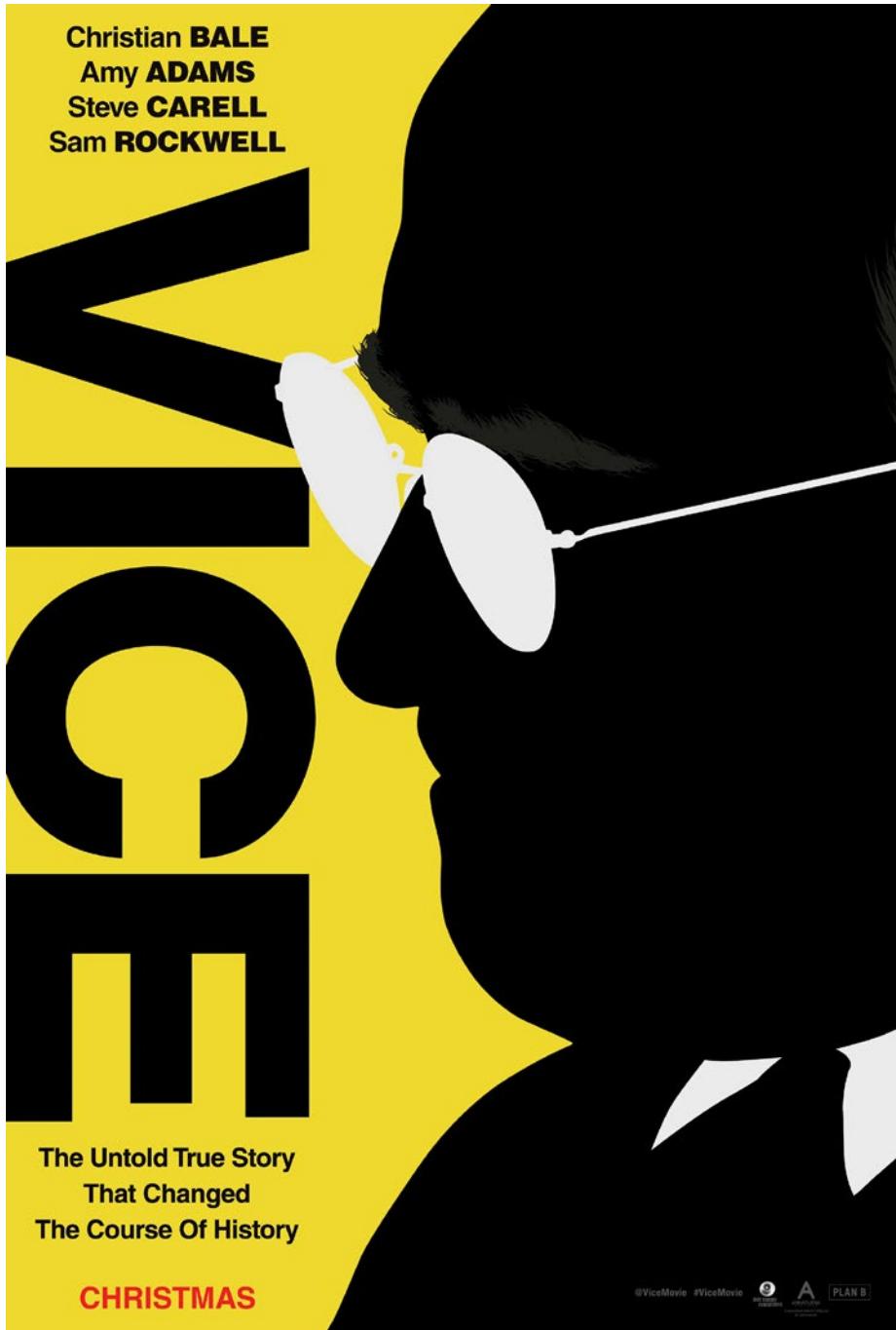
Boxes:

This is an important concept in design. We tend to use boxes around chunks of text when we are trying to separate it from other parts of the design, but then we end up with a bunch of cluttered boxes. See this example of boxiness below.

Activities for Brain Awareness Week are free but admission to Science Centre applies.

The Brain Robbery!
Prepare to be brain-drained!

Solve the mystery of the robbery and win a prize! Collect your puzzle trail booklet at the entrance of Science Centre or at the DNA Lab.

Tuning In – Brain and Body

†Guided tour on weekend
11.30 am, 2.30 pm

† On-site registration at the DNA lab required

Brain Microscopy

Showcase of Brain Research

Venue: DNA Lab

Brain Talks

12 Mar, 3.30 pm:
*Brain Trauma

14 Mar, 11.00 am:
*It's all an Illusion

14 Mar, 2.00 pm:
*Nutrition in Brain Development

15 Mar, 2.00 pm:
*Alzheimer's Disease

15 Mar, 2.30 pm:
Monkey Business, The Logic of Illogi

*Pre-registration required

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Instead, it is better to create that separation between the chunks of content with these methods (usually in combination):

- **Make considerable white space around the chunks so that they are separated from other content.**
- **Align the text carefully, especially to the left, as this will create an imaginary/ implied visual box.**
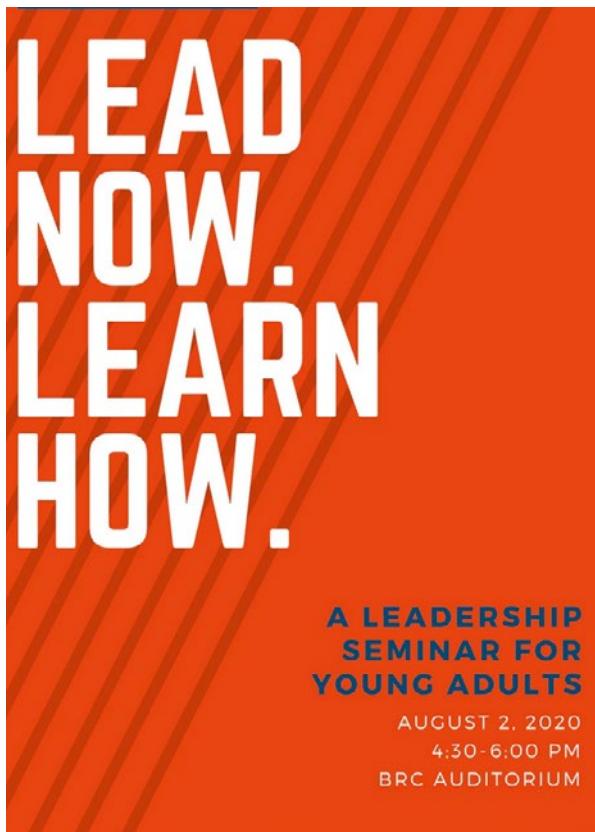
If you still need (or want) a box, at least extend the edge all the way off the page (to the bleed), as is done below.

Contrast:

Finally, be sure to create contrast between the value of the text versus the value of the background. Where background is a mid-tone value or darker, such as red or medium blue, switch the fonts to white. Sometimes you may also need to make it bold to stand out enough.

I'm looking forward to seeing everyone's final designs!

Prof. Swisher