



MY FINAL POSTER - Commentary

- I changed the poster completely by only using the windmills so that the country scene wouldn't put off an urban audience
- This made the focus more on clean technology than the location
- The links with the other products are still the colours and fonts
- I used a gradient map to change the colour of the sky and I selected copied and pasted the white windmills several times to make them stand out better
- I changed the slogan to emphasise the meaning of the colour I used
- This poster looks more modern and I'm glad I listened to my reviewer's advice