

## MY FIRST POSTER

### Commentary

- I used *Photoshop* to make a recruitment poster.
- I took the photo of a wind farm near Bridgend last year when I was on holiday.
- I thought the message would be obvious - wind farms are a new type of clean energy – so it didn't need much text to explain
- Because the scene looks so peaceful and attractive I thought this would catch the attention of passers-by and give a positive message to the campaign
- The visual link with the other products are the colours, the A4E logo, the grass and the fonts



- The Action 4 Energy font is the same as on the web banner - Copa Sharp. I chose it because it seems dynamic and full of energy
- I sampled colours from the main image and from the logo for a border at the bottom and for the type because I wanted to suggest *healthy, green, eco-friendly, sunny, fresh, beautiful, natural and clean*



*First version of the poster before feedback*



*Second version taking comments into account*

- I got feedback about my first design from my ICT teacher and my art teacher, who was the right age group
- My art teacher thought the light bulb logo didn't stand out enough and was too fussy for the poster, so I changed it to the a4e logo that I had also designed
- He commented that the picture was good, but that the slogans weren't visible enough and the poster didn't get the message across clearly because there wasn't a strong "visual hierarchy" (from most important to least)
- I changed the slogan and web address to a simpler called to make them easier to read and used different sizes for the fonts to make the most important text bigger
- I made a plain border at the bottom. I think this helps the information to catch the eye more
- I still thought that the *Action 4 Energy* slogan and the new logo needed to be stronger, so I added a drop shadow to them both, then I duplicated the layers several times
- I thought my second version was a big improvement, but my ICT teacher said that it wasn't sophisticated enough for the target group. I decided to try a different design.