

Peer Feedback on Tour Poster / Advert

Feedback on the Brief <ul style="list-style-type: none"> Does it fulfill the brief as stated in the blog? 	<u>Your comment:</u> Mostly, because my poster contains the venues, artist name, and the name of the tour. However my poster may not have included enough dates.
Feedback on colours: <ul style="list-style-type: none"> Has the design used a consistent colour scheme? Is there a relationship between the colours in the image and the colour of the graphic design? Do the colours seem typical of the genre? 	<u>Your comment:</u> Yes a consistent colour scheme has been applied to my design; I used white, red, and black to give a rebellious feeling to represent Punk Rock music. The colours of the image related to the colours of the graphic design because the model was wearing black, anarchic clothing.
Feedback on typeface: <ul style="list-style-type: none"> Is all the text legible? Is the typeface well chosen and does it suit the apparent genre? How many typefaces are used in the design? 	<u>Your comment:</u> It was difficult to make the text legible on the cover poster so I tended to use a separate colour that fit in with the scheme to outline the writing in order to make it clear. I used a good typeface to represent the genre and added weight to the font to help make it bolder to fit in with the Punk Rock vibe. I used two typefaces in the design to make the poster clear and easy to read.
Feedback on integration of image and graphics <ul style="list-style-type: none"> Does the text wrap around the image well? Does the eyeline of the model focus attention? 	<u>Your comment:</u> I think that I could have improved how the text wrapped around the image as it makes the image and writing look too separate from each other. The eyeline of the model doesn't focus attention anywhere so I need to keep this in mind when taking photos for my next image.
Feedback on image <ul style="list-style-type: none"> Does the costume reflect a particular genre? Is the body language of the model appropriate? 	<u>Your comment:</u> The image used reflects Punk Rock music and the body language of the model is stand-offish and bold which effectively portrays the genre.
Feedback on copy <ul style="list-style-type: none"> Do the words on the page prompt a sense of desire? Is there a clear call and a route to action? (AIDA) 	<u>Your comment:</u> I think that the words on the programme prompt a sense of desire because the writing is clear and informative but minimal so as not to bore the reader. There is a clear call and route to action as I have

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	made the important information large and attention-catching.
Feedback on connotations <ul style="list-style-type: none">• What messages and ideas are being communicated in the text?• Do those messages and ideas seem appropriate to the genre and purpose of the text?	<u>Your comment:</u> The idea of visiting the cover star on tour is conveyed on the poster as being adventurous and fun and these ideas are appropriate as Punk rock Fans are charismatic and fun-seeking.