Peer Feedback on Tour Poster / Advert

Feedback on the Brief ● Does it fulfill the brief [as stated in the blog](#)?	**Your comment:** Yes
Feedback on colours: ● 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?	**Your comment:** Yes, I feel that the rainbow color scheme is highlighted throughout however it could be argued that the colours of some of my fonts are too busy against a similarly busy background.
Feedback on typeface: ● 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?	**Your comment:** Yes, as there I have ensured all the text is bold, although from a distance it may be more difficult too read due to the busy fonts.
Feedback on integration of image and graphics ● Does the text wrap around the image well? ● Does the eyeline of the model focus attention?	**Your comment:** The text is placed around the image so that the main focus is the image behind the writing to therefore attract the target audience.
Feedback on image ● Does the costume reflect a particular genre? ● Is the body language of the model appropriate?	**Your comment:** The costume reflects the genre well as it conveys and represents an atmosphere of fun and carefree behavior.
Feedback on copy ● Do the words on the page prompt a sense of desire? ● Is there a clear call and a route to action? (AIDA)	**Your comment:** There is a clear call and route to action on the poster as there is limited but informative language and this draws attention to the genre and the image on the poster.
Feedback on connotations ● 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?	**Your comment:** The ideas being communicated through the text are that its a POP poster made for people who are looking too go to a festival in order too have fun.