

## Peer Feedback on Tour Poster / Advert

<p><b>Feedback on the Brief</b></p> <ul style="list-style-type: none"> <li>Does it fulfill the brief <a href="#">as stated in the blog</a>?</li> </ul>	<p><b>Your comment:</b> Yes</p>
<p><b>Feedback on colours:</b></p> <ul style="list-style-type: none"> <li>Has the design used a consistent colour scheme?</li> <li>Is there a relationship between the colours in the image and the colour of the graphic design?</li> <li>Do the colours seem typical of the genre?</li> </ul>	<p><b>Your comment:</b> Yes, I used very earthy colours to communicate a very outdoorsy tone. I feel the colors I used make up an exact palette of the genre country &amp; western. The browns, the beiges for hay, the blacks, the mustards and the oranges hold a consistent colour scheme and also make the image stand out because I am wearing a bright flannel shirt.</p>
<p><b>Feedback on typeface:</b></p> <ul style="list-style-type: none"> <li>Is all the text legible?</li> <li>Is the typeface well chosen and does it suit the apparent genre?</li> <li>How many typefaces are used in the design?</li> </ul>	<p><b>Your comment:</b> Yes, the text is more than legible although I feel for next time I won't use as many different typefaces as it gives a chaotic feel whereas the connotations of country and western are moderately minimalistic and remote. The typeface for my masthead is adequate for a country and western environment I recreated. I like how the Bevelin and boss I used makes the tour poster seem more professional.</p>
<p><b>Feedback on integration of image and graphics</b></p> <ul style="list-style-type: none"> <li>Does the text wrap around the image well?</li> <li>Does the eyeline of the model focus attention?</li> </ul>	<p><b>Your comment:</b> I feel like in the future, I could improve how I wrapped the text around the image. Although it doesn't give the feelings of clutter and overloading, I still feel the text's layout could be improved so it looks smooth and proficeint. Alternatively, I am happy with how my eyeline gives a laid-back impression. How my eyeliner adds appeal because, no, I don't want to make eye contact with you, I'm a country and western singer, you have to earn my respect and attention.</p>
<p><b>Feedback on image</b></p> <ul style="list-style-type: none"> <li>Does the costume reflect a particular genre?</li> <li>Is the body language of the model appropriate?</li> </ul>	<p><b>Your comment:</b> Indeed, the costume we decided to use almost symbolises the country and western music genre. It reflects on the rugged and nostalgic lifestyle of a country singer. Scruffy collared untucked shirt and the open road. I feel like the body language I used was more than appropriate for the country and western shoot. Sat down, relaxed leaning up against a hay bail. How much more country can you get?</p>

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<p><b>?Feedback on copy</b></p> <ul style="list-style-type: none"><li>• Do the words on the page prompt a sense of desire?</li><li>• Is there a clear call and a route to action? (AIDA)</li></ul>	<p><b><u>Your comment:</u></b> Yes and no. I feel like my choice of wording, although alluring, could have been worded better. Despite being very clever marketing in that I don't give a direct date or place on the poster so you have to go to eventrize to find out I feel is a very hit or miss strategy. In future I think I should just try and be as clear as possible. But, at least then I would have tried it both ways!</p>
<p><b>Feedback on connotations</b></p> <ul style="list-style-type: none"><li>• What messages and ideas are being communicated in the text?</li><li>• Do those messages and ideas seem appropriate to the genre and purpose of the text?</li></ul>	<p><b><u>Your comment:</u></b> Yes, I feel like I did well here. Where is used "selling out faster than a horse could run" I think communicates a strong idea of horse, farm, remote life, a highly genre appropriate piece of text.</p>