

Peer Feedback on Tour Poster / Advert

<p>Feedback on the Brief</p> <ul style="list-style-type: none"> Does it fulfill the brief as stated in the blog? 	<p>Your comment: Yes</p>
<p>Feedback on colours:</p> <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? 	<p>Your comment: 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 & 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>Feedback on typeface:</p> <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? 	<p>Your comment: 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>Feedback on integration of image and graphics</p> <ul style="list-style-type: none"> Does the text wrap around the image well? Does the eyeline of the model focus attention? 	<p>Your comment: 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>Feedback on image</p> <ul style="list-style-type: none"> Does the costume reflect a particular genre? Is the body language of the model appropriate? 	<p>Your comment: 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>?Feedback on copy</p> <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)	<p><u>Your comment:</u> 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 eventrite 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>Feedback on connotations</p> <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?	<p><u>Your comment:</u> 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>