

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>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>Yes, the background employs a gradiented purple while the white of the text contrasts in such a way that it is easily readable but also compliments the purple. The black of the smaller writing also compliments the purple background by being a darker colour and as such works semi-analogously.</p> <p>The colours used reflect the pop genre as it is associated with unnatural, quirky colours such as pink and purple.</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>The text that displays the immediately important information is instantly readable but for the finer information it's not as visible at a distance.</p> <p>The typeface I used takes inspiration from the Sabrina Carpenter 2016 tour poster, with the hand written font giving a personal touch and a sans serif font for the rest of the writing</p> <p>There are only 2 typefaces used.</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>The text is placed mostly at the bottom of the poster so as not to obstruct the image.</p> <p>The model's eye line doesn't draw attention to text as he is looking towards the reader directly.</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>The costume reflects the energy and quirk of the pop genre as it's something unusual.</p> <p>The body language of the model is quite different from conventional poses where the model is sat towards the camera, usually leaning back.</p>
<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>The use of the adjectives spectacular and astonishing prompt a sense of wonder and excitement, helped by the emphasis placed on these words with the stroke around the letters.</p> <p>The poster displays a site where tickets are available and also features a list of capital cities where the artist will play.</p>

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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?

A sense of wonder and magic is carried through the use of the words spectacular and astonishing, telling the reader that they will be blown away, enticing them to buy tickets.

This idea is appropriate for the purpose of the poster as it is trying to sell tickets and wants to give the audience a reason to do so.

Furthermore, the message of wonderment seems appropriate to the pop genre as it's very broad, encompassing many sub genres and as such audiences may not have heard of the music that would be played, making it mysterious.