

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 throughout my poster I have used pinks to match with the coat she is wearing and used white near the bottom of the poster to go with her nail polish colour. The colours I used are typically on a pop tour poster because they both are bold and bright.</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, as I used both shadowing and similar typefaces on the master head, that I found on a tour poster I researched. I used typefaces that fit in the genre of pop as all the writing is expensive and unique.</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: All the text is placed around the image, some overlapping so that my main cover model is the thing that attracts the audience.</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: The costume reflects the genre well as she is wearing a bold bright pink coat that catches peoples eye and then the sunglasses shows that she is cool and in trend. Her body language shows that she is putting passion into the microphone.</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>Your comment: There is a clear call and route to action on the poster as there is limited but informative language which makes the audience want to know more, so then they will visit the websites.</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>Your comment: The ideas communicate that this tour poster is based on a single pop artist as the information is limited but effective.</p>