

Peer Feedback on Tour Poster / Advert

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| <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 the colours black, white and yellow/green as when I researched rap tour posters they were the most common colours. The colours fit with the genre rap as they are dark and tell a story.</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, my font matches with rap very well. It's called Rapha Talia, which is one which is similar to fonts used with the rap genre. I only used three typefaces in this poster to keep the poster simplistic and attractive, I also used a bit of stroke in certain areas to make it stand out.</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: The text is placed in front and on top of the image to make it stand out more than the image.</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 the body language because it shows an action a rap artist would stand. Also the outfit matched very well as the chains are a common rap necessary.</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 and this draws attention to the genre and the image on the poster.</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 being communicated through the text are that it's a rap artist as the typeface communicates this as well as the short and selective information.</p> |