Organization of Content

- Organization of content was decided on to grab the attention of the viewer with the call-to-action, then have them read from the top down for the details on how to get it and where due to the typographical hierarchy used.

- Using preferred typography and a good color scheme to bring all the components together and balancing the text and image/graphic so that you give the viewer's eye a rest on the text/copy they must read.

- The image right beside of the call-to-actions gives the impression of having a great time while getting this 15% discount on coffee at this specific coffee shop. The other text elements help to draw the viewer's eyes down the poster to get all the information they need to go to the opening.

Choice of Design and Visual Elements

- There are lines to guide the viewer down and across the poster, the circle, behind the call-to-action, draws the eye as the poster and image are both rectangles, the graphic chosen is also not a rectangle and gives a repetitive aspect to the poster that directly correlates to the coffee shop.
- By balancing both positive and negative space, the viewer does not feel overwhelmed by the visual elements on the poster, including the text.
- I wanted an image that made the viewer feel excited when they saw it and made them want to go to the coffee shop based on the feeling they got of the image used. The graphic used was as an element of unity and repetition.

Delivery of Message

- Emphasis is used on the call-to-action to grab the viewer's attention and get them interested in what the poster's message is. This is achieved by using scale and emphasis.

- Balance is used to make the poster visually satisfying and symmetrical. The viewer would feel uncomfortable looking at something that is not visually balanced.

- Unity is used to make the entire poster feel complete and one whole piece.

- Hierarchy is used to tell the viewer what to look at and how to read the poster from top to bottom once the call-to-action has been seen.

- Contrast is used in the graphic coffee beans and the emphasis circle so there was more than one shape on the poster for visual balance.

Readability

- Emphasis is used on the call-to-action as the pink circle is drawing the viewer's eye to look at the poster. The circle and the color bring emphasis to this element as they are both one of a kind on this poster design. I used a sans-serif typeface on the poster's typography so that the readability and the legibility are both the best they can be.

- Lines, although not visible help the viewer read the poster from top, across, and down.

Typography

- Sans-serif typeface Candara bold and Italic is used on the text for call-to-action.

- This helps draw the eye instantly and the font is easily read.

- Having the text in different colors also gives the text some diversity and the eye a break from just black.

Grand Opening

Community Cup

December 10th at 7 a.m.

42 Cental Hub Place

Brewing Community One Coffee at a Time!

Find us on social mediz
@communitycup_chp

Choice of Colors

- The color scheme I have used is a split complementary color scheme.

- Brown gives feelings of warmth and security. This is exactly what you would want for a coffee shop hangout. Also, coffee beans.

- Light blue is a calming and peaceful color. Blue is associated with trustworthiness.

- Light pink is associated with compassion and kindness.

- These are emotions anyone would want associated with their newly opening business. This gives the customer a warm and welcoming feeling to the coffee shop.

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