VISUAL JOURNAL

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TALK
MANIA
CLIENTS
CONTACT US
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DESIGN 1

Contrast

R
A
P

Typography Design and Font

- ✓ Typeface
  3 different font family used - Title + Subheadings, Main text (2 types)
  All the 3 typefaces used are Sans Serif
- ✓ Point
  Title text and sub-heading are of different font sizes
- ✓ Line length
  Flushed to the left
- ✓ Leading
  For the main text, the spacing is good
- ✓ Tracking
  Spacing between each word throughout the main text is consistent

Contrast

R
A
P

Typography Design and Font

- × Typeface
  Different font family for para.1 and para.2
- × Point
  For upper case letters paragraphs, there are 2 different font sizes (compare para.8 and para.9)
  Same goes with the lower case letters paragraphs (compare para.1 and para.3)
- × Line length
  The line lengths for para.8 are too uneven compared to the other paragraphs
- × Leading
  The spacing between each sub-heading are slightly uneven. For main text, spacing between para.8 and para.9 is different from the rest

Contrast

R
A
P

Layout Design

✓ Point

Title text and sub-heading are of different font sizes

✓ Line

For title text and sub-headings, they are not placed in a straight line but placed in a diagonal manner

All sentences in main text are placed in a straight line and thus easy to read

✓ Shape

The main images (visuals) in the poster are placed at the top right and bottom left

The arrows (visuals) are placed at the top left and bottom right

There is a border surrounding the main text

Contrast

R
A
P

Layout Design

- ✓ Colour

  Red used for main points in main text. contrasting main text color, which is black

  Blue used in title text for emphasis

  Blue and black used for image at top right to contrast image of building

  Different shades of black used for arrows

- ✓ Texture

  Image at top right – the building and circly things are of contrasting textures

Contrast

R
A
P

Layout Design

× Point

For upper case letters paragraphs, there are 2 different font sizes (compare para.8 and para.9)

Same goes with the lower case letters paragraphs (compare para.1 and para.3)

Contrast

R
A
P

Colour Balance

- ✓ Two primary colors are used in the poster (red and blue) for contrast.
- ✓ For main text, red is used against black. For visual images, black is used again blue.

Contrast

R
A
P

Consistency

- ✓ Line length
  Flushed to the left
- ✓ Tracking
  Spacing between each word throughout the main text is consistent
- ✓ Line
  Consistent placing of title text and sub-headings in a diagonal manner

Contrast

R A P

Consistency

× Typeface

3 different font family used

× Point

For upper case letters paragraphs, there are 2 different font sizes (compare para.8 and para.9)

Same goes with the lower case letters paragraphs (compare para.1 and para.3)

× Line length

The line lengths for para.8 are too uneven compared to the other paragraphs

× Leading

The spacing between each sub-heading are slightly uneven.

For main text, spacing between para.8 and para.9 is different from the rest.

Contrast

R

A

P

Perspective and Argument

Typography is alright. Inconsistent in font sizes and spacing. Layout is good. Images and texts are arranged well. Use of contrasting colors are good. All in all, poster could do better in terms of its consistency because the poster looks a bit messy due to the fonts.

Repetition

C
A
P

Typography Design and Font

- ✓ Same font is used
- ✓ Title of each paragraph stands out
- × Words in different directions (slanted to the left & normal view)
- × Different size fonts (all capital letters vs. normal writing style)
- × Inconsistent title colour (black, blue & orange)
- × Different font type (normal vs. bold)

Repetition

C A P

Layout Design

- ✓ Arrows in one direction
- × Different sized arrows

Colour Balance

- ✓ Stands out
- × More than 3 colours (black, blue, shades of grey and orange)

Consistency

- ✓ Colour focus (Top: blue, black and grey; Bottom: orange and black)
- × Different alignments (left and justified)

Repetition

C
A
P

Perspective and Argument

There are some good design ideas put into the poster but most of the points following C.R.A.P. shows that this poster is not a good poster design in terms of ‘repetition’.

Alignment

C R P

Typography Design and Font

- ✓ Repetitive left-alignment used for body text of the same font
- ✓ Title text could be of a larger sizing for better prominence
- × Two paragraphs (on the right column) have a different alignment (justified)

Alignment

C R P

Layout Design

- ✓ Graphic border used to align text with symmetrical spacing
- ✓ Subtitles in parallel alignment with graphic arrows
- ✓ Columns used for better reading
- × There should have been spacing between title text and graphic arrows for better prominence

Consistency

- ✓ Lines and paragraphs are evenly spaced

Alignment

C R P

Perspective and Argument

Alignment for typography design and font, the layout design and consistency of spacing between lines are paragraphs are pretty good.

What could have been improved on is the style of alignment for some of the paragraphs as some are inconsistent (justified, to the left, etc). Also, the graphic arrows next to the title text should have been given more spacing to allow the title text to be more prominent.

Proximity

C R A

Typography Design and Font

- ✓ Increased leading between paragraphs
- ✓ Same font family within paragraphs
- ✓ Same font colour for subtitle (‘Talk Mania’ in red colour)
- × Header images in different size
- × Title in different colours (‘Talk’ in black and ‘Mania’ in blue)

Proximity

C R A

Layout Design

- ✓ Use of multicolumn (easy to read)
- × Misalignment between columns (right side and left side)
- × Illegibility of title and subtitle (horizontal layout is preferred)

Colour Balance

- ✓ Simple choice of colours for better visual (images are only in black and blue)

Consistency

- ✓ Images are grouped together (at the top)
- × Content should only be divided into 2 columns (third column in lower middle area is redundant)

Proximity

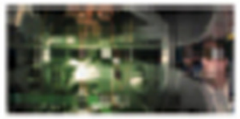
C R A

Perspective and Argument

There are repeated images such as the arrow and teardrop shape. However the work does not hold together tightly due to the poor layout design. The differences between dominant part and subdominant part are not obvious that make audiences need to ‘guess’ which part is which.

Welcome

FeatureEvents



SCIENCE IN THE SHOPS

THE SCIENTIFIC ART OF BREWING

ARTECA

SCREEN FESTIVAL OF SCIENCE FILM

BUILDING A 'RESILIENT' FUTURE

PHYSICS STUDENTS UNCOVERED

FEAST OR FAMINE: SCIENCE IN THE FUTURE

DESIGN 2

Contrast

R
A
P

Typography Design and Font

- ✓ Typeface
  Font family throughout is the same
- ✓ Point
  Title text font size different from main text
- ✓ Line length
  All flushed to the left
- ✓ Tracking
  Even spacing between words
  The use of bold

Contrast

R A P

Typography Design and Font

× Point

In main text, the headings (bold purple and bold blue) come in different font sizes (eg. on ‘welcome page’, compare para.1 and para.3)

The sub-headings on ‘events page’ (blue – no bold) are of different font sizes

× Line length

The line lengths of all the texts (right side) are uneven. appears so jagged

The flushing to the left for ‘welcome page’ appears in a curve

× Leading

Uneven spacing between paragraphs

Contrast

R
A
P

Layout Design

- ✓ Point
  Title text font size different from main text
- ✓ Line
  All sentences are placed in a straight line
- ✓ Shape
  Pictures are all placed at the top, thus separating it from text
  Middle picture is placed in the middle to separate ‘welcome’ page and ‘events’ page
  Round images are placed around the border of poster

Contrast

R
A
P

Layout Design

- ✓ Colour

  For text, purple used for ‘welcome’ page and blue used for ‘events’ page

  For the circle images, blue, green, orange and pink are used

- ✓ Texture

  The circle objects are of similar textures

Contrast

R
A
P

Layout Design

× Point

In main text, the headings (bold purple and bold blue) come in different font sizes (eg. on ‘welcome page’, compare para.1 and para.3)

The sub-headings on ‘events page’ (blue – no bold) are of different font sizes

× Shape

Round images are concentrated mostly at bottom right and to the left

It’s not balanced; maybe the one of the left should be placed at the top left

× Colour

Throughout entire poster, 6 colors are used, which is not good

Contrast

R

A

P

Colour Balance

- ✓ The words ‘Feature Events’ are written using two colors for emphasis on events.
- ✓ For The color theme for the left side of the poster is purple and for the right side is blue. A good balance. Not very contrasting, but good enough.

Contrast

R
A
P

Consistency

- ✓ Typeface
  Font family throughout is the same
- ✓ Line length
  All flushed to the left
- ✓ Tracking
  Consistent placing between words
- ✓ Shapes
  Pictures are all placed at the top
  Round images are placed around the border of poster

Contrast

R
A
P

Consistency

- ✓ Texture

  The circle objects are of similar textures

- ✓ Colour Balance

  The color theme for the left side of the poster is purple and for the right side is blue

Contrast

R A P

Consistency

× Point

In main text, the headings (bold purple and bold blue) come in different font sizes (eg. on 'welcome page', compare para.1 and para.3)

The sub-headings on 'events page' (blue – no bold) are of different font sizes

× Line length

The line lengths of all the texts (right side) are uneven; appears so jagged

The flushing to the left for 'welcome page' appears in a curve

× Leading

Inconsistent spacing between paragraphs

× Shapes

Round images are concentrated mostly at bottom right and to the left

Contrast

R

A

P

Perspective and Argument

There are some obvious typography errors. Layout is good, except the fact that they have used 6 colors. Color balance is good. Consistent in placing and colors. Inconsistent with alignment and font sizes and spacing. All in all, a clean and clear design. But could do better in terms of typography and it's consistency.

Repetition

C

A

P

Typography Design and Font

- ✓ Same font is used
- ✓ Title of each important aspect highlighted
- ✓ Title capitalized

Layout Design

- ✓ Photo same design of edge cut-out (start and end)
- × Semi-circle design (left page)

Repetition

C
A
P

Colour Balance

- ✓ Stands out
- ✓ 3 main colours (purple, blue and black)

Consistency

- ✓ Main ideas are same colour as title
- ✓ Consistent alignment of photo and text
- ✓ Left text alignment

Repetition

C A P

Perspective and Argument

Overall this poster design is better than Poster Design 1. Page is nice and simple, easy to read and is eye- catching. Suggestion is to remove the candy looking layout design (on both sides of the page) and the semi-circle (on the left side of the page).

Alignment

C R P

Typography Design and Font

- ✓ Repetitive left-alignment used for body text of the same font
- × Title text ‘Feature Events’ are not spaced between the words

Layout Design

- ✓ Body text is left-aligned according to graphics and pictures
- ✓ Columns used for better reading
- × Some curved edges of the photos look out of place when accompanied with the body text, forming an uncomfortable alignment at the edge

Consistency

- ✓ Lines and paragraphs are evenly spaced
- ✓ Pictures are evenly spaced

Alignment

C
R
P

Perspective and Argument

Overall alignment of this design is good.

The only flaws in this design are the absence of spacing in the title text ‘FeatureEvents’ and the curved alignment of the body text on the ‘Welcome’ page. It would ease reading and make the design a whole lot better if the body text had a straight left-alignment as opposed to the curved alignment.

Proximity

C R A

Typography Design and Font

- ✓ Increased leading between topic paragraphs
- ✓ Bold for all subtitles

Layout Design

- ✓ Clustered visuals and texts
- ✓ Use of multicolumn (easy to read)
- × Unbalanced header and footer space
- × Unbalanced visuals and texts (circle patterns on left side of left page seem to interfere with the main content)

Proximity

C R A

Colour Balance

× Images should be arranged according to colour tone

Consistency

✓ Images are grouped together

Proximity

C
R
A

Perspective and Argument

This poster design is more successful than the previous poster design. The layout and texture are organized properly and it gives a clean look. Related items are grouped together accordingly.