

My Poster Evaluation

What software was available to me?

I have had a lot of different software available to me thanks to the fact of owning my own software but the software i have being using most is the Adobe Suite and Microsoft Office to create designs and mind mapping and my final product.

The advantage to using my own laptop was the ability to be able to take my work where ever i went and use it to my own advantage also when the server was down in collage i was still able to use my laptop and get on with my work which help me save time.

I had a lot of choice on which programs to use to design my product so it was at times hard choose which to use, i was better and more familiar with Photoshop but was eager to try broaden my knowledge on the other software that was available to me so i decided to use Illustrator instead.

The disadvantage of this was i didn't know the software very well so i had to learn on the way but i believe the outcome was worth it. On the other hand there was many advantages to choosing this over Photoshop for example the ability to be able to change the shape and size of single letters in words which would be quite a task using Photoshop i think the simplicity of the program was the main selling point for me to use it a lot more often as it is easier to do things on that.

The logo i created was what later evolved into my poster i played around with a lot of idea's to finally get what i was looking for it took a lot of mind mapping and playing around with different setting in Illustrator to get what i wanted after i finished my first poster and me and tutor Toby and we both agreed that the poster wasn't to my best ability and he suggested i changed it so i started from scratch and the first step was to play around with a few designs for example these templates was my first step.



Start.
Something
New

This was first image template to base around and work on to create my logo after this i decided to add some typography to give it a better dynamic look to it. to do this i used the object and brush tool to move things around then changed the size and used free transform tool to make it more precise. The final project looked like this in the end.



I used different methods to change the way the text had double meanings by changing the size of letters and rotating things over all i am very happy with what i have produced. After that the poster was simply my completed logo pasted into Photoshop then i added a nice new purple background to it with the tumblr link below i found this simple but effective over all i found this project a good learning experience with a lot of hard tasks but i enjoyed it and i am happy with the final product thank you for reading this evaluation.

By Daniel Carmichael