**GRAPHIC DESIGN**

You are working on a project to design a poster about Dumfries using built environment imagery. Here are 2 posters which use a built environment theme.

 

Saul Bass – Film poster Poster for Japanese tourist board

**Put your name on your answer paper, and the title that is at the top of this page.**

**Look** at these posters. You are going to **write a paragraph about each of them**. In *each* paragraph you must

* **Describe the image** – what is the picture of? Realistic or stylised? Colourful or limited colour scheme?
* **Describe the lettering** – capitals or lower case? Hand-drawn or added on computer? Does the chosen font tie in with the image?
* **Say how the designer has given the poster visual impact** – how have they made it eye-catching and attractive to look at?
* **Say how the designer has communicated their message, and say what that message is.** Sometimes a poster is selling a product, advertising a product, or showing an idea. Sometimes it is trying to make us think a certain way.
* If you can, **say how the image was created**, and what technology or materials might have been used.

(Don’t forget to repeat these questions for the 2nd poster)

**Say which of these posters you like best**. Give at least 2 reasons why you prefer it.

If you finish all of this, **carefully draw a copy of one of the posters** on plain paper.