

Type Poster Design Critique

In this podcast I will critique posters created by students in my Typography class. The poster project was type only, no graphic elements could be. I will be commenting on the strength of the overall design, the hierarch of information, alignment, point size and font choice.

The first poster is basically a strong design. The number 2 element is the first thing I see. It is anchored by the 2007, which I would like to see extended to fit the base of the number. The line below the number 2 should be more visible and a better base for the number 2. Increasing the point size and making it bold would work.

Placing the paragraph under DECEMBERISTS at the bottom would connect the title and the description of the event and leave an interesting negative space to the left of the 2.

The three angled lines of copy are not necessary and could be eliminated. The angling of these lines does not enhance the overall design.

This next poster uses point size and weight to create three good groupings. As a rule of thumb all caps should not be used, but in this case it works well. The font choice, point size and weight of the type make the information easy to read.

Point size change in Mix Master Mike makes it more legible as does the fine line spacing between the words.

The angle change in the top and bottom groups create interest to the layout.

The two small groupings of info to the left could connect better with the rest of the layout if the paragraphs were aligned right. The time, place, date should be larger to stand out and create a hierarchy of that information.

Using type as a texture for the background is a great idea.

This next design has two layouts. The first layout starts out with a good strong head and an interesting break up of the page in two unequal parts. It then weakens and gets confusing because of the placement of the text. The blocks of copy on the left appear to be hanging in space and need to be anchored to the page. What does work is the day and times aligned right and using the bold style. They are easily read and become the second in terms of hierarchy. Keep in mind that mixing different alignments in a layout doesn't usually work. I would suggest that the bottom of this layout be completely redesigned to make it successful. The simplicity of the design is what makes it so successful.

The next design contains the same information as the previous layout but is much more successful. Point size and weight variations create a hierarchical arrangement of the information and the use of one alignment keeps it organized.

Using type as a texture for the background is interesting and helps create a feeling of depth.

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This last design is very successful. Again, the use of type for background creates texture and depth and interest.

Using placement, weight and point size change creates a clear hierarchy of information.

As you can see, it is not always necessary to depend on graphic images to create an interesting and well-designed poster.

Remember the audience tends to move quickly; the poster's main message must be effectively highlighted and easily grasped in a very short time.

Use a hierarchical system to organize information and create a logical flow of that information.

Keep in mind the design principles; alignment, balance, contrast, focal point, and unity when creating your layout and your final piece will most likely be well designed.