

hello

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My Project In Canva

Liviu Topala - 1905828

I have created an animated poster in Canva, using a free template. Canva is a graphic design platform that allows users to create social media graphics, presentations, posters and other visual content. It is available on web and mobile, and integrates millions of images, fonts, templates and illustrations.

I have replaced the images and content with my own image. The goal was to attract and entertain the public, but keeping them informed in the same time, providing the company details and contacts while is a eye-catching advertising.

I have used yellow and blue, as is one of the best colour mixture for a marketing advertising, also those colours are friendly, expressing the attachment, devotion and support.

Yellow signifies joy, happiness, betrayal, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, decent and friendship.

Blue being associated with peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, technology.

The image that I have used is a own composition, showing a person that hold a mobile where Airport Expert website is shown. Surrounding the image are the symbols of some communication's platforms in online and offline (Landline, Mobile, WhatsApp, Yahoo Mail, Google, Facebook, YouTube, Website).

Along the page the watcher will find the company details, contact telephone numbers and email addresses, also a link to the company website.

The word "Hello" animated and hand written will be the key element in introducing customer into the interaction with the poster, expressing familiarity, friendship and a 'warm welcome' due the yellow colour, combined with the hand-writing text.