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Task 1

i. INTRODUCTION

The main point of a poster is to catch the attention of the targeted group that your message is for and to present the information on it as efficient and pleasing as possible. For achieving it you can use an arsenal of tools like color, font, images etc. It's believed that you have about three seconds to catch the eyes of your audience, as it's presented in [1].

ii. MESSAGE

As we can see, the poster is trying to present to us the benefits of physical activity for adults and older adults and it tries to strengthen its point with statistical conclusions in this particular field.

Looking at the poster we are trying to analyze, we can see very clearly what is the main message it is trying to give us. Regarding the amount of information it tries to present we might point out that it's a bit overwhelming from the point that it's too much information and it is not structured properly by the means of importance. An improvement might be the partial removal of the purple section so only the chances of getting a disease that decreases can remain and removing the small text like swim, walk, stairs, Tai Chi etc.

iii. TEXT

The main idea is written in the top centre, the supporting points are placed across the poster with different font sizes and colors. The main aspect that can have a negative influence on this poster from a text perspective is the colour of the words in the top middle and in the bottom left. Being the same colour and also different from the rest of the words on the poster can induce the same hierarchical value which they don't have. The title and the benefit cannot be presented the same way and by doing so, they're a risk to confuse the audience and to perpetuate their navigation through it. In this case, we can leave only the title in black so the rest of the text can be white and we can even the font size of the text from the red circle for a more balanced look.

iv. COLOR

From the perspective of colour, we might point out that the poster is too loaded with different colours that don't improve the whole aspect of the poster and also don't help us understand it better. First of all, I think that it's important to use no more than three colours in a poster to prevent overloading the poster visually. If there are more than 3 colours, it can be very strenuous on the eyes especially if you are trying to give a big load of information to the audience. Another thing that needs to be pointed

out is that the colours can actually induce different emotions and if this fact is not taken into consideration, the misuse of this can lead to the dilution of the message that you are trying to give. Red is a passionate and aggressive colour, orange is warmth, yellow is optimistic, green is nature, blue is coolness and spirituality and violet is playfulness and fantasy but can also be madness and nightmares [2]. We can see now that the poster misused the colours and their meaning on top of them being too many. The alternative that can help us with these problems is to stick with just two main colours that can gradually change tones for showing the value of different elements as shown in [2].

v. GRAPHICS

In my opinion, the graphic images are well placed and representative and I don't think I would have changed it. I like the simplicity and the accuracy with which these are presented.

vi. DESIGN

The main design doesn't follow a clear narrative that guides the audience through the poster. First, they see the red circle and then they will try to find the main idea of the poster in the green area and then in the purple one and then finally they will get to the title but till then might be too late. The cause of this lies in the wrong proportions of the text size, the uneven proportions of the colored areas and also the numerous colours that are used. The problem is that the audience doesn't know where to start reading the poster, where to focus his attention more and where to finish it. Our job, in this situation, is to show the path that must be followed so anyone could understand the message that we want and also to leave the impressions or the mood we want. In achieving this, first of all, we should draw attention to the title, then we can present only the illnesses and how the activities can reduce the chances of getting them. This section can be coloured in blue with a gradual change of tone into a lighter one. The second part of the poster can remain to contain the same information but in a more even text size and more even shapes (all oval or all rectangular). The colour of the shapes can be orange also with a gradual change of tone into a lighter one. The combination between colours and shapes can give the poster a unique theme that is imperative in a poster as recommended in [3]. This way, the reader will catch the title first and the rest of the information and the gradual change of tone will subconsciously tell him where he should start to read and where not to start. The blue will suggest some distance from the idea of the illness and the orange will induce friendliness and warmth so the final emotions can be positive.

vii. CONCLUSION

In conclusion, we can say that the poster has its strong and weak points and the weak ones can be easily corrected with minor changes in layout, colour and text as presented previously.

REFERENCES

[1] Van Dalen, J., Gubbels, H., Engel, C., & Mfenyana, K. (2002). Effective poster design. EDUCATION FOR HEALTH-ABINGDON-CARFAX PUBLISHING LIMITED-, 15(1), 79-84.

[2] White, K. S. (2012). Effective Poster Design.

[3] Satori Graphics, “How To Design A Quality Poster | Poster Designing Tips”, YouTube, January, 2018, [Online], Available: <https://www.youtube.com/watch?v=ldBUUKRQR9M>