

Born to fish, Forced to work



**You can't buy happiness, but you can
buy fishing gear**

www.customfishgear.com

For my poster I chose as background a picture with two people fishing as it is representative for my business, I will be looking to sell custom fishing gear. As most people who completed my questionnaire said they usually go fishing with friends or family, I chose to show a group of people fishing rather than just one person.

I wanted to create a simple, neat poster with as less text as possible, but enough to make it stand up and give an idea of what this represents.

In terms of used colours, I chose a warm theme, a yellow writing to represent happiness, enthusiasm, optimism, feelings I find associated to fishing as for many of us it is a very relaxing and enjoyable experience.

The brown tones were used due to their association with nature, sense of belonging and comfort.

For my title I wanted a funny and short quote for those who are passionate about fishing. I am very fond of fishing myself and if it were for me, I would spend all my day doing that.

At the bottom of the poster I chose to write another catchy quote that will help indicate the products I am looking to sell and can also help me to link it to my website. I have chosen the same theme of colours to create a harmony.

For the font I chose Noto Serif as it is a very common font used in websites and it is highly recognizable.