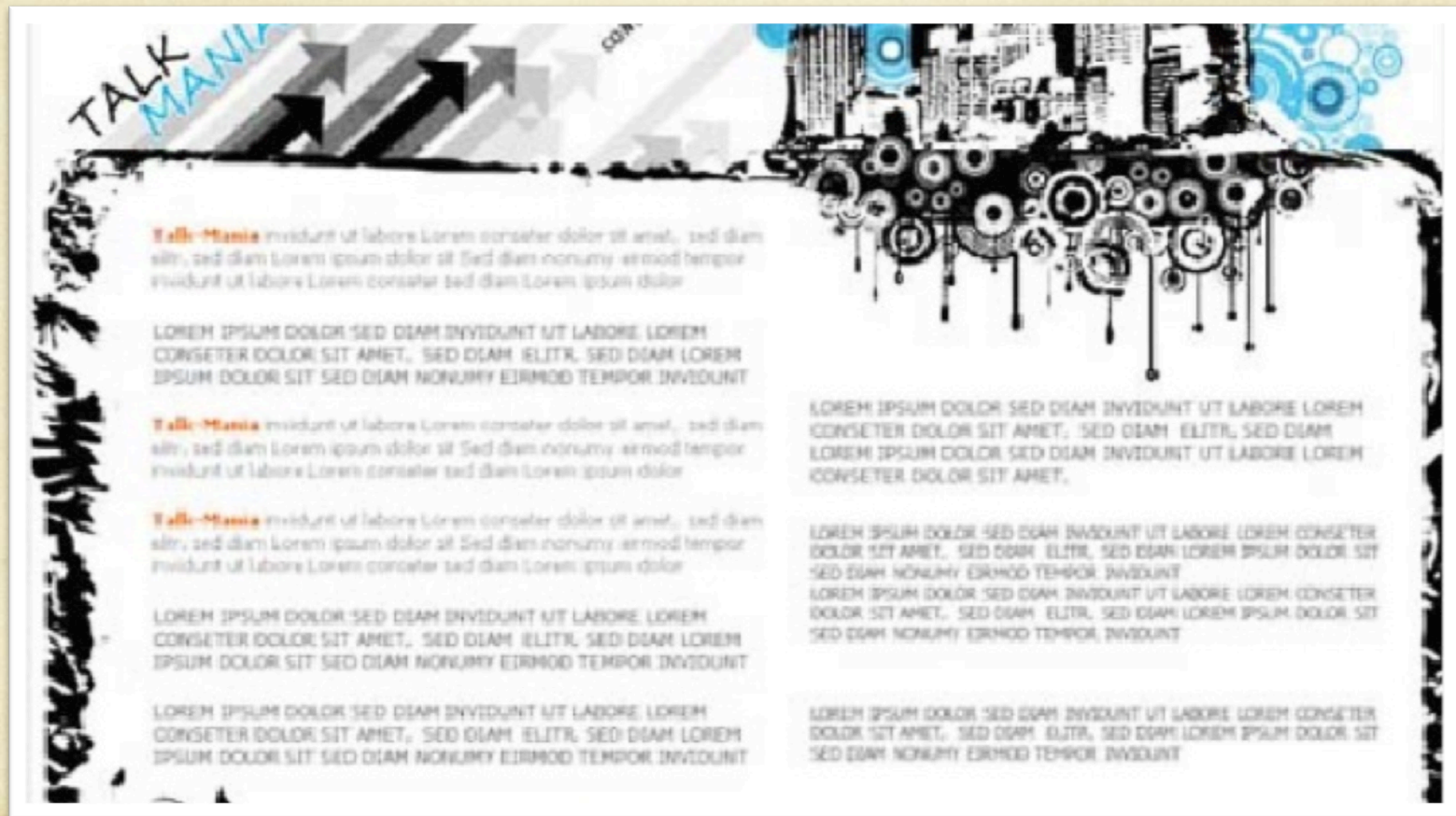# Visual journal 2

Visual communication

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Picture 1

Typography Design & Font

○ **1. Contrast**

○ In our opinion, the orange color is only used to draw attention of the readers. However, it doesn't really emphasize the main idea. We suggest that the bigger font size is more appropriate or by just simply creating the heading for the relevant text.

○ **2. Repetition**

○ In our opinion, the font pattern is not consistent. In the first paragraph, the font size is regular. In contrary, the following paragraphs consist of capital and bold letters.

Typography Design & Font

○ **3. Alignment**

○ The alignment of first and second column is messy. Moreover, there is a random paragraph at the bottom of the page and it confuses the readers regarding the flow of the text; whether the paragraph stands alone or part of the first/ second paragraph.

○ **4. Proximity**

○ There is no grouping of the same font style paragraph since all the paragraphs are scattered showing an unorganized look.

Layout Design

- **1. Contrast**

- Prior to the layout design, we think that this poster type falls to vector illustration category. The layout design is well done. However, we find that, especially at the upper part contains too many elements. At the first glance, we don't get what it's trying to sell because the title (Talk Mania) and the pictures (the arrow, the buildings, and the vectors) are irrelevant.

- **2. Repetition**

- In our opinion, the way the poster designer arranges the elements such as the arrow and the circle are sensible. The use of similar objects conveys the vector theme design.

Color Balance

○ **1. Contrast**

○ We think that in term of color balance, the poster color matches with one another; grey, black, white, and light blue. It's eye pleasing and not exaggerating.

○ **2. Repetition**

○ The color repetition in this poster is related. The color of the pictures and title (Talk Mania) is synchronized. Both use blue, black, and white color.

○ **3. Proximity**

○ Overall, we think that the color grouping is acceptable and quite good. The blue color is used to highlight the product and placed at the upper right.

Consistency

- **1. Font**

- The font in this poster is inconsistent. At the first, third, and fourth paragraph, the lowercase is used. On the other hand, the second, fifth, and other paragraphs contain of capital letters.

- **2. Alignment**

- The alignment in this poster is also inconsistent. At the last two paragraphs, the font alignment is "justified". However, the other paragraphs use "align text left".

- **3. Color**

- The use of color in this poster is inconsistent in several parts. The main colors are blue, white, and black. But, the use of orange color to emphasize "Talk Mania" is irrelevant. It should be blue.

Picture 2

Typography design & Fonts

- **1. Contrast**

- All fonts are arranged accordingly to its respective functions. Readers could discern between the headings, subheadings and content texts by the manipulation of color, typeface choices and its font size. Thus, it creates a better focus.

- **2. Repetition**

- consistency is visible since the texts attain the same pattern of arrangement and style.

Typography design & Fonts

- **3. Alignment**

- The pages are organized to achieve effective readability by placing the paragraph elements in a contextual manner. The type of alignment is clear as the texts are flush left.

- **4. Proximity**

- The texts are carefully categorized; the content that belongs to the first section (Welcome page) or second section (Feature Events) are grouped together by applying the same color for the heading and subheadings

Layout Design

- **1. Contrast**

- There is no obvious vocal point; rather all the elements for both sections are kept balanced.

- **2. Repetition**

- All elements display consistent features and cohesive proportion, however there is a slight difference for the placement and of the images between those two parts.

Layout Design

- **3. Alignment**

- Each of the existing elements is lined up together based on their classification. The content is well laid out on a grid.

- **4. Proximity**

- Evident grouping as the related items of each sections are proximal (related and fit together). This generates the cohesiveness of the content. Readers would subconsciously group the Welcome and Feature events pages separately at the first quick glance.

Color Balance

- **1. Contrast**

- Headings and Subheadings maintain the same color, which are in contrast with the plain black color of the paragraph texts, this helps to draw attention to the readers.

- **2. Repetition**

- The use of cool colors for the headings and subheadings are obtained and the regular black color of the content texts is utilized to complement and neutralize the white background, not to mention, it increases readability. Warm colors are used as well for the layout theme design. It is brought up on the decorative objects for aesthetic purposes.

Conclusion picture 1
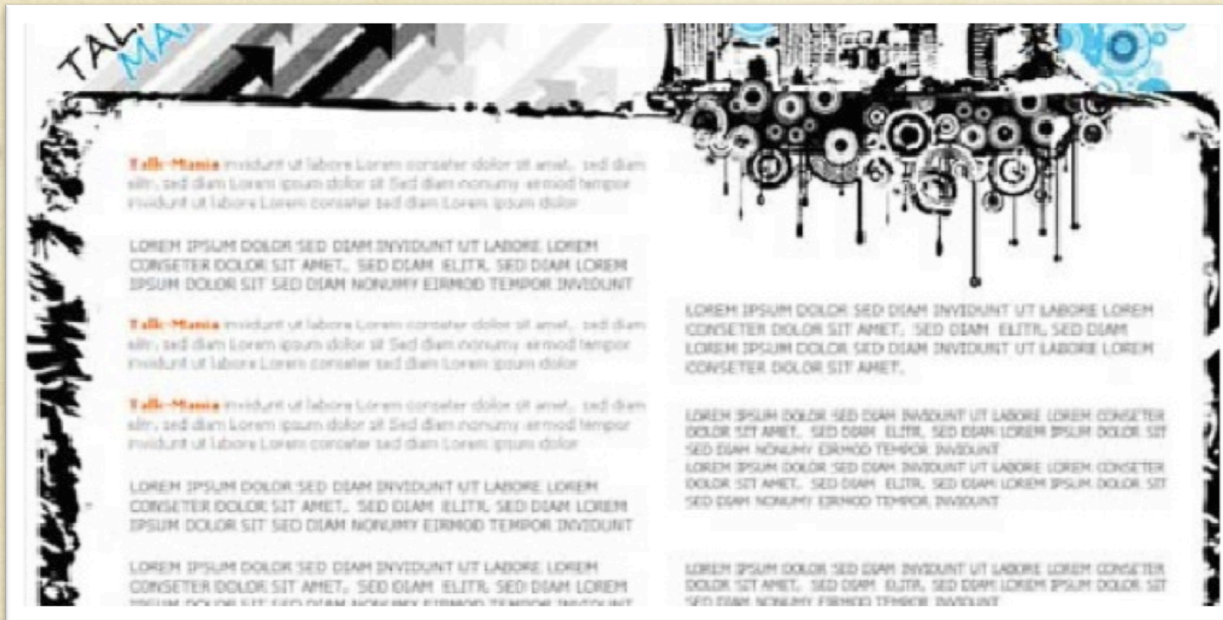
Tyography & Font :
-font pattern and size are not consistent.
The alignment of first and second column is messy
- Weak proximity,very unorganized.
- Inconsistent repetition.

Color Balance :
- in term of color balance, the poster color matches with one another.
- color in this poster is inconsistent in several parts

Layout Design :
-the elements such as the arrow and the circle are sensible.
-the upper part contains too many elements
-Categorized as vector illustration design.
-The alignment is inconsistent.

Conclusion Picture 2

In terms of principles of graphic design, we believe that the second picture is much better than the first picture, because :

Layout Design :
-all elements display consistent features and cohesive proportion
-slight difference for the placement and of the images between those two parts.
-Evident grouping as the related items of each sections are proximal (related and fit together
- Evident grouping as the related items of each sections are proximal (related and fit together).

Typography and Font :
- All fonts are arranged accordingly to its respective functions
- consistency is visible since the texts attain the same pattern of arrangement and style.
- the type of alignment is clear as the texts are flush left.
- The text are carefully organized

Color balance :
- Headings and Subheadings maintain the same color, which are in contrast with the plain black color of the paragraph texts
- Strong Consistency.