

Efteling Trip Poster:

I made this poster for the Efteling Trip that we have for Intro week, so we can invite teachers and employees of Fontys ICT.

Initial version:



Feedback:

I feel like the top of the poster looks too crowded, while the bottom feels too empty. It might be better to place the two-association logos closer together and move the date text to a different spot.

What I plan to do:

I've moved the white block from the top to the bottom of the poster and adjusted the association logos so they're positioned closer together for a more cohesive look.

- Moved the white block from the top to the bottom of the poster
- Placed the association logos closer together

Iteration 1:**What have I changed?**

I placed the two logos side by side and centred them, then moved the date text to the bottom for better layout balance.

Feedback:

The background transparency is a bit too strong, so it would be better to reduce it slightly. Also, the “Efteling Day” text could be made less harsh on the eyes.

What I plan to do:

I’ve adjusted the opacity and transparency of the background to make it less intense. This way, both the background image and the text are now more visible and easier to read.

- Reduced the opacity of the background layer
- Increased transparency to create a softer effect
- Improved the visibility of both the background image and the text
- Made the text easier to read against the background

Iteration 2:

Opacity changed

What have I changed?

After reducing the background transparency, the text became slightly clearer and better structured, which made the overall design more visually appealing.

Feedback:

The colour contrast is perfect now, but it would be great to also include the time range.

What I plan to do:

I've added another box next to the date, which now displays the time range for this event.

- Added an extra box beside the date
- Included the event's time range in the new box

Iteration 3:**What have I changed?**

I added a separate block to clearly display the start and end times.

Feedback:

There are two separate blocks, which makes it a bit confusing. It might be clearer to combine them into one. Also, consider placing the date at the top and the time at the bottom for better structure.

What I plan to do:

I've merged the two separate boxes into a single box, as having them separated didn't make sense. In this new design, the date is displayed at the top in a larger font, while the time appears just below it in a slightly smaller font. This layout highlights the date as the most important detail, with the time clearly secondary.

- Combined the two boxes into one unified box
- Moved the date to the top of the box
- Increased the font size of the date for emphasis
- Placed the time below the date in a smaller font
- Clearly prioritized the date over the time in the visual hierarchy

Iteration 4:**What have I changed?**

I added the time and the date together and tried to align them aligned together and I made the block in width bigger and made it balance.

Feedback:

They suggested that it might be nice to change the font of “Efteling Day” to something more in line with the Efteling theme—something with a fairytale vibe.

What I plan to do:

After researching the Efteling logo, I noticed that its font has a strong fairytale vibe, which really enhances the magical and whimsical feeling of the poster. I think incorporating this font into the design would be a great idea, as it will better capture the theme and atmosphere we want to convey.

- Added the Efteling logo font to the poster design.
- Chose this font because it creates a more magical, fairytale-like atmosphere and Efteling vibe.
- The new font helps reinforce the theme and feeling we want for the event.

Iteration 5:**What have I changed?**

I changed the font to “Vollkorn” after researching Efteling’s font style. I was looking for something bold, and with the help of ChatGPT, I found a good match.

Feedback:

This looks really good! However, the background image might need a change—while the Salve Mundi logo is clearly visible, the Proxy logo doesn’t stand out as much due to the contrast. It might be better to choose a background that works well for both.

What I plan to do:

I reviewed more photos and closely examined the logos of both associations to see how well they blend with the background images. I also checked the text and the box at the bottom to make sure everything works well together visually.

- Searched for more suitable photos.
- Checked if both association logos look good and blend well with the chosen backgrounds.
- Reviewed the readability and placement of the text.
- Evaluated the box at the bottom to ensure it fits visually with the overall design.

Iteration 6:

Background picture got change.

What have I changed?

I updated the background image to ensure better colour contrast, so all elements are now easier to see and read.

Feedback:

I think this poster overall looks fine, and everything suits the best.

Reflection:

After six iterations and gathering feedback from others, people responded positively to the poster. They found it clear and easy to understand. The feedback wasn't only about the design but also focused on the content, making sure the information was clear and useful for the viewer.

First and final version of the posters: