

## Rationale – Week 8

The reason I have chosen to create a number of posters for this design are because the posters can be produced in small or large scale sizes which then can be produced to be displayed in many places. Another reason I have chosen to create posters is because there is a large amount of information which relates to the minster and needs to be heard and advertised through media. By producing a poster it allows me to use the large amount of information but advertise it in a minimal way to make it simple to understand. Also by producing a poster I can exaggerate the information so as to create a dramatic effect and draw in people's attention.

The style I have chosen to create the design in is to use colour photography and also montage, by doing this it creates a realistic feel to the image as well as using bright colours to capture to engage viewers attention. By using a montage style throughout the work it allows me to combine the images to look as though they are part of the final image.

For the typeface section of this design I have created a basic typeface using geometric shapes such as points which relate to the design of the steeple and the shapes it creates. My typeface works with the rest of my design elements as most of them contain an image of the minster or part of the minster therefore the typeface relates into all the design elements as they all contain the flow of the geometric shape.

My concepts and ideas so far relate to the brief because they advertise and promote the location by using the information and characteristics of the location to create the design. I have used the information regarding the minsters restoration programme to create posters which exaggerate the damage which already exists and will continue to escalate if donations are not made by the public. This information was gathered from the minster itself and also displays the character of the building due to the damage caused.

For my designs so far I have chosen to keep the photography I have captured in full colour, although I have used this for my first designs I plan to experiment with black and white as this will emphasise the depressive and dark feeling that sometimes can be portrayed by the minster.

For my final outcomes I plan to create my posters in A0 size and ready for print. I plan to exhibit the designs at the location and in the surrounding area around the minster this allows people who are visiting or around the minster who may have an interest to view the designs and be aware of the campaign. Also by placing them in the surrounding area such as the town centre and the nearby supermarket it allows local people and local businesses to be aware of the location and the message it is trying to give. The reasons I have chosen to exhibit the posters in this particular way is because I believe it is the quickest and most effective way of conveying the message to the public.

So far overall I believe that my ideas and concepts strongly relate to the brief and will be the most effective and interesting way to advertise and promote the location through information, statistics and character.