

Design Rationale for Promotional Poster

The main theme for this poster was based on a poem Anne Sexton wrote titled, "The Starry Night." Sexton wrote the poem about Vincent Van Gogh's painting, "Starry Night."

I used the path layout on my poster design by moving the different elements I chose to use around on the page. Doing this allowed me to form an asymmetrical design by balancing the visual weight of each element in the different quadrants of the page.

The visual hierarchy I was striving for in this design was based on grabbing the viewer's attention and holding it. The viewer should see the elements in the poster in the following order:

1. Headline
2. Photo of Anne Sexton
3. Poem stanza from Sexton's, "The Starry Night."
4. Logo and information about time and place of the event.

A rhythm was established by using the repetition of the spiral-like swishes from Van Gogh's, "Starry Night" poster as the shape that provided a backdrop to the poem stanza. I also repeated the sand font that was used in the logo design for the poem stanza. I hoped it would look like Anne Sexton wrote the stanza with her broken pencil!

Finally, color was kept to a minimum and was mostly used to command the attention of the viewer by using the complementary colors of purple and yellow in the headline. I decreased the saturation of the colors in Van Gogh's "Starry Night" so it wouldn't overpower the design and used black, white and grey for the remaining elements on the page.

Overall, I am very pleased with the way this poster turned out. I really enjoy this kind of work and am looking forward to pushing my creativity further in GRPH 310: Advanced Graphic Design!

Image Sources:

Vincent Van Gogh's "Starry Night":

http://www2.bc.edu/~dohertyp/web_site/images/vangogh.starry.jpg

Photo of Anne Sexton: www.nndb.com/people/603/000099306/