VISUAL COMMUNICATION BMC 1324 VISUAL JOURNAL 2

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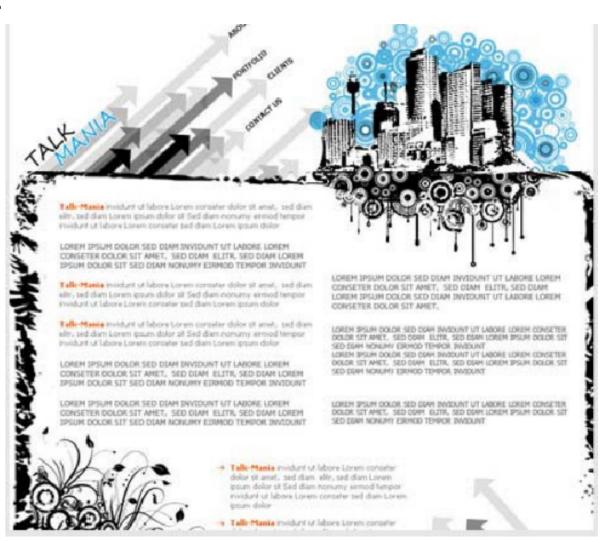Joanne Chee Siew Kuan   1101K12096

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TYPOGRAPHY DESIGN/FONT

Design 1

Good

- Font colour matching with theme

- Too many different types of font

Bad

- Very minimal typography design

- Too much bold wordings

- Caps lock unnecessarily

Design 2

Good

- Bold is correctly use

- Consistency of font type and font size

Bad

- No typography design

- Font title too simple

LAYOUT DESIGN

Design 1

Good

- Fancy

- Well arrange

Bad

- Too cramp

- Too complicated

Design 2

- Good eye-space

- Theme do not match the content

- Layout not consistent (pictures badly arrange)

COLOUR BALANCE

Design 1

<u>Good</u>

- Not more than 5 colours

- Colour design matching with font colour

Design 2

Good

- Soothing to the eyes

Bad

- Too many colours (more than 5 colours)

- Colour does not suit the content

CONSISTENCY

Design 1

GOOD

- Subtopic color consistent (orange)

BAD

- Alignment not consistent

- Paragraph arrangement not consistent

- Font type and style not consistent

- Wording alignment not consistent

Design 2

- Font type consistent
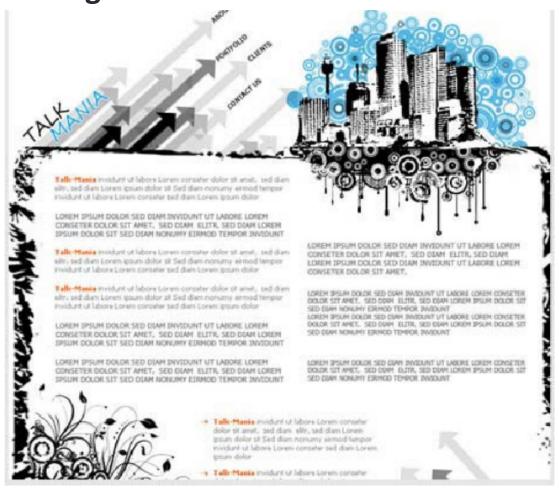- Paragraph alignment consistent

- Wording alignment not consistent

Perspective & Arguments

Design 1

Too complicated design overall, not soothing to the eyes. It is difficult to read because of the bolding and caps lock. However it has good color contrast with the background.

Design 2

The content and the theme of the layout doesn't match. The content looks like something serious, but the theme looks more like for a happy event. There are too many colors used for the layout design which causes it to look complicated.

THE END!

THANK YOU