Context:
You have a hall event coming up, and need to advertise. In order to put up posters, you must get them approved by the Director of Residence Life. You bring this poster to them as a draft.

Text   **Figure**   **Branding**

Text:
Wording - the director points out that the information in the yellow text box is hard to read.

Option 1: Font
You decide to change the poster's font.
Discussion ?s : Why would you change the font first? What would you change it to (doesn't have to be a specific font - you can talk about style)? Would you change anything else for readability? Why might this be important for your audience?

Option 2: Color
You decide to change the font color.
Discussion ?s : Why would you change the color first? What would you change it to? Would that be the only color change you would need? Why might this be important for your audience?

Figure (situation 1):
Cliche - the director sighs when he sees your poster. "The Campanile is so overused. Think about using something else."
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Audience - you take a poll to find out what your hallmates would most like to see on event advertisements.
Discussion ?s : Why is this an effective step in your revision? What could be a benefit of keeping the Campanile as the figure of the poster?

Figure (situation 2):
Inclusion - the director wants as many posters as possible to promote diversity and/or inclusion.

Option 1: Give the People What They Want
You redesign the poster to include four pictures of groups of students in your hall.

Discussion ?s : Is this a definitive way of promoting diversity? Is it a definitive way of promoting inclusion? Why or why not? What would be another idea of how to make sure the poster is inclusive?

Option 2: Stick to the Plan Chums!
You decide to stick with the campanile.
Discussion ?s : How would you justify this as inclusive? What could you change about the poster that might help your argument, even if you kept the figure the same?

Branding:
Intrusive Marketing - the director doesn't like the logos being so conspicuous.

Option 1: Manipulate
Play with the logo until it becomes a cohesive part of the poster.
Discussion ?s : How would you change the logo to achieve this? Location? Size? Transparency? What does the logo add to the poster?

Option 2: New Branding
You decide to design a logo that reflects your hall/dorm.
Discussion ?s : What would this add to the poster? How would you make it a cohesive part of the poster?