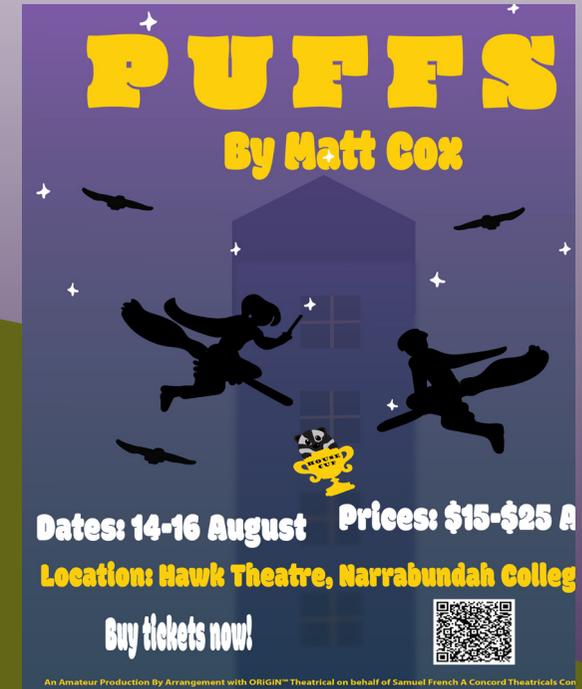


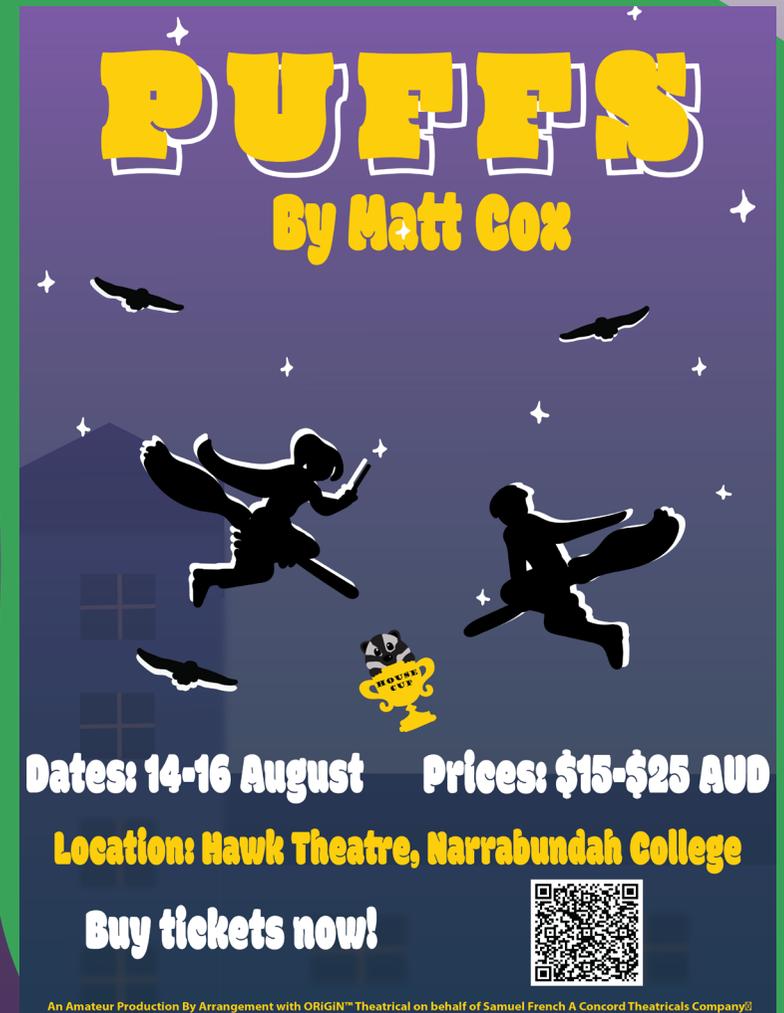
# Poster Concept 3:



**This is the third poster concept. In this version, I expanded on the second concept by making the silhouettes look more realistic. I also changed the background, and text type, and added more elements to the badger and background. One strength of this concept is that the silhouettes convey movement and a story, which draws the viewer in. I aimed to convey the message that the characters are rushing toward the house cup to save the badger and win a competition. However, a weakness of this concept is that the background tower looks out of place and the title is fading into the background, making it hard to see. However, despite the concepts weakness, I found the concept's story interesting story. So I decided to choose this concept to improve and turn into my final design.**

# Puff's Poster Design Rationale

I believe that the final poster design I have chosen is not only visually interesting but also tells a compelling story about the play Puffs. I also believe it showcases my improving skills in Illustrator. This is because the use of shadows for the silhouettes helps the design elements and story stand out from the background, making it more effective. The target audience for this poster is teenagers aged 14-18, who are most likely to be interested in a play about magic and badgers. However, one challenge I faced was that the background tower looked out of place. To overcome this challenge, I changed the tower into a school building, which improved the poster design. If I were to redesign this, I would make the silhouettes and design elements slightly smaller to ensure that the information about dates and prices is more visible. However, this poster is still visually interesting and effective because of the compelling story it tells.



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