

Put a spring in your step!

**Come along for a short
brisk walk on Mitcham
Common on Friday 11
March**



Joining a walk is a great way to get out,
meet new people and improve your
health – all for free!

Meet at the
Commonside Community Development Trust
office at 10.30am. We'll be back at around 11.30am
(The Trust office is opposite the Youth Club on South Lodge
Avenue in Pollards Hill).

Everyone welcome – just bring some old shoes and be prepared for the weather



For more information please contact Suzanne at the Commonside

Sutton and Merton
Primary Care Trust



Community Development Trust on 020 8764 58



**Put a
Spring
in Your
Step.**

Take a walk.

Joining a walk is a great way to get out, meet new people, and improve your health—all for free! So come for a short brisk walk on the Mitcham Common with the Commonsides Trust. Everyone is welcome, but be sure to bring old shoes and dress for the weather, and there's even free tea afterwards!

- 11 am to 12 pm • Every Wednesday from May 25 to June 29 •
- Meet at 70 South Lodge Avenue, Commonsides Trust office •

For more information: Suzanne at 0208.764.9582 or commonsides.net

**Commonsides Community
Development Trust**



Partnered by
Sutton and Merton **NHS**
Primary Care Trust

What did I change between these two posters?

Before I tell you what I've changed, compare the two posters. Which one is more readable? Why? Where have I used contrast, repetition, alignment, and proximity? What are the effects of those uses? What improvements could be made to the revised one?

The four principles in action:

- I **contrasted** the headline with the rest of the text in size and style. The picture also contrasts with the headline and body text in verticality and the horizontality of rest of the text.
- I **repeated** the style of text from the previous poster, as well as the way of giving the pertinent information.
- I **aligned** everything to the right including the major headline text. This left room for the giant spring, which is eye-catching.
- I grouped information by **proximity** again by putting a small amount of space between the headline and the sub-headline, but left lots of space between the sub-headline and the body of the text. Also the pertinent information is grouped and emphasized in both size and boldness.