

family funday

Wednesday 25 August

12-5pm



Admission
Free

Donnelly Green, Pollards Hill

Community Centre and Youth Club

football bouncy castle
massage african drumming workshop
clown & magic show
health activities police dogs
polka theatre drama workshop
henna tattooing face painting
DJ workshop
and much more....



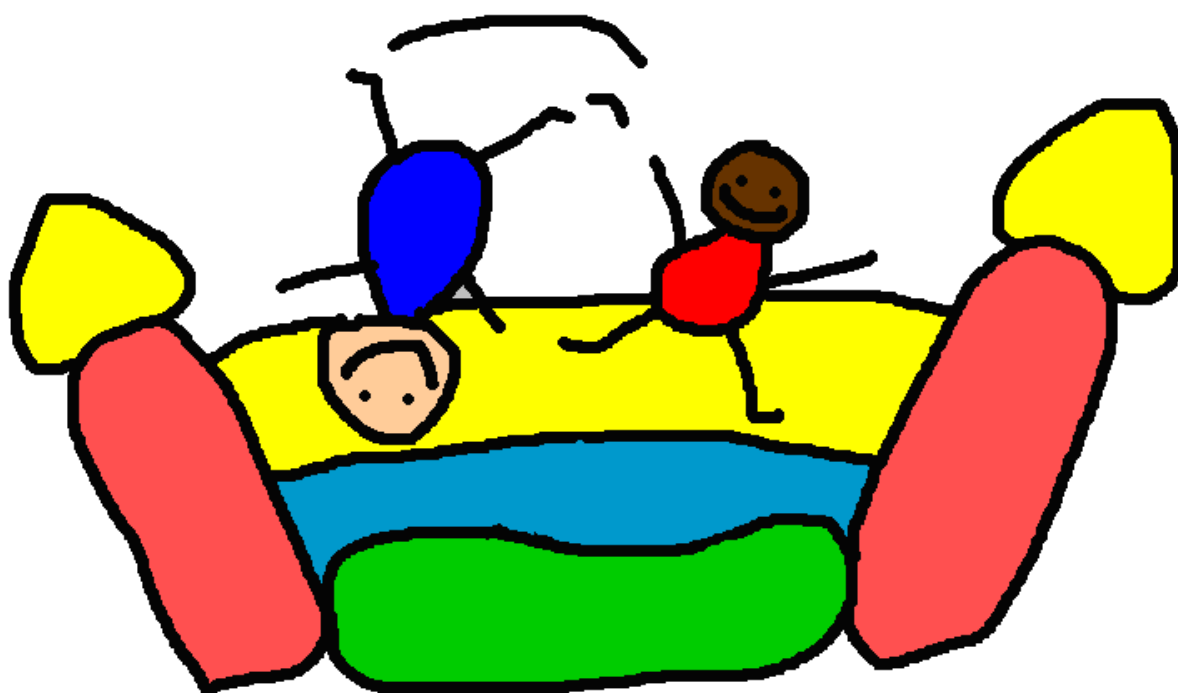
Commonsense
Community Development Trust



COMMUNITY
FUND
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niace
promoting adult learning





Free Bouncy Castle

If this sounds like fun to you, wait until you experience the clown and magic show, African drumming, henna tattoos, face painting, DJ workshop, police dogs, massage, football games, and much more—all at the Commonsides Trust's Family Fun Day.

FamilyFunDay

• 12 – 5 pm • August 25 • Donnelly Green, Pollards Hill •

For more information: commonsides.net or 0208.764.9582

**Commonsides Community
Development Trust**



Partnered by:



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. Also the picture's size and its multi-coloured aspect contrasts with the black and green text in size and look. The green text of "Bouncy" and "Fun" also contrast the black text on either side.
- I **repeated** the style of text in "Free Bouncy Castle" and "Family Fun Day" to reinforce their connection. I also maintained the same pertinent information style as in the other posters, as well as the "for more info," Commonside name, and sponsors' box.
- I **aligned** everything to the left, including the picture, although it's large enough that you can't tell. I also aligned the sponsors' box with the end of the Commonside name.
- I grouped information by **proximity** by putting "Family Fun Day" directly next to the pertinent information, but leaving lots of space between that and the Commonside name and the body text. Also the "Free Bouncy Castle" is grouped closely to the image to tie them together, and the green in "Bouncy" is tied to the green part of the bouncy castle picture.