



Wednesday the 1st of June

FREE

you are INVITED TO JOIN US FOR AN INTERNATIONAL EXPERIENCE!

COME AND ENJOY FOOD, ACTIVITIES AND MUSIC FROM AROUND THE WORLD AND HAVE FUN LEARNING ABOUT YOUR community!

**12-5 in Pollards Hill
Community Centre**



LONDON JUNG KIN OPERA ASSOCIATION

FLAG MAKING

QUIZ

MASSAGE

GAMES

MEDICINE DRUMS WORKSHOPS

PRIZES

HENNA TATOOS

HAIR PLAITING

POLKA THEATRE

FASHION SHOW

FOOD TASTING





Have you ever dreamed of travelling Around the World in 80 Minutes?

Now you can! Join the Commonside Trust in tasting free international food, competing for cool prizes, learning African drumming, listening to Australian story telling, learning Chinese opera dancing, getting henna tattoos, and much more at Around the World in 80 Minutes.

• 12 pm to 5 pm • June 1, 2005 • Pollards Hill Community Centre •

For more information: commonside.net or 0208.764.9582

**Commonside 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 major eye-grabbing question with the rest of the text by using 29 point Gill Sans Ultra Bold Condensed in the question and 12 point Gill Sans in the body text and bold 15 point Gill Sans for the event details. I also included, in 10 point, Commonsides web site and phone number “for more information.”
- I **repeated** the text style—Gill Sans MT—in the header and in the rest of the text. It matches the CCDT logo as well, and along with the alignment helps tie the whole thing together. I also repeated font colour, making it a very readable black on white.
- I **aligned** everything to the right, including the big globe icon and the CCDT name and logo at the bottom. Notice how this gives a strong line along the right for the eye to naturally follow.
- I grouped information by **proximity**, with the body text separated by spaces from both the major question and the pertinent event information.
- I also made the CCDT logo and name very prominent, with the partners' logos grouped by proximity in a box, small and off in a corner. This emphasizes the Commonsides name and associates it with the event; including this in your posters in the future would greatly enhance the public's name recognition for you.