

ARE YOU A LONE PARENT

LIVING IN THE COMMONSIDE AREA

**Would you like to become
a certified**

CHILDMINDER



Call Boel at
Parent Gateway
0208 764 9582

Join our 8-week
course starting
in September in
Pollards Hill
FREE of charge



Childminding Courses

If childcare is your strong point, why not become a certified childminder for free? Commonside Community Development Trust will be offering an eight-week long course in Pollards Hill starting in September for anybody interested.

• Time? • 8 weeks, starting in September • Pollards Hill •

For more information: Person at 0208.764.9582 or commonside.net

**Commonside Community
Development 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 picture with the headline, but contrast primarily occurs here through emptiness—the white space provides a large contrast to the words and image, providing a draw for people.
- I **repeated** the font style as usual.
- I **aligned** the image and headline in the centre, and everything else on the left.
- I grouped information by **proximity** by putting the headline close to the image, with everything else many spaces below. The pertinent information and body text are close together.