



PARENT  
GATEWAY COFFEE  
MORNING

TUESDAY 25<sup>TH</sup> JANUARY IN  
POLLARDS HILL LIBRARY FROM  
10-12

COME ALONG AND MEET OTHER  
LONE PARENTS

HAVE A CHAT OVER A CUP OF  
TEA/COFFEE AND FIND OUT  
WHATS GOING ON WITH FUTURE  
COFFEE MORNINGS IN 2005  
WE WANT TO HEAR YOUR IDEAS  
AND HELP IF WE CAN

CONTACT THE COMMONSIDE  
TRUST FOR MORE INFORMATION  
0208 764 9582



### Parent Gateway Coffee Morning

*Meet other lone parents at our frequent coffee mornings! Have a chat over a cup of tea or coffee and find out what's going on with future coffee mornings in 2005. We at the Commonside Trust love to hear your ideas and help with whatever we can.*

• 10 am to 12 pm • January 25 • Pollards Hill Library •

For more information: [commonside.net](http://commonside.net) or 0208 764 9582



## *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 “Parent Gateway” green text with the “Coffee Morning” black. Additionally, all the white space contrasts with many other ads
- 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 *except* the coffee cup and “Parent Gateway Coffee Morning”—the break in alignment draws attention to that element. Also the centred alignment with all the white space draws lots of attention. Notice, too, that this centring has strength derived from the steam from the cup that emphasizes the up/down aspect.
- I grouped information by **proximity** again by putting the Parent Gateway Coffee Morning near the coffee cup, while the rest of the text went alone. Also I maintained spaces between further information and the other information.