

Poster Iterations

For this part of the project, we were tasked to make a poster to present our concept on the first project showcase on April 7th. Our client is Studio Krom and with the project of accessibility for COGNITIVE people. We chose as a group the topic of Dyslexia to further research and choose as our final topic.

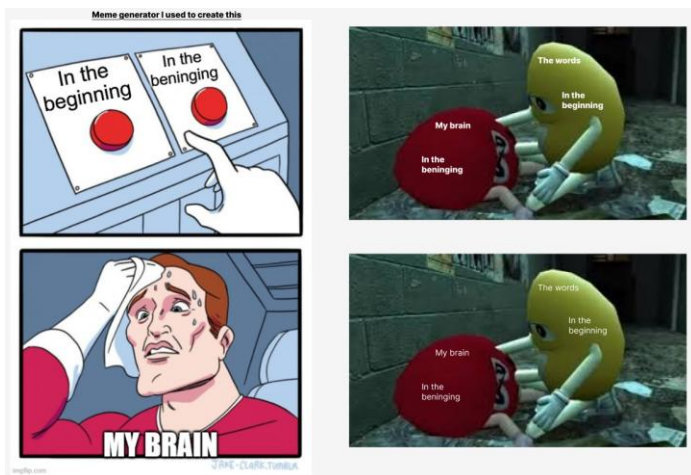
My group went to look for their own poster concepts to we all can make a poster that we could further improved later.

These are the concept posters I gathered:



I wanted to try to make the poster more meme like. Since we want to create a web game that makes non dyslexic people feel/know how it is to be dyslexic. We also wanted it to be catered to all ages from adults to kids.

With this while my groupmates make other iterations/versions of their posters I wanted to see if I could make my posters more meme like to cater to Gen-Z and below.





These are the first “poster” or meme like post I created to have more of a direction I wanted to go with representing dyslexia. I also made a probably a somewhat more appropriate for all ages type of poster.



This one is slightly more toned down where it “tricks the user to misread the word “read” and a nice playful take to also search for the word “Reab” in the cereal bowl.

I went to Chris to further ask him feedback about the posters I made.


Checkpoint 3 Chris - Project feedback 27-03-2025 

**Alcantara, Jerryl J.** 9 days ago

Today I showed Chris the poster prototypes I am making for the group project. While raising awareness for dyslexia, I wanted to also make it kind of fun and meme style.

I created 2 prototypes to show and while Chris might have not understood the memes he did somewhat understood the concept. He told me to decide if we want the posters to be more visual so it would grasp users/peoples attention or have something they would need to read to experience how it's like to be dyslexic.

I will further try to make more poster around the concept of visuals to try and grasp more attention. Also it would be better to also user test them to see the results if the posters does work or not.



Describe what goes well according to your teacher, what you should pay more attention to and what is your next step to achieve the learning outcomes...

Post feedback

After receiving the feedback from Chris, we chose as the group to be more visual with the words to represent the concept of dyslexia.

Andy and I both created a poster based on this feedback.

I created the posters on the left. I wanted to keep the yellow/orange color to have some sort of call to action or something to call the users to the poster. I also thought about making it with the Studio Platealea colors to test how it would look like with the branding colors.



Feedback for these posters:

Checkpoint 9 Concept Poster Feedback 31-03-2025



Alcantara, Jerry J. 5 days ago

Josh likes the concept of the poster, noting that it is an eye-catcher. However, the phrase "You can try!" suggests that it is an event or advertisement, which does not accurately represent dyslexia. Penny suggested incorporating keywords related to gaming to better raise awareness. The agency logo should be added at the bottom.

Josh pointed out that a lot of space is wasted with the bottom graphic, whereas the top graphic is effective and visually engaging. He also mentioned that the bottom graphic introduces dyslexia rather than the project itself. Penny added that the bottom section includes too many displayed symptoms—eight in total—which makes it unclear what to focus on. She suggested selecting just one to highlight. Josh emphasized that the focus should be on the concept of the game rather than the cause behind it.

To improve the visual approach, it was recommended to use an image from Unsplash for the top section to better represent dyslexia. Additionally, the poster should clearly communicate that the game is not specifically designed for people with dyslexia. Finally, any claims made should be supported with sources to ensure credibility.

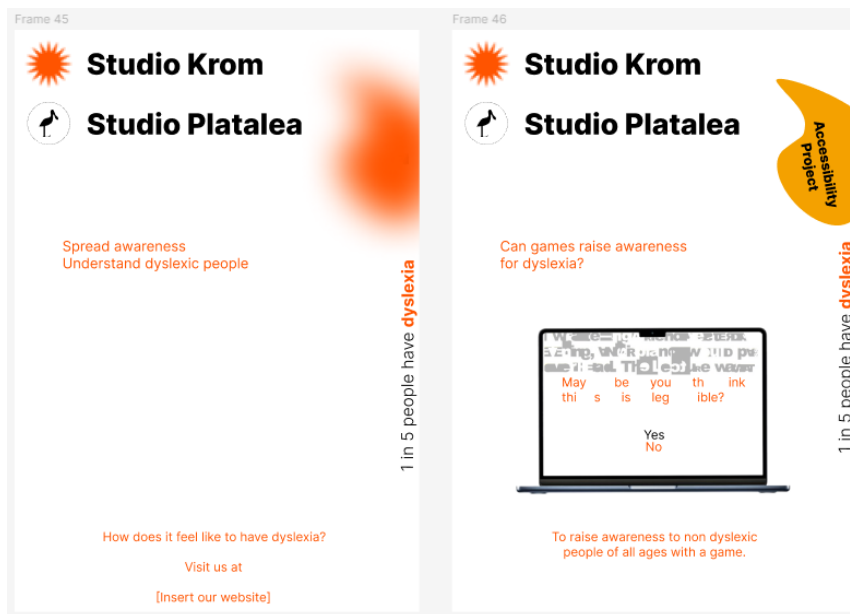
Feedback after the new poster:

The feedback suggests adding key details to the poster, including mentioning that the project is for Studio Krom, introducing the team, and clearly stating the concept, such as "Making a game that makes you feel dyslexic" or "Can games raise awareness for dyslexia?" It was also recommended to include visuals if needed.

Additionally, it was noted that the current posters are more suited for advertising rather than providing information. While they are not useless, they may be more useful later in the project for promoting the game rather than serving as an informative piece at this stage.

It seems like the posters we were trying to make especially mine was very advertisement like which is not the point for this whole poster project. What they would like to see is who we are working with, what is our project, who we are, what is our concept?

We went back to the drawing board to create another poster as a team.



On the left side is what Alexa made to have a start of a new poster. She choice the colors of Studio Krom to show that we are also working with them. I then added a laptop and some sort of “game quiz” on it to help show our web game concept for the game and added what our project is about which is an “Accessibility Project”.

Since the days were coming closer for us to print the posters, I went on a Tuesday to ask for more feedback. I asked Pennie and she told me to do some user testing with 2 of her students from semester 2.

Checkpoint 10 feedback on poster pennie + s2 students 01-04-2025



Alcantara, Jerryl J. 3 days ago

Pennie and two other students participated in user testing. They suggested replacing the laptop image with something more game-related, such as a Nintendo Switch or Steam Deck, to better align with the theme.

Additionally, they felt that the poster was too empty and needed more information or elements to make it more engaging. The color choice was considered too light, making the text less readable, so they recommended making the words bigger and bolder.

One key observation was that viewers noticed the laptop first and overlooked the question on the poster, suggesting that the visual hierarchy needs adjustment to ensure the message stands out more clearly.

Based on the feedback we made some changes. With the help of Dirk on Wednesday we were able to finally come to a final version of the poster.

On the left I wanted to try to make it more game like but, we felt as a team that having a score board and just a play button wasn't the right decision to do since we wanted to represent it as more of a web game.

While I was making that Andy made somewhat of a new poster with more information of what our concept is and adjusting somethings visually.

On the final poster I created somewhat more of a better representation of a web game which was inspired of a quizlike gameshow. With the help of Andy, we ended up making it more visually pleasing than the first version I had.



After printing the poster:

We may or may not accidentally printed the poster on A0 🤖

