

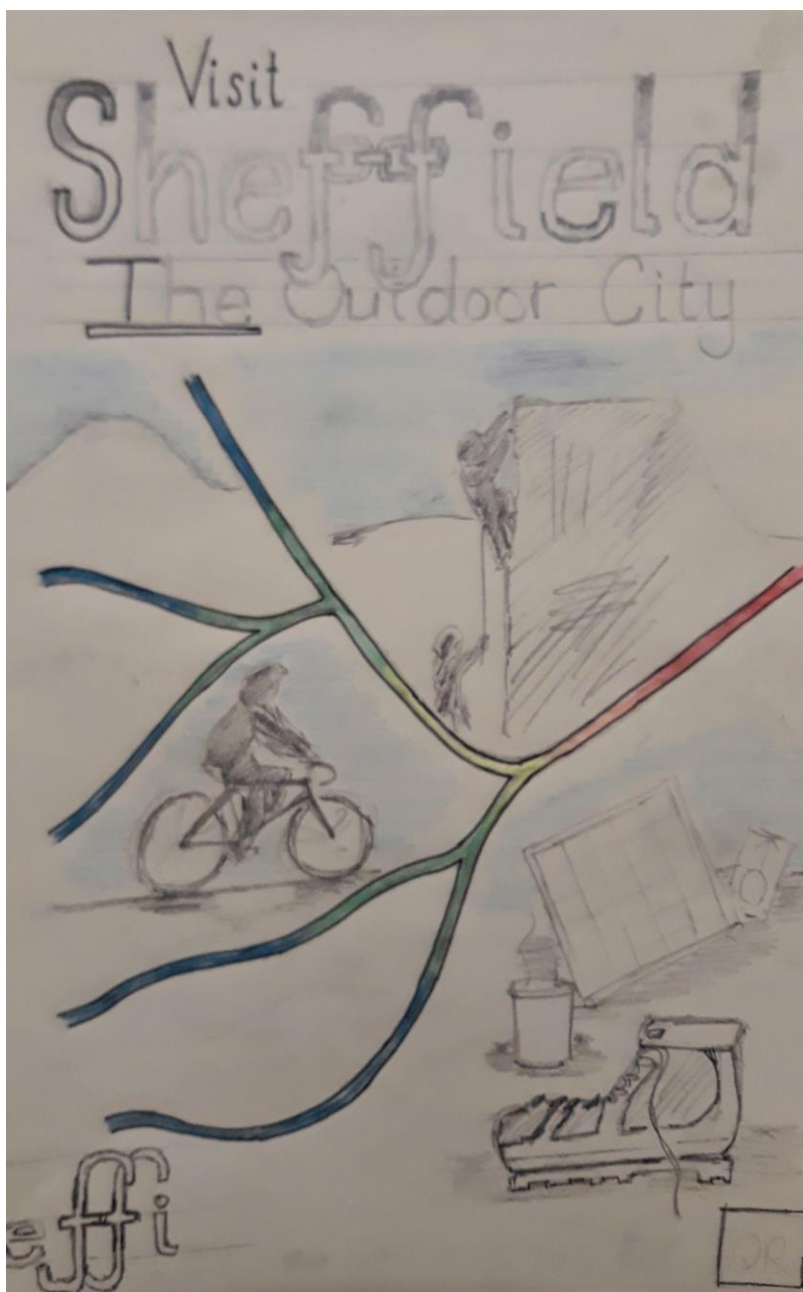
L.O. To finalise a design for an effective tourist poster.	What I think	What my teacher thinks
Remember to:		
Create a simple, attractive design, based on the draft.	☐	☐
Use simple language to engage potential visitors.	☐	☐
Create the poster around a theme.	☐	☐
Think about potential shapes, colours and symbols.	☐	☐

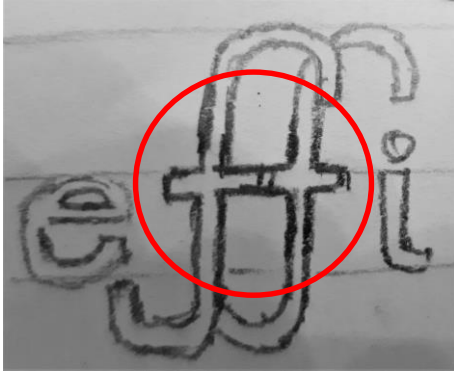
Your task for today is to finalise your design for a tourist poster to be placed in Heathrow Airport on behalf of 'Welcome to Sheffield'. The poster should focus on a particular aspect of things to do in Sheffield, e.g. *The Outdoor City*, *City of Culture*, *Sports City*, etc. Again, we are not looking for a finished poster – what we need is a final draft, so that you know exactly what you are aiming for. It's a final chance to test ideas!

The poster should be bright, colourful and simple – few words, clear images.

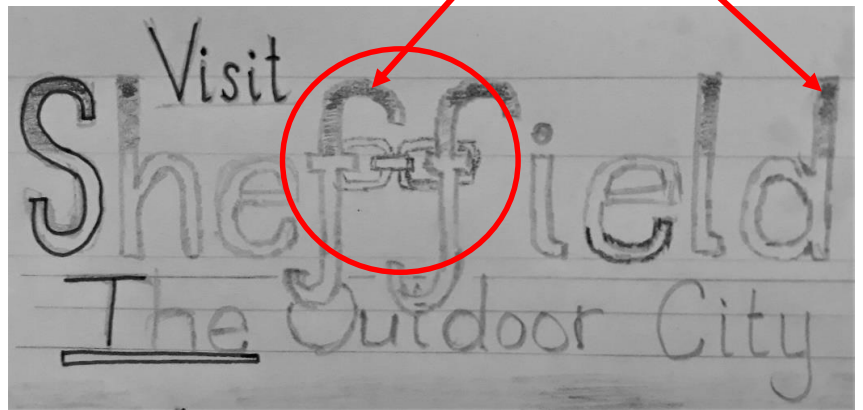
Over the last week or so, Mr. Gamage has added to his initial draft design, and it now looks like this;

Over the page are extracts from the poster, with an explanation as to what they are about.





Trying different ways of spacing the 'ff's in Sheffield.



Experimenting with letter shading.

Sketch out different activities.

Simple representation of landscape.

