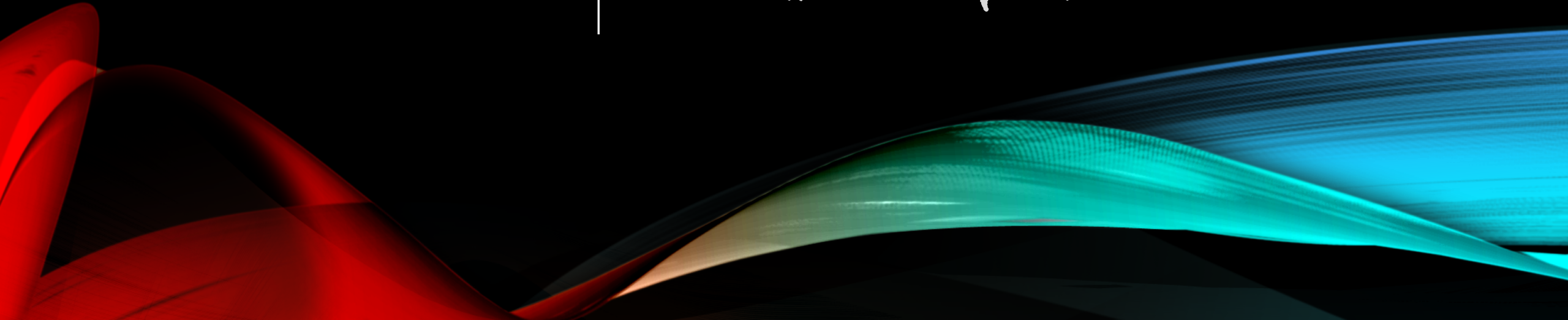


Atishay Jain

DEMOCRATIZED ART

MAKING A POSTER



JOURNEY

- Feeling like an imposter
- Looking at the roster
- Using a coaster
- Into the toaster
- Being the booster

MAKING A POSTER

WITHOUT BEING AN ARTIST OR A
DESIGNER



FEELING LIKE AN IMPOSTER

The background features a black field with dynamic, flowing waves of red and blue. The red waves are concentrated in the bottom left corner, while the blue waves sweep across the top and right sides. The waves have a soft, ethereal quality with some internal texture visible.

LOOKING AT THE ROSTER

THE PSYCHOLOGY OF FONTS*

*What font to use for your event's website and why

Top 5 serif fonts

Times New Roman
Bodoni
Georgia
Garamond
Baskerville

Serif
Corporate events

Associations

Reliable
Impressive
Respectable
Authoritative
Traditional

Top 5 sans serif

Helvetica
Verdana
Arial
Century Gothic
Calibri

Sans Serif
Conferences & Seminars

Associations

Universal
Clean
Modern
Objective
Stable

Top 5 slab serif

Rockwell
Courier
Museo
Clarendon
Bevan

Slab Serif
Festivals & Concerts

Associations

Bold
Strong
Modern
Solid
Funky

Top 5 script

Isabel
Zapfino
Pacifico
Lucida
Brush Script

Script
Dinner & Cocktails

Associations

Feminine
Elegant
Friendly
Intriguing
Creative

Top 5 modern

San Francisco
Eurostyle
Modernism
Matchbook
Politica

Modern
Private Events

Associations

Exclusivity
Fashionable
Stylish
Sharp
Intelligent

Sources:

<http://usabilitynews.org/perception-of-fonts-perceived-personality-traits-and-cues/>
<http://www.onestrap.com/2011/12/13/the-psychology-of-fonts/>

Created by:

weemss
The Intelligent Brand Management Software

COLOR EMOTION GUIDE

OPTIMISM CLARITY
WARMTH

FRIENDLY CHEERFUL
CONFIDENCE

EXCITEMENT YOUTHFUL
BOLD

CREATIVE IMAGINATIVE
WISE

TRUST DEPENDABLE
STRENGTH

PEACEFUL GROWTH
HEALTH

BALANCE NEUTRAL
CALM





USING A COASTER



poster



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movie



background

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design



campaign



typography



wanted



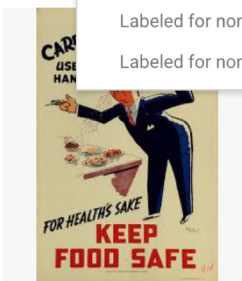
creative



color



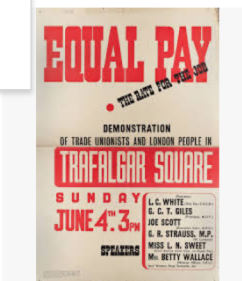
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ROSTA posters - Wikipedia
en.wikipedia.org



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Travel Poster: Phobos and De...
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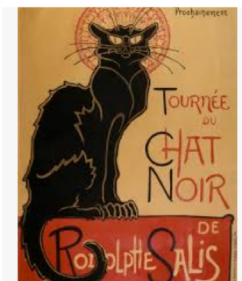
Madam Ada Castello and Ju...
en.wikipedia.org



Visual Culture and Public He...
nlm.nih.gov



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Le Chat Noir - Wikipedia
en.wikipedia.org



SEATO Poster | PICRYL
picryl.com



File:1930s Japan Travel Post...
commons.wikimedia.org



Public Health Posters ...
nlm.nih.gov



INTO THE TOASTER



Public Speaking needs practice and preparation

FAIR OAKS TOASTMASTERS

OPEN HOUSE

January 27 2019 | 11:30 AM
Murphy Park Club House
Sunnyvale CA

THE BEST PLACE TO LEARN TO SPEAK!!!



HAPPY HOLIDAYS

Themed meeting
with White Elephant

16 December 2018

Fair Oaks Toastmasters

Murphy Park Sunnyvale

Sp Adobe Spark



BEING THE BOASTER

THANK YOU

- Images:
 - <https://unsplash.com>
 - <https://flickr.com>
 - <https://pixabay.com>
- Tools
 - <https://canva.com>
 - <https://spark.adobe.com>