

Visual Design of a Poster and Its Variations – Start-Up & Advertising Media

Context:

You are tasked with creating a **coherent advertising visual identity** for an innovative start-up by designing a **digital poster** suitable for real-world urban advertising and promotional adaptations.

Phase 1 – Strategic Planning

Provide a **project brief** summarizing the following:

- Name of the start-up and main activity
 - Communication goal of the poster (e.g., customer acquisition, brand awareness, product launch)
 - Target audience (profile, expectations)
 - Key message to convey
 - Chosen display medium for the campaign:
 - Real-world formats: bus stop, subway, storefront, roll-up banner, web banner, etc.
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Phase 2 – Digital Poster Design

Create a **professional digital poster** in A3 format or equivalent, aligned with advertising design standards.

Design constraints:

- Catchy title or slogan
- Strong image or illustration
- A color palette of **2 to 3 consistent brand colors**
- A maximum of **1 to 2 typefaces**
- Clear **visual hierarchy**
- Essential information: date, contact, website, QR code, etc.
- Clear **call to action (CTA)**

Deliverables:

- High-resolution digital poster (PDF or JPEG)
- **Realistic simulation** of the poster on the chosen medium (e.g., photomontage in a bus stop, subway, storefront...)

Phase 3 – Visual Adaptations (Promotional Items)

Apply the graphic identity to **at least two promotional items** related to the start-up, chosen from the following:

- Reusable cup
- USB key
- Tote bag
- Badge
- T-shirt
- Notepad, etc.

Deliverables:

- **Mockups or digital visuals** of the items, incorporating the logo, slogan, or design elements from the poster.
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Phase 4 – Justification & Presentation Document

Write a **summary document** including:

- Your graphic choices (colors, fonts, layout, visuals)
 - Adaptation to the target audience and display medium
 - Coherence between the poster and the adaptations
 - The overall logic of the visual campaign
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Final Submission Format:

- Complete **PDF or slideshow presentation** (e.g., PowerPoint, Canva, Figma...)
- Digital poster (.PDF or .JPEG)
- Poster visual in context (real-world medium)
- 2 promotional item visuals
- Justification text

All elements must be gathered in **one compressed file** (.zip or .rar)