My CD design was meant to exemplify the images associated with the band name and album name: Neon Indian, Sound of Color. I found a great image of colorful lasers as well as a tribal pattern image to use as the background of the front and back. Both of these represent the feeling of the music—bright and fun. I also found black silhouettes of people dancing and included those in my image to show that this music is dance music. By using these images on both the front and back, I created repetition. I used white lettering on a black background to create contrast and draw attention to the band name on the front. I also used the same curved line for the hill on the back and the black shape on the front: another example of repetition. I aligned the track titles in the center to grab attention.

For my event postcard, I found some simple images of flowers on white backgrounds and modern looking fonts to create a fun and easy to read design—since it’s so small, I didn’t want to add a lot of complication. I used a lot of repetition with my color choices. They were all tints of a red and a green I took from one of the flower images. I used the rectangles to create an alignment that was logical and easily read. I kept the text simple and to the point. The red and green created contrast as did the bold flowers on the white background. I took one flower image and copied it a few times to create repetition. I overlapped the largest flower image with some of the text to create an interesting design.

For my business flyer, I wanted to create a design that produced a sense of calm. I used three different fonts, creating contrast while still maintaining repetition. I also aligned the text in different areas so that it made logical sense and also was interesting to read. I kept a lot of negative space in the design to create a sense of openness. To create contrast and repetition, for my font and image color, I used mainly black and white with a bright yellow green. I used this color to highlight important information such as membership fees, the company logo, and the website name. I found an eye catching image displaying yoga and placed it behind the yoga class information to show the quality of yoga being offered. I wanted to attract an audience who would be respectful of the values of my business.