

# Visual Communication

## Visual Journal 2

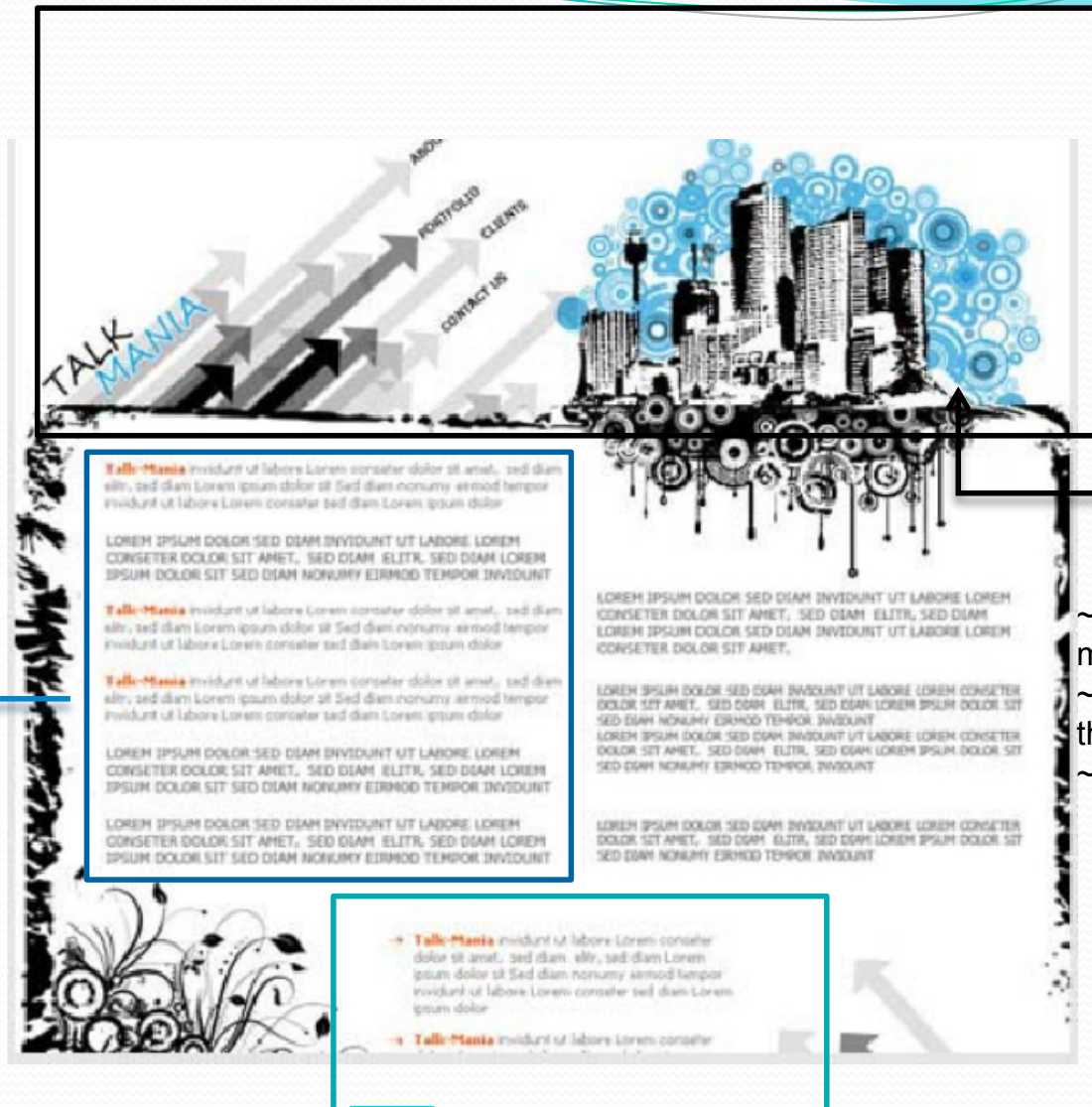
### Group Members:

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# Image 1



~ not consistent.  
~ Some paragraph wrote with capital letter.  
~ not using the same fonts.  
~ all the word have enough flashing or bleed.

~ not attractive  
~ not well-arranged

~ good in term of not more than 5 colors  
~ not suitable to the theme  
~ image color are darker

~ not good  
~ not using in the same column

# Image 2

- ~ Use more than 5 color.
- ~ Image color are brighter.

- ~ Good proximity
- ~ Well arranged.
- ~ Same elements are grouped together.

- ~ More consistent.
- ~ using the same font.
- ~ All the words have not enough flashing or bleed.



- ~ More organized
- ~ Title are using bold font.
- ~ All sub-title are using the same color and it point out an important point with bold fonts.

# Typography design & font

- Image 1:

- ~ Not consistent.
- ~ Some paragraph wrote with capital letter.
- ~ Not using the same fonts.
- ~ Have enough flashing or bleed.

- Image 2:

- ~ More consistent.
- ~ Using the same font.
- ~ Not having enough flashing or bleed.

# Layout design

- Image 1:

- ~ Not attractive.

- ~ Not well-arranged.

- Image 2:

- ~ Good proximity -same elements are grouped together.

- ~ Well arranged.

# Color balance

- Image 1:

- ~ Good in term of not more than 5 colors.
- ~ Not suitable to the theme.
- ~ Image color are darker.

- Image 2:

- ~ Too colorful - use more than 5 color.
- ~ Look brighter – attractive.

# Consistency (Font, alignment, color and etc.)

- Image 1:

- ~ Font is not consistent.
- ~ Alignment is not consistent – from two columns to one column.

- Image 2:

- ~ More organized.
- ~ Title are using bold font.
- ~ Using the same color for the title.
- ~ Important points are highlighted with bold fonts.

# Our perspective and argument

- Image 1:

- ~ Does not show any creativity and its hard to deliver messages.
- ~ From the layout itself is too simple and does not use colorful background yet it only use black, white and light blue.
- ~ Font use and size need to be adjusted because it's difficult to read, and doesn't know where to focus on.

- Image 2:

- ~ This layout design are too colorful and it show whose are the one who interviewed.
- ~ Added some image that could deliver message to other people to know what is this about.
- ~ Keep attract people to read, find out and stay focus.





END