



Poster Design

Topic Chosen

A thorough research was done on the UNICEF website, and after going through all the topics, I have chosen to do my poster on **Gender Equality**.

Medium used

The medium used was **Poster colours**, and I have done on box board sheet.

Colour scheme

I have gone with a monochromatic scheme for majority of poster (**shades of brown**) for maintaining neutralism in the topic, and also it will aid in emphasizing the main focus of the poster.

EQUALITY

unicef 



Research & Concept

UNICEF says gender equality "means that women and men, and girls and boys, enjoy the same rights, resources, opportunities and protections. It does not require that girls and boys, or women and men, be the same, or that they be treated exactly alike."

The concept of my poster is on similar lines. It is more about how between man and woman there must be equality, but in order to achieve that both have to work toward that.

Concept that I have tried to achieve is simple, and the work is also towards simplicity. Message is being covered through emphasis.

Design Principles used

Gestalt's Principles

- Principle of Closure
- Principle of Similarity
- Principle of Symmetry

Principles of Design

- Emphasis
- Variety
- Negative space (white space)
- Movement

Elements of Design

- Texture
- Colour
- Forms

Other principles used to create effective design: Natural and organic texture, multi-dimensional, visual illusions.

Breaking down the poster



The Handprints

I wanted to represent man and woman in my poster but I wanted to show **no difference** between them even using colours so I have used **neutral** colour brown.

The handprints here belong to my **mother and father**. I had their hands coloured in **burnt sienna** and textured on the sheet.





The Typography

The word **Equality** was done by hand with a slight black shadow. The **Unicef Logo** was photoshopped.



The Human Figures

I have attempted to do minimalist human sketches- no detailing in faces.

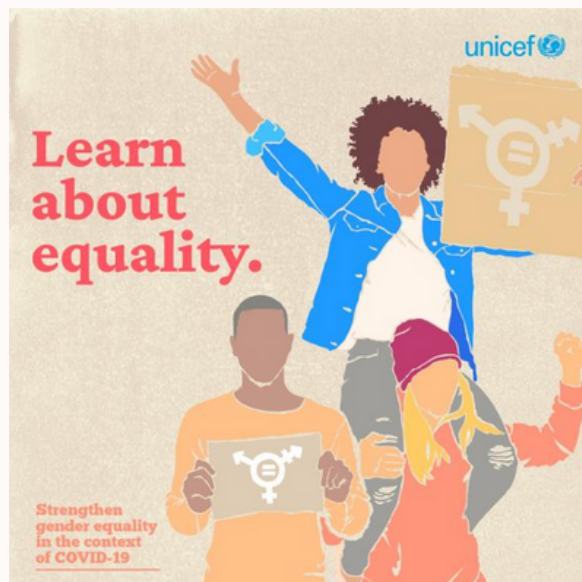
When it came to the clothes, I did not want to grab the attention away from the main concept and hence I have used Closure property from Gestalts Principles and did it. The idea is also that without sketching or painting the clothes the viewer should still be able to visualise it.



The Main Focus

The concept was that the man hand and woman hand unite to work toward and achieve **gender equality** and I have put the symbol of that.

The reason I have put blue as the center of focus has two reasons- one, I wanted to use a colour different from the rest of the colour scheme to direct attention here (**emphasis** used here as **POD**.) I wanted the viewer's eye to get attracted to the blue part first. The other reason is that when I was doing research on similar posters on gender equality by UNICEF, they had used blue in atleast one element other than the logo and I wanted to maintain the same.



An existing poster by UNICEF on gender equality.



The Textured Border

For giving an interesting element in the poster, I got some flowers from the garden in my house and used the petals to create the borders.

The petals also somehow were matching the general colour scheme and didn't overpower the entire illustration part.

Conclusion

I have tried to convey the message of Gender Equality in the poster, and used various elements to achieve the same. A big challenge I faced was to apply the various design principles and get a solid completed poster. Nevertheless, I have tried my best to maintain simplicity and to convey the direct message to the viewer.