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Justification

The poster I created is for the Sawdust Festival, which is a nonprofit organization that helps promote art awareness in Laguna Beach, California. I chose the black background in order to neutralize the background and make the information on the poster stand out more so people pay attention to it. The picture is a picture from the Sawdust Festival last year so people know what to expect. I chose to put a cutout of a hand in my design because all of the artwork at the festival is hand made in order to promote art awareness therefore I wanted to draw that element into my design to enforce the hand made aspect of the art. I inserted a picture of a crowd into the hand because the handmade art is what draws the crowds and controls the crowd. The hand symbolizes the control the hand has over the entire festival: the power of purchase by the consumer, the power of design and creation by the artist, and the handmade quality of the art.

The colors I chose for the text are a golden yellow and an orange. I chose them because they pop against the black background and they compliment the pictures in the poster as well. The font I chose is playful as well as serious, complimenting the feeling and the purpose of the art show. Overall, the layout is very organized in order to create the sense that the show is going to be organized as well in order to attract visitors who are worried about the hectic quality of many art shows in California.