

# Interactive media design: Poster

## Why?

After the poster exhibition we received feedback from students and teachers. Based on that feedback we decided to change our concept to a game that is fully 18+, since the majority prefers that.

I created a new concept poster to better communicate the direction we're going for. A concept poster can spark interest and clarify the concept.

## How?

I made the poster in Photoshop and added my own design to the concept poster, since we decided to go for my design. I made sure the poster is in the same design as the box: a colourful and animated design. Based on the target group's feedback I added even more NSFW stickers to the poster to make it stand out even better.

## What?

The poster highlights the box, since that's the thing we want to promote. At the bottom there's a QR-code visible that leads you to a website where several insights are visible that lead us to this concept. Giving the users more insight.

- I added more NSFW stickers to make it stand out more based on the target group's feedback.

## So?

With user's feedback during the exhibition and during my own poster testing I've created a poster that clearly communicates our new, cheeky concept that makes our product/concept stand out.



Some questions bring you closer, other questions might ruin friendships...

# FRIENDS with "BENEFITS"

18+

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