Keukenhof daytrip post designs

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Brief

I got asked to make a few designs to promote an upcoming field trip to Keukenhof with PROXY. I said yes because I love designing and I haven't done it in a while. The brief I got went as follows:

Info on post:

- Trip to Keukenhof
- 18th of April
- Meeting time: 9:30am
- Back at 7:00pm
- Contribution members: 10 euro
- Contribution non-members: 15 euro

Design formats:

- An Instagram post, 1080x1350 / 4:5
- A TV post (for tv's around school) 1920x1080 / 16:9

With that information I went to work on the designs.

Research & inspiration

I wanted to know what a general post for a trip would look like. I assumed it would be something quite visual or an actual image that represents the place. I looked up trip posters and flyers and here's some that I found:

The one on the left is actually a post from PROXY and it's the one that I took the most inspiration from. I also took inspiration from the one in the middle which has like a pile of things that you can relate to the trip.

First iteration

Going off of that, I decided to go with two different directions. I would choose 2 differing backgrounds to use in the post.

One of them will have a regular image that's free for use on the internet of Keukenhof, the other one will have a windmill on a hill of tulips with a dutch flag and some other elements of Keukenhof on it.

I tried out both and made a first iteration and this is what they looked like:

Feedback

I showed this to my colleagues at proxy and asked them which one they liked best. They said they liked the left one better because it's a bit more natural of an image. They also gave me some other feedback. Here's some of the main things I heard:

-   Design is nice
-   Proxy logo is not too visible
-   Left image looks better
-   R10 text is repetitive

I agreed with all these, so I decided to rework the text a little bit. I also decided to add icons to make it a bit clearer and space out the text a bit more.

Iteration 2

I also added margins to the design and pushed every element up against the margins to make the post feel a bit more structured and balanced. To make it a bit more 'proxy-like' I used the purple brand colour as a text box to highlight the text more. It wouldn't be readable if I hadn't put that triangle there. Here's the second iteration:

Feedback

I once again went to my colleagues to ask for feedback on this design and they certainly did. Personally, I thought this post was well balanced and looked okay as is. The main points of feedback were:

- Design is nice
- Logo might need new placement
- Place price sticker elsewhere

Third iteration

I didn't agree with the feedback, so I implemented the feedback to show why it wouldn't really work in my mind. This is what I made:

As you can see the post feels a bit off-balance now and the logo also looks quite awkward up there. I managed to convince my colleagues that the previous version is nicer and they went with that one luckily.

TV version

I went with my second iteration and resized it to fit on a tv screen. I just reframed it a bit. I made the text bigger, changed the shape of the triangle slightly and changed the size of the margins slightly and I also removed the text below the price sticker, because it wasn't readable. This is what came out of it:

My colleague, Tamer, told me it was good and approved of both the posts.

Reflection

I think designing the posters went well and the professional process around it as well. I communicated well with my stakeholders and kept in touch with them to ask for feedback for every design proof and see what they would like changed. I also made sure to show my expertise and not just follow feedback blindly. I even managed to convince them that a previous design was better.

I think my design could've been a bit more flashy or fun, but I didn't really have the time to make anything more than this, because the task was given to me on short notice. Still though, I am happy with the result and I'm always happy to see my work being used by others and shown elsewhere than on my screen.