# Poster iterative design

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# Self-portrait poster

I saw a lot of students and teachers put up self portraits and posters on the wall and I wanted to make one myself, this is what I made.

# Design style

I based my poster design on the Persona 3 Reload style, the same style I'm using for my portfolio. I've been studying the style extensively, trying out different things, made moodboards watched videos and even found one of the original fonts used in the game.

## Design pattern research

This semester, I'm basing my portfolio off a very stylized game called Persona 3 Reload (P3R for short) it's part of a long ongoing franchise of Japanese games that are well known for their exceptional music style and UI design. They have a very strong style that is prominent throughout the entire game. I have recently been playing Persona 5 Royal but P3R has me even more intrigued, because of its blue colour, bold typography, and the amazing music.

### Moodboards

When I first started researching the style, I made a moodboard about P3R. I wanted to know things like how the compositions are formed, the typography and colour usage, how small text was integrated into this style and in general, how the UI is formed. I gathered images for all these things and made this moodboard.

## Videos

I watched videos on how the style was implemented in other ways like on posters and how the animations are done. These videos will be more useful when I want to implement these into my portfolio.

These are the videos that I watched to help me gain inspiration:

[How persona combines 2D and 3D graphics](#)

[Persona 3 Reload - Menus](#)

## Conclusion

From this research that I've done I can say that I understand the style pretty well. I'm still learning about it but for the most part I think I understand it. These are the things I have learned about the style.

- **The colours that P3R uses are mainly blue, black white and red.**
  Blue is the main colour, and they use different shades of it for more depth. Black and white are mainly used for typography and jagged shapes. Red is used as a highlight colour or call to action.

- **The typography P3R uses in the UI is very bold** that is usually closer together than most fonts. The kerning is small on the font which makes the letters connect in some instances. **They also use a lot of Italic text.** To give it a sense of depth, the italic text is sometimes angled in such a way that the lines are standing straight up. The italic black font is the most used font and it's used everywhere.

- **The iconography is very bold and have sharp lines**. There's a clear distinction between icon and background and they don't blend in with each other. Sometimes icons have two or three layers to them to highlight them. Examples would be the hover animation from the pause menu.

- **The characters are the focus of the composition**. They stand out the most and have a very sharp contrast with the background but sometimes they also blend in parts of their outfit with the background which adds a really cool effect.

# Poster

I made four different versions of the poster. The first one I made was this one:
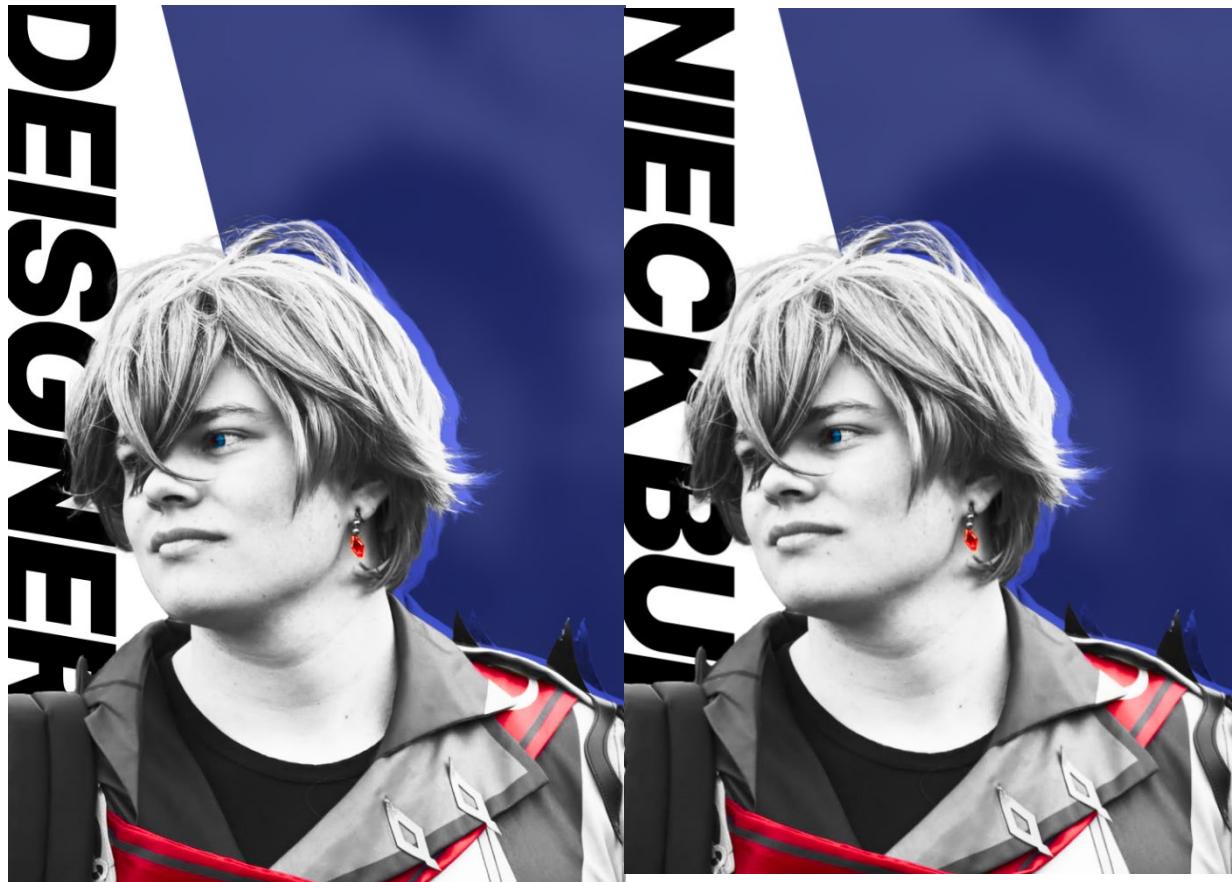


*2 first poster iteration*

*1 second poster iteration*

As you can see it doesn't have much content except for my face and the text 'designer' and it doesn't include my name or anything like that. I wanted to add more and especially add my name because the balance is a bit off. I tried adding my name to it but the text got cut off so you could only read 'Nieck Bu'. The poster also felt kind of out of balance because of the size of my picture so I tried a different picture with more room for other text.

**This is the third iteration of the poster**, and it has a lot more things going on. It's more descriptive of me as a person and I'm also not taking up the majority of the poster. I decided to go with a white bar that slashes through the middle which gave me a lot of room to put my name on there. I intentionally cut off the text a bit because that's part of the style.

I also added the text 'designer' again and added an effect over it to have a transparent look when it's hovering over my arm. I added this because I wanted to show what I like doing in this study.

Finally, I added a small pop-out text saying, 'local cosplayer!' to tell others that I'm a cosplayer in case they couldn't tell from the picture.
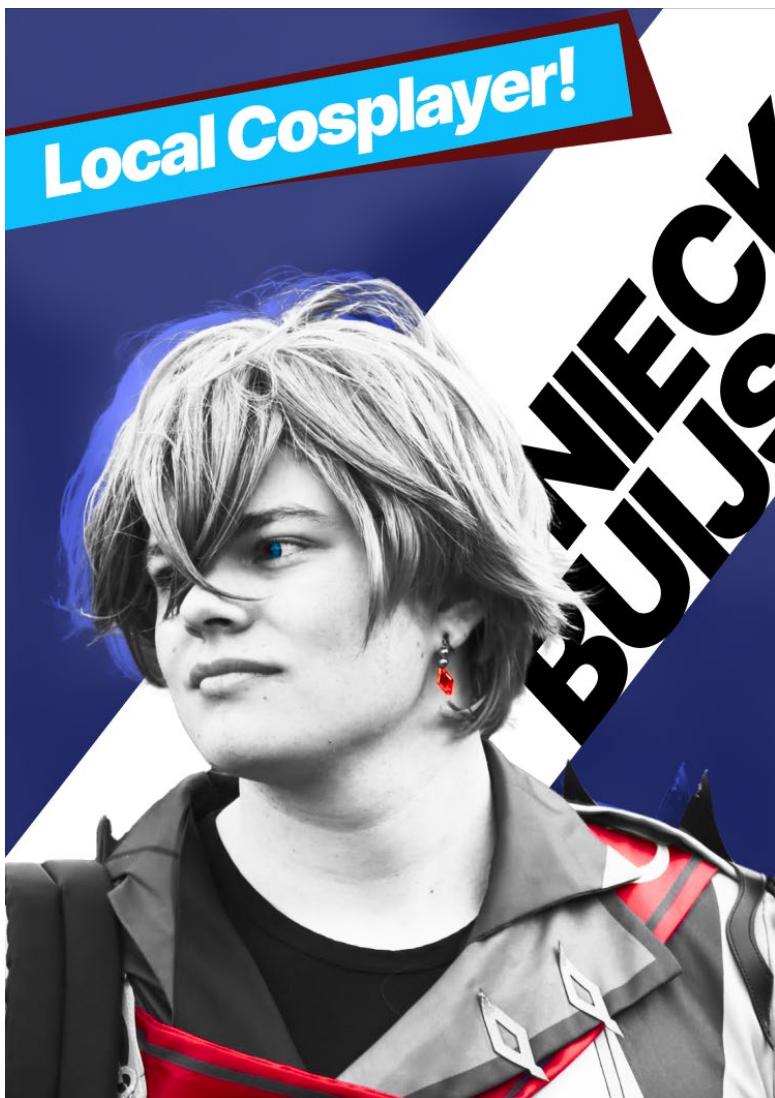
For the fourth iteration, I used the previous image again. I realized the other one didn't show my face much and I do want people to recognize me when they see me on campus. My personal favourite was the third one. I went to maikel and asked for feedback on the posters. He said the third iteration looked best because it was nicely balanced.

## Reflection

I think the poster came out great. I wanted it to stand out from the rest and I think I succeeded in that. Using the persona style not only made it stand out, but it also helped me learn how to apply the design style of persona. I think it was a good decision to make three posters instead of just jumping in one direction. It helped me experiment with it. Next time I will broaden how much I experiment with different designs because these all looked quite similar. But overall, I enjoyed making this poster and learned a lot from it.