

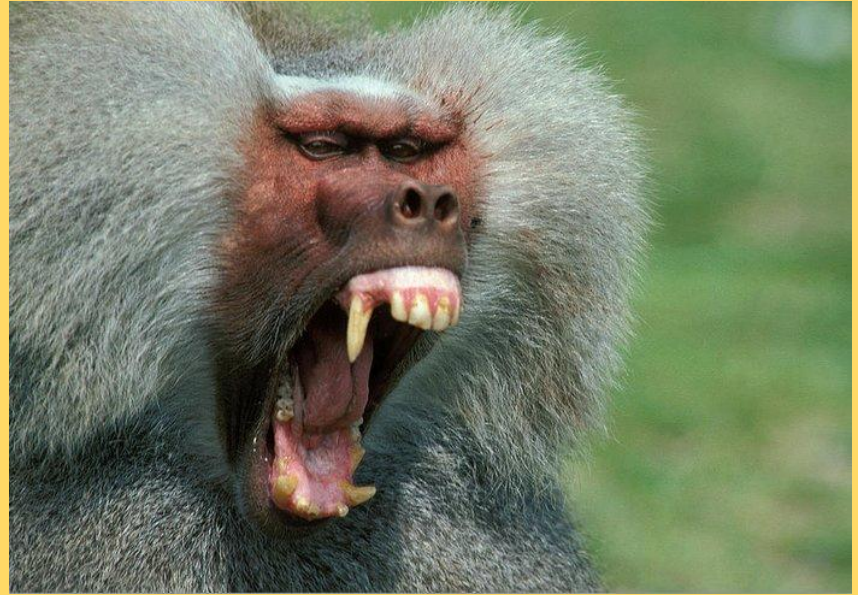
Visual Communication 1
Project 2 | **Poster**

HAMADRYAS BABOON

by **Ong Jia Ying**

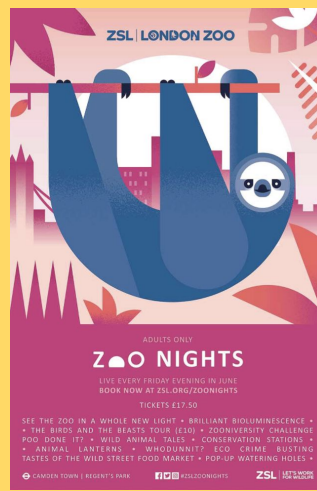
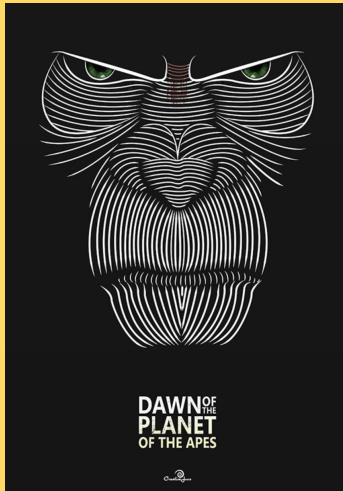
RESEARCH

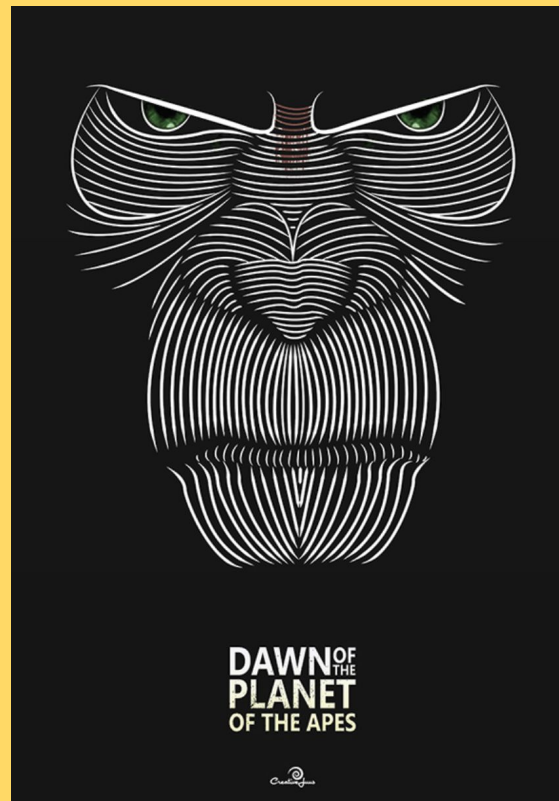
Baboons usually come across looking very aggressive and very scary beasts, but the reality is in most instances they will not seek to attack and kill their enemies.



Over exaggerate their dangerous image and bluff their way into scaring off other animals or humans.

POSTER REFERENCE





PROCESS

- Poster is flat
- No hierarchy
- No contrast

I'm Gentle & Don't Love Trouble

29 April 2019
9am - 1pm
Singapore Zoo

Researcher asked me to put on a fierce front to prevent me from being eaten up. The reality is in most instances I will not seek to attack or to kill enemies that I come across. Instead, I will try to over exaggerate my image and bluff my way into intimidating and scaring off the other animals that I genuine fear. The fact is I am very friendly do not be fooled by my aggressive image.

I am inviting you to A Date A Baboon Party on 29 April 2019. Come down to visit me and my friends!

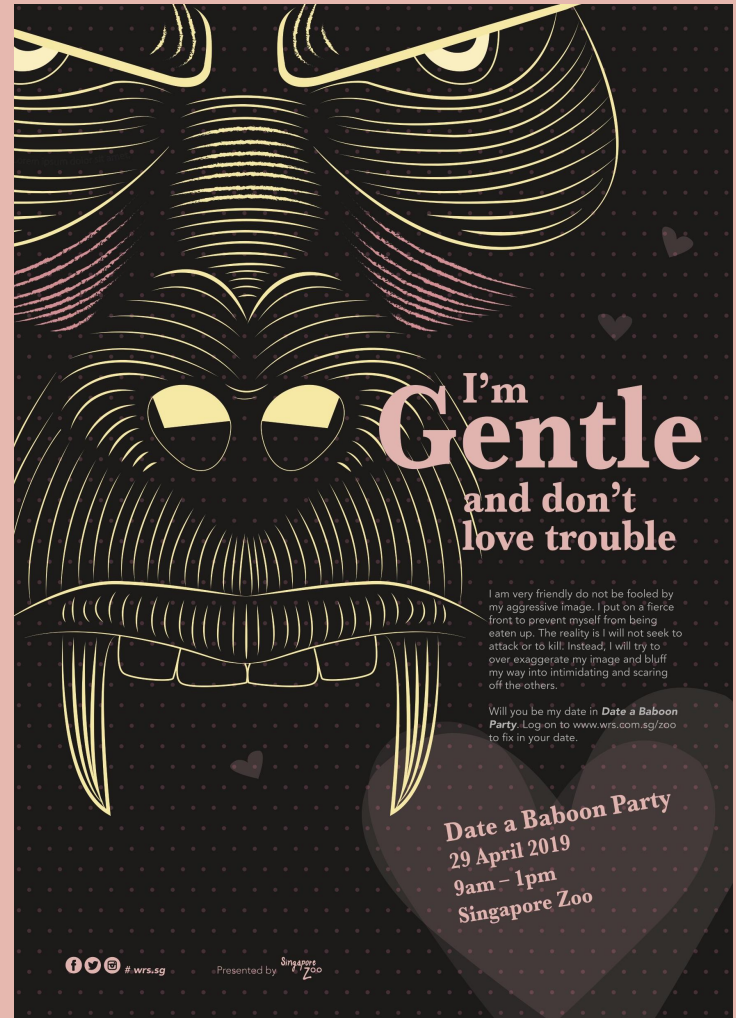
Fix in your date at
www.wrs.com.sg/zoo

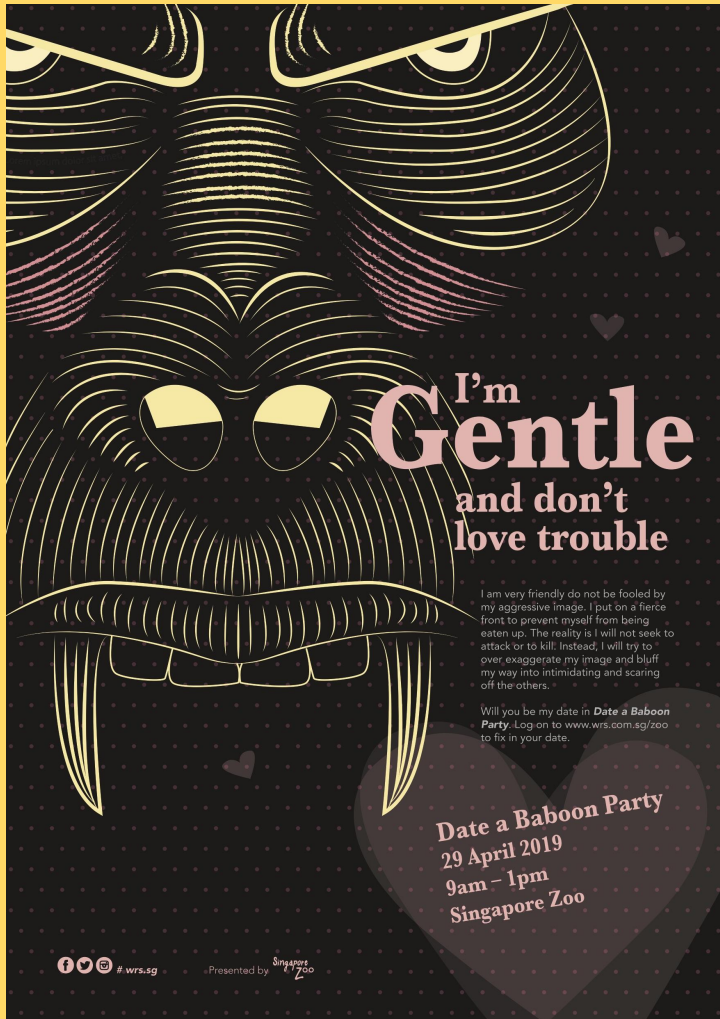


Presented by Singapore Zoo

   #wrs.sg

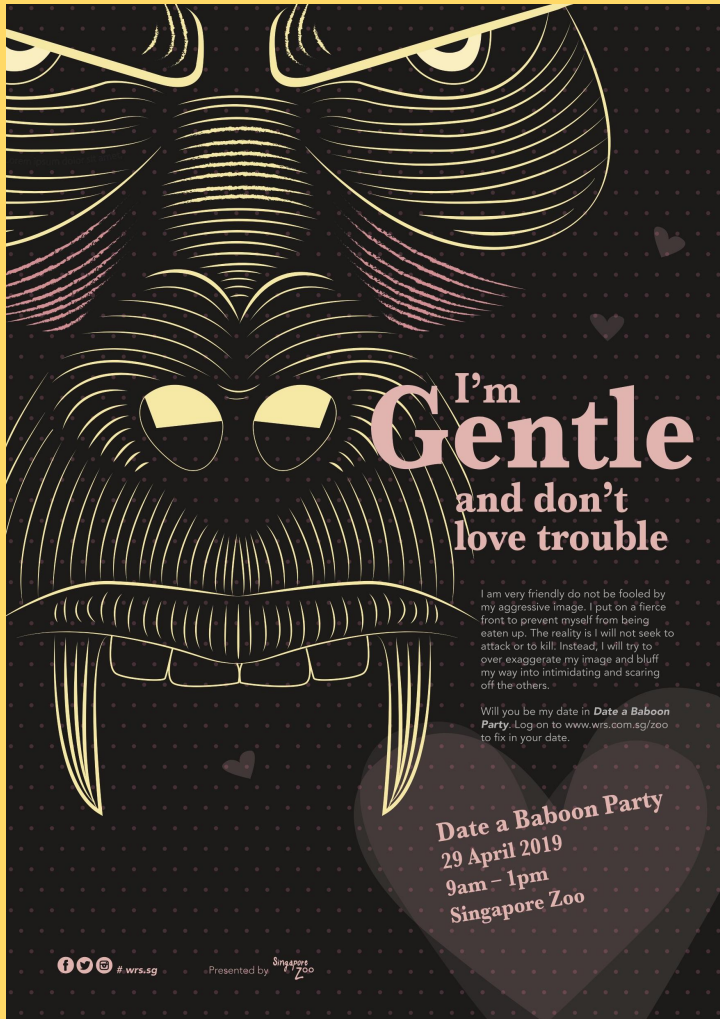
FINAL POSTER





Design Principles

- Gestalt law of closure
- Asymmetrical
- Balance



Colour Palette

- Pastel
- Pink and Yellow to give off positive feelings
- Black to show contrast