

Logo

Venues: 1, 2, 3

**Sub header**

information

Image

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Image

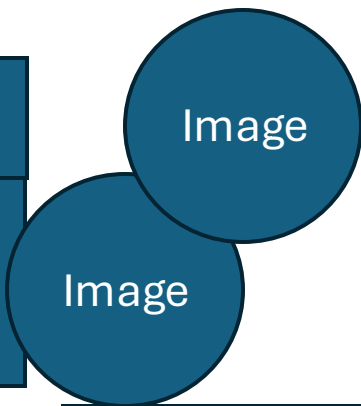
**Sub header**

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Image

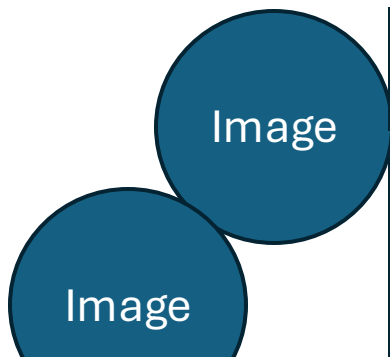
Sub header

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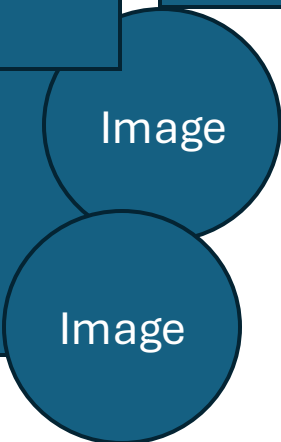
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## Feedback:



**Saha** 1m



Great idea but maybe make the images less orangy as a contrast?



**Anonymous** 1m



I love the orange, yellow and red hues! Very informative and great selection of placements for graphics and text :)



**Wynette** 1m



I like the repetitiveness of the orange and how the activities are a darker orange to contrast and attract the attention towards it. I also like the key information being a black as it stands out!

## Infographic design(Design rationale)

The design concept for this Singapore Art Week 2024 infographic aims to capture the energy, diversity, and engaging nature of the art event using bold, vibrant colors, dynamic visual elements, and a well-structured layout. Hoping to capture the attention of art lovers. The key visual elements used principles of design that can be seen in my design are Color, using the colors red and orange made it more vibrant and created a sense of energy which reflects the lively nature of the art week. Secondly the use of repetition, where I repeated the use of circular icons for the images to create a visual rhythm and unity throughout the design. The third visual element I used was hierarchy, varying the font sizes and weights to help establish the hierarchy and guide the viewer's eyes through the information