

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