

Sample Design Answer
N5 2014 Q.8
(Wicked Question)

Imagery

Two witches dominate the poster. The clever use of black and white distinguishes each of the witches and suggests that this is a story of good versus evil (because black and white are usually symbolic of good v evil). Three flying monkeys can be seen in the background. They are seen in the distance which suggests that they are part of the play but perhaps not an essential part of the story.

The white witch appears to be whispering something into the black-cloaked witch's ear, suggesting that secrets and duplicity may be themes prevalent in the musical. The green witch seems to be smirking, giving the impression that she is sly and cunning.

Lettering

The title of the play is written in large capital letters, drawing the viewer's attention to it. The title is written in white text and is placed prominently on a black background, making it easy to read. The designer playfully places a green silhouette of a witch on a broomstick over the letter 'i', re-affirming that witches are an integral part of the musical. The designer cleverly includes a tagline: 'Everyone deserves a chance to fly' which creates a sense of intrigue. A smaller font size is used for additional text, which gives the viewer more information about the play.

Colour

The red lips of the witch dressed in black contrasts with her green face, creating strong visual impact (red and green are complementary colours). Black is by far the dominant colour suggesting that evil is winning the battle between good and evil. The green used for the witch on the left suggests that she is evil as green is normally a colour used to depict wicked witches. The green sky in the background re-affirms that the musical is set in an unnatural world, as green is often associated with the supernatural, Halloween etc.

Effectiveness

In my opinion, this design is very effective. I really like the designer's clever use of shape within the two witch costumes. The black and white costumes merge in the middle in a shape that resembles the Ying and Yang symbol, further establishing the themes of good and evil. The overall layout of the design seems simple but is actually very effective as a poster design for it would be easy to read if the scale was very large or very small e.g. on a bus shelter or in a magazine.