

Maastricht Trip Poster

I made this poster for Proxy's day trip to Maastricht. I made every iteration based on feedback from colleagues from the community's group chat.

Iteration 1



Feedback

Add price for members and non-members. Add the date.

Iteration 2

Proxy Study Association

MAASTRICHT

Including Boat trip & Caves

10€
NON-MEMBER 15€

MAY 31TH

Our Program:
St. Servatius Bridge | Helpoort and City Walls |
Boat Tour and Cave Tour | Free Time

Feedback

The blue text blends in and makes it difficult to read, since the main color is also blue.

Iteration 3



Feedback

Move the brown text a bit down so that it is aligned in the middle of the text Maastricht and the price tag.

Iteration 4



Feedback

It looks fine now. Ready to post. Just make a square version as well.

Square Version



Reflection

It felt like each iteration had really small changes, but apparently, in the end it turns out that every small change matters to the final product. I also realized that the changes made are not only design related, but also content.