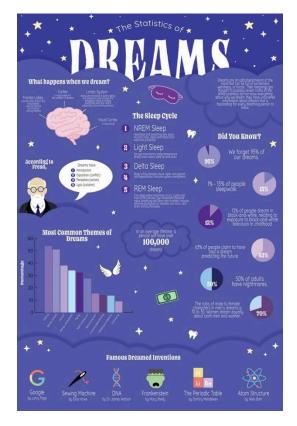
3 Poster References:







CHOSEN POSTER FOR REDESIGNING: Poster 2

ANALYSING THE CURRENT DESIGN:

• Strengths:

- The color scheme is cohesive
- The visuals support the content

Weaknesses:

- The text is dense, making it difficult to scan quickly.
- o Some sections lack clear organization
- There's an overload of different visual elements.

PLAN:

Redesign Using Visual Hierarchy & Typography:

- Organize content into sections with clear headings.
- Use a flow chart or timeline for the sleep cycle instead of listing it.
- Use consistent icons or illustrations for themes of dreams. (If can find)
- Increase font size for headings and key stats.
- Use bold and contrasting fonts for important facts (e.g., "We forget 95% of our dreams").

Simplify Color, Shape & Pattern:

- Stick to 2-3 main colors with accent colors for highlights. (Purple, Blue, White)
- Use rounded shapes and clean icons for a modern look.
- Reduce the number of decorative elements to prevent distraction.

INFORMATION TO INCLUDE IN THE POSTER:

- 1. The Sleep Cycle
 - NREM Sleep
 - Light Sleep
 - Delta Sleep
 - REM Sleep
- 2. Most Common Themes of Dreams
 - **Falling** − ~53%
 - **Being Chased** ~51%
 - **School** 39%
 - Being Unprepared 34%
 - **Flying** − ~33%
 - Losing Teeth 28%
 - **Becoming Rich** 15%
 - Uncontrolled Driving 14%
 - Meeting a Celebrity 14%
 - Uncontrolled Driving 1-%
- 3. In an average lifetime, a person will have over 100,000 dreams.

4. Facts

- We forget 95% of our dreams.
- 1% 15% of people sleepwalk.
- **12% of people dream in black-and-white**, relating to exposure to black-and-white television.
- 63% of people claim to have had a dream predicting the future.
- 50% of adults have nightmares.

• The ratio of male to female characters in men's dreams is 70:30. Women dream equally about both men and women.

5. Famous Dreamed Inventions

- Google Larry Page
- Sewing Machine Elias Howe
- **DNA** Dr. James Watson
- Frankenstein Mary Shelley
- The Periodic Table Dmitri Mendeleev
- Atom Structure Niels Bohr

SKETCHES

