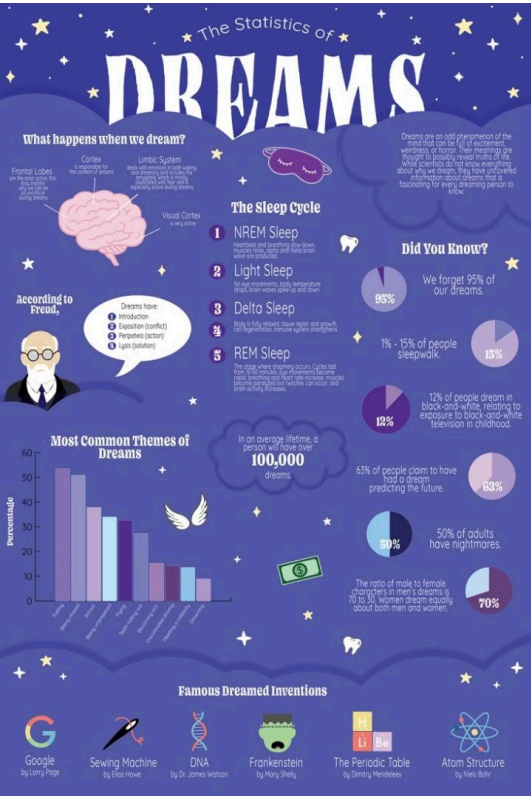


3 Poster References:





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.
 - 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

