

Main points discussed with the Team 12 on the work meeting 04.07.2021

- Do not use green color shades or symbols associated with local military or governmental organizations. Better to use northern cold green shades.
- Posters design should be attractive for teenagers and young people.
- To use headlines with wide big bold font (Sans Serif family) to make it more pleasant for reading by elderly population.
- Main style of the whole graphic production – constructivism (neo-constructivism).
- Main color for the graphic objects-green, for photos and images – shades of grey with transparent background, for text – black.
- To add fashion event architectural environment product to the graphic design part (until further notice it is a fashion pavilion building).