

## Concept Poster

On the 7<sup>th</sup> of April we will show our concept on a poster in the OIL.

This is the first version I made.



### Feedback

First I asked for feedback of other students to see if our concept is shown clearly on the poster. The feedback that I got was that the text has to be become smaller, if the people are interested in the project they can read it and the four key points have to be bigger so it stands out more.



This is the poster I made after the feedback I got. The main key points bigger at the top and the information smaller at the bottom.

### Feedback

With this one I went to Guido for feedback. He said it is important to clearly highlight the key points, use more visual illustrations and add images with a specific purpose rather than just for the sake of having an image. The tulips and Dutch windmills are a nice addition.

### feedback

I also asked feedback of Dirk. He gave feedback to use a QR-code instead of the information on the poster. So that if they're interested to know more they can scan it and it will lead them to a website with further explanation of the project.

Other feedback that I got is that a lighter background will be more inviting than a black background. That's important I take into account for my next poster design.



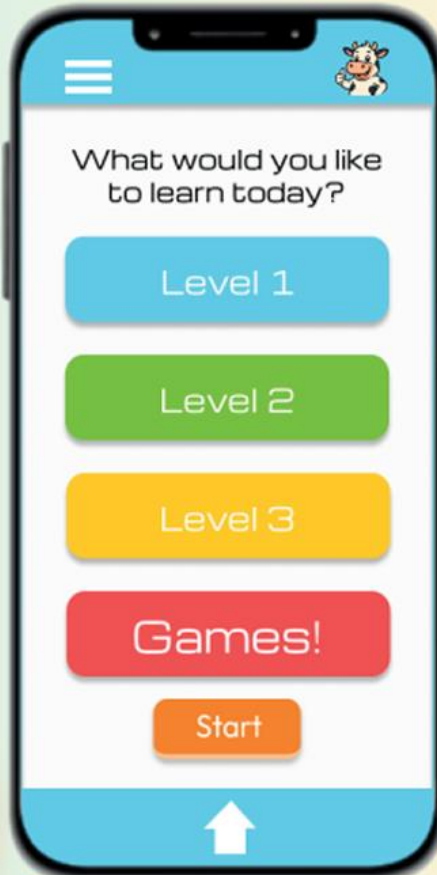
This is the final poster I made. The background is now a lighter, more inviting color so that people would want to use our product. I also made a mockup of a phone with the application that we want to make. This will give everyone with a single look a better idea of what we want to make. I generated a QR-code that will sent anyone to my Fontys Hera website link. On the website is a summary explanation of the project.

# Dutch Learning App

**Learning Dutch  
For everyone!**



**And more!**



**Language  
Learning**

**Pronunciation**

**Different  
Language  
Levels**

**Learning  
in a fun way**

**Find out more?  
Scan the QR-code!**



**DCODE**

We decided to have this design as our concept poster for April 7<sup>th</sup>. This poster is made by another teammate of mine.