



# Cabot Circus Recycling Poster

Skye Whiteman

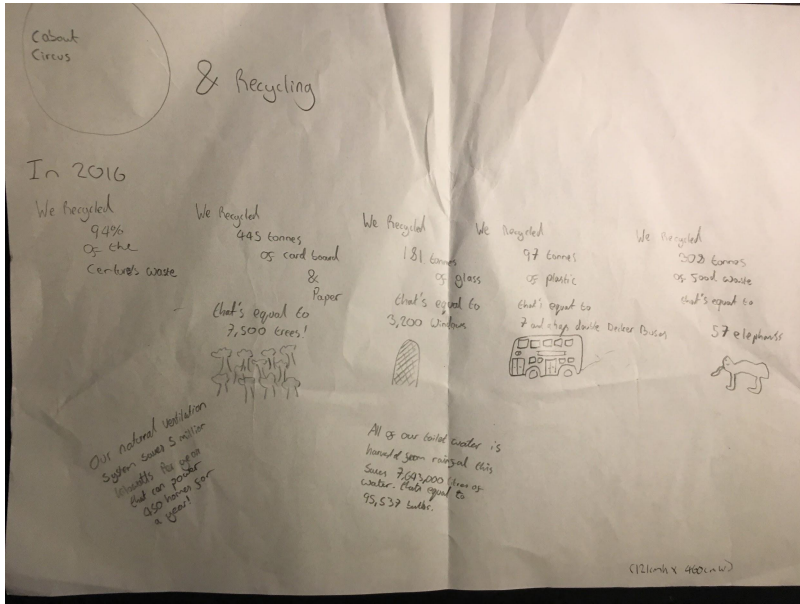
# Introduction

To complete unit 4 we are required to create a professional and eye grabbing recycling poster for the local shopping mall Cabot Circus. The management of Cabot Circus has asked everyone in our class to create a poster to promote their recycling efforts and show the public that they are environmentally conscious and are rated excellent by BREEAM.

On this poster we had to show how much they have recycled and illustrate items to compare it to. Whoever makes the best poster in the class will pitch it to the marketing directors and managers of Cabot Circus and will have their work put on display to the public.



# My design



To the left is a very basic sketch of what I will try to make my final design look like. I have designed mine to have a more basic look to make the key facts more obvious and allow the key points to get across. I plan to give it a plain background so my drawn vectors will be able to stand out very well. Another thing that I have taken to mind when designing this poster is the chosen text. As this may be used for a business I need to use a 100% free font to avoid copyright issues.

# Progress

Below is the work that I have done so far. I have made this on Adobe Illustrator. I have made the poster the same measurements that Cabot Circus have asked for. As you can see I have also started designing the poster. The finished result will look similar to this. On the top left I have included the Cabot Circus logo and the recycling logo. I think that this is important as they are both relevant to what the poster is about.

