

28.03 WU: Imaginative presented material to provide radio shows that communicates essential info to TV and social awareness of necessary practice.

Pictures of presenters make onlookers feel familiar with the radio and more comfortable. The captions next to each presenter appeal to the target audience as different personalities are being represented. This could mean that more people feel a sense of comfort and are able to relate to the different presenters. This could mean that more people would listen as it would be more enjoyable for them while listening.



Logo is in the bottom corner however is large enough to still catch a reader's attention. The logo is a deep purple which connotes a calm and serene environment which is what the show is supposed to be, a relaxing distraction for students in the morning. It's also a bright blue/turquoise which gives the same feeling as well as being bright to catch the onlooker's attention.

Important information displayed boldly so it's easy to see and ensures the audience know what to expect from the show as well as how and when to tune in. The 'special guests' part also encourages the target audience (teenagers) to listen as they may be part of a fanbase and would find it exciting to listen to their favourite artists.

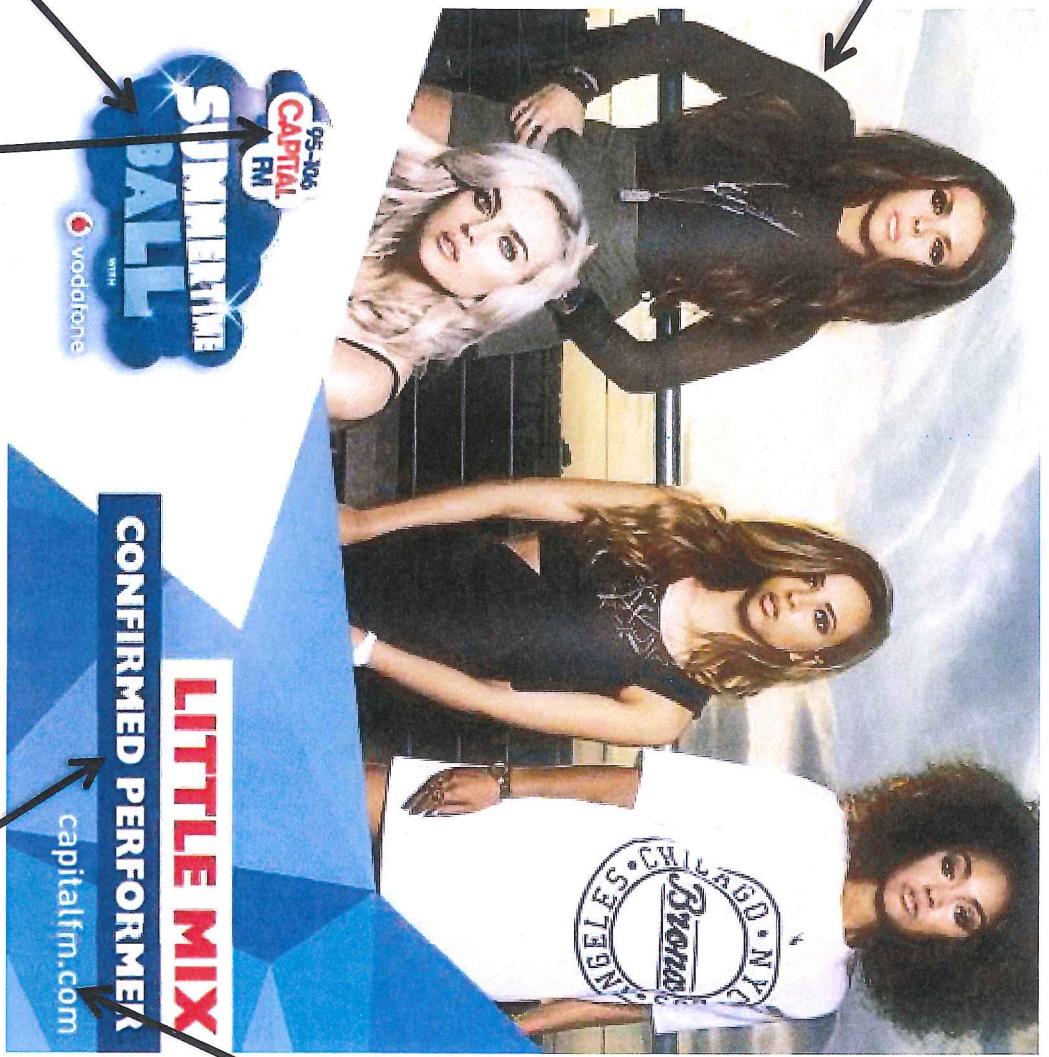
Social Media info is in the top corner where it can be easily seen and is easily identifiable. This ensures onlookers know where to go to keep up with the show and find out more.

The writing and background fit with the colour scheme of the logo. The colours are relaxing and calming, giving off the calm vibes of the show, this also means that onlookers will subconsciously associate this colour combination with the EME radio show. Furthermore, the writing is white and lined with the bright blue colour; this makes the writing bold and attractive to the eye.

*Why: Exposure of why design features causes appeal to the TA,*

A large image of the performing artist is used; this immediately tells the audience who is going to be there, therefore instantly providing interest for their fanbase. The image is the main component of the poster which makes it easy to see and gains the most attention.

A known Capital FM logo is used as well as colours which are typically associated with this station, these therefore give a sense of familiarity to the audience which makes onlookers comfortable and encourages them to purchase tickets to the 'Summertime Ball'. As well as this, using the Vodafone symbol directly underneath the main logo instantly brings attention to people seeing the advert. This increases advertisement for Vodafone as well showing that a huge company is supporting the event which could increase the amount of reliability and therefore, the turnout of the event would be larger.



It's important to have the website on the poster because this allows the audience to know how to find out more information about the summertime ball as well as the radio itself. This could result in a larger amount of money as more people will listen to the radio as well as actually go to the ball.

They've also included the radio frequency, this is important to ensure that their target audience knows how they can tune in. This will reach a larger audience and increase ratings and numbers of those listening in.

Information is bold, font and colour wise, this immediately grabs the audience's attention and supplies them with the information without them needing to search for it.