

HOW FAR DID YOU
HAVE TO WALK
FOR YOUR
TODAY?

food

WE NEED *you* TO HELP!



My poster is to raise awareness on poverty around the world. I chose this cause because it's a huge problem in the world. 1 billion children live in poverty (1 in 2 children in the world). 640 million live without adequate shelter, 400 million have no access to safe water, 270 million have no access to health services. 10.6 million died in 2003 before they reached the age of 5 (or roughly 29,000 children per day). Nearly 22,000 children die each day due to living in poverty. According to an Oxfam report, if the world's 100 richest people pooled their collective earnings in 2012, they could have ended extreme world poverty four times over.

My goal with this poster is to make people actually think about how extremely fortunate we are here in Norway. And to hit something in their conscience, to remind them that we can and need to help the less fortunate!

My design has some inspiration from both propaganda and Swiss style. But it's very modernized. It can be connected to the Swiss style in the way that image is used with a picture. Also that I have used Sans serif font. Which is a very typical thing from the Swiss style. Propaganda in the way that it touches in your emotions, and demands that YOU help out. That it needs you.

I chose to use a very bright red color, as this is a very alarming color. You get an association to a warning. Which helps draw attention to it. The image in the background is a very powerful and emotional image. This helps convey the message of the poster and what I want the poster to do with the viewer.

