

# Creative iterations: change of concept poster

After the poster exhibition our concept has changed based on feedback. I decided to change my original concept poster into a new poster with our newest concept to show the change of concept, since that is also an iteration. This poster can also be used for other exhibitions.

**V1:**



**How:**

The first iteration still consisted of our old concept. It consisted of three levels and each level got more NSFW.

I tested the poster/concept during the poster exhibition and we got the following feedback:

- Most people preferred a 18+ game only, so no levels.
- Current design doesn't grab your attention and doesn't make you want to buy the game.

**Why:**

We decided to change our concept, because the majority prefers an 18+ game only and we want to make a game people actually want to play, like adding the box with a trashy raccoon on it. I also decided to update my poster with my box design and newest concept, since this design does make people want to buy the game.

I kept the layout the same, Since Dirk the structure works well for a concept poster.

This poster is more appealing for future exhibitions.

**V2:**



V3:



### Validate:

The goal of the poster is to grab your attention and to stand out. To find out if that's true I tested V2:

- Target group suggests to add more NSFW elements that will grab your attention.

I did this by adding 18+ stickers that are also on the box to create more consistency and to grab attention.