

Design a Drama Festival Programme Cover

3rd December 2022

Achievement Day



No.	CLWB/ CLUB	ENW/NAME			TOTAL	Position
					100	
1	Beulah	Jessie Wear	Nicely drawn, however please be careful to read the brief, not all the wording that needed to be in the design was present. Besides that, the design is fun! I especially like the Brecknock handdrawn type used across the top. It's bold and puts the club front and centre. Well done!		40	15th
3	Builth Wells	Deryn Evans 1	There's one clear spotlight straight on the main title. My eyes are instantly drawn the shining sign "74th Annual..." However, I feel different typefaces are needed for the smaller text. The Art Deco styled font used for the smaller font makes it difficult to read. A simpler, easy to read font should be used in it's place and swapped for the larger text. e.g. "Welcome to..." looks fantastic, especially lit up on the black background. Overall the design has great spacing throughout, easily digestible through it's sections and has a clear theme. Nicely done!		82	6th
		Deryn Evans 2	I'm instantly drawn to the masks in the middle of the page. The main font is easy to read with great use of contrast. No legibility problems at all. The ribbon on top of the main spotlights could have been made a different colour to allow it stand out against the background. The Brecknock YFC would have looked far stronger if the logo itself was in white (without a background) as the white circular background draws your eye in the corner of the page. However, the design is simplistic and easy to read with its thick but playful typeface. Great work!		95	2nd
4	Bwlch & Crickhowell	Ruby Morgan - Short	A unique design which stands out from the other entries. Love the use of the sketched mountains at the bottom of the design. More of this sketched style would look fantastic throughout the design. The type is bold and legible from a distance, however the layout feels quite chaotic. The rotated elements break the flow and the fonts would be stronger if they (or the background) were in higher contrasting colours, as I feel the white gets lost in the pastel pink. Some great ideas here, nicely done! :)		69	9th
6	Erwood	Samuel Powell	The gold on black colour schemes is very loud here, feels celebratory and very much in line with a festival. No issues reading the main type however some people may struggle with the handwritten fonts. The splattered golden effects all tie in together nicely, almost as if it were a 'New Years' celebration. Overall a clear and concise premium design. Great stuff!		85	5th
		Lydia Powell	Simplistic, minimal design which, using a flatdesign artstyle has a clear theme throughout. The red and teal colour pallet works well together. Simple to read and completes the brief set. Would be great if the Brecknock YFC logo could be cutout from the white background, to sit on the red backdrop. Great work here!		88	4th
8	Libanus					
9	Llandefalle	Ffion Jones	The content is easily read from top to bottom. The Brecknock logo sits neatly at the bottom of the page without the white square background seen on other designs. The curtains frame the type nicely however the image is pixelated, and on print, wouldn't look right. The mask design in the background makes the type harder to read in the middle of the page. That being said, the design answers the brief and advertises the event. Well done! :)		45	14th
10	Llanigon					
13	Pontfaen	Connie Hyde	A more feminine take compared to the rest of the entries, with great use of iconography. The purple and gold colour scheme works well and draws the eye toward the text. If I were to approach this design I'd look at removing the white background on the Brecknock logo and potentially use the purple version of the logo to tie into the overall design. Love the handwritten typeface used, I feel this works great as headings but a more simplistic font would suit some of the more wordy text later down the page. The layout is a little chaotic as I'm not quite sure where to look first. However, everything is easy to read and advertises the event while answering the brief with a unique design. Nicely done! :)		78	7th
		Sian Healey	There's a clear theme throughout, from the bold lightup imagery to the timeface. It all has a very theatrical feel. There is a lot going on in this design and I feel it needs to be simplified. There's plenty going on with multiple spotlights, I'm not sure where to look first. You have met the brief nicely, and the contents are all legible. Nicely done :)		92	3rd
		Raiff Devlin	A minimal design which is easy to read. The dark background image allows the text to 'pop' on the page. The white Brecknock logo stands out well with a typeface which matches the Brecknock YFC branding. The design feels a little claustrophobic, it needs space to breath between elements. e.g. the Brecknock logo is at the very edge of the poster, and could be cut off slightly during the printing process. I'd look at giving the elements and text a little more wiggle room, using the space available. Overall the design is safe, answers the brief and is easy to read. Well done.		50	12th
		Rhys Allsop	Clear and concise fonts used throughout, the top half of the page on the purple background is easy to digest and straight to the point. The gold and purple colour scheme compliment one another and you'd be able to read this easily from a distance. However, the bottom part of the cover feels a little disjointed. The rotated imagery along with the '80 Years' and Brecknock YFC logo on the white background are jarring. A grid of images or perhaps, one strong image would look better here rather than the scattered collage sat on the stage. That being said, the overall design is legible and answers the brief whilst remaining easy to read. Great stuff!		52	11th
14	Sennybridge	Rhianwen Jones	The triangle grid of images from onstage YFC events works incredibly well here, giving the audience a taste of whats to come! The english text shines through clearly on the design with excellent type faces used complimenting the colours. This colour really allows the imagery to sign through with the vibrant onstage costumes. The serif headfont accompanied with the handwritten subheadings work hand in hand. My one nitpick is the colour used on the blue welsh text. As the background is navy itself, on print, this may be difficult to read. The subtle leaf design sits nicely in the background whilst not detracting from the text or imagery. Fantastic work! :)		97	1st
16	Trecastle	Rhydian Davies	The colour, although bold and vibrant (and would definitely stand out on print) is a little too much. The colours seem to be clashing with one another and would not be legible to all people. The colour pallet, along with around 7 different typefaces are fighting for the spotlight. Love the use of one strong image at the bottom that blends into the background, I can see the colours have been taken from the image below with a theme building. Great stuff :)		60	10th
		Isobel Hood	Nice clear type used in the larger headings with the gold working well on the red background. The colours nearer the bottom of the page leave a little to be desired as the brown and navy logo feel quite murky nearer the bottom. If the layout was played with a little more the bottom wouldn't look as empty. That being said, the design is safe, answers the brief and is easy to read. Nicely done.		47	13th
17	Troedrhwdalar	Ffion Williams	My eyes are instantly drawn to the centre of the design with the physical 'spotlight' which advertises the event front and centre. The text is easy to read and literally sets the stage for the event. I would have used one logo instead of two, with the aim of finding a white version without the white background, as it looks a little jarring in the top corners. A fun design which is simplistic yet clear. Nice work :)		72	8th
18	Ystradfellte					