

content  
Title, tagline, When, Where (meaning venue)  
Graphic  
remember type first!

content  
Title, tagline,  
Graphic

content  
Title, tagline, When,

content  
Title, tagline, When,  
Where (meaning city)  
Graphic

**EXPLORATION \_\_\_ OF 6**

pick 1 toolkit or pick 2 toolkits or combine 2 into 1.  
you can not use 6 different toolkits.  
you can do all 6 explorations  
with 1 tool kit or you can do 3 with one toolkit and 3 with another

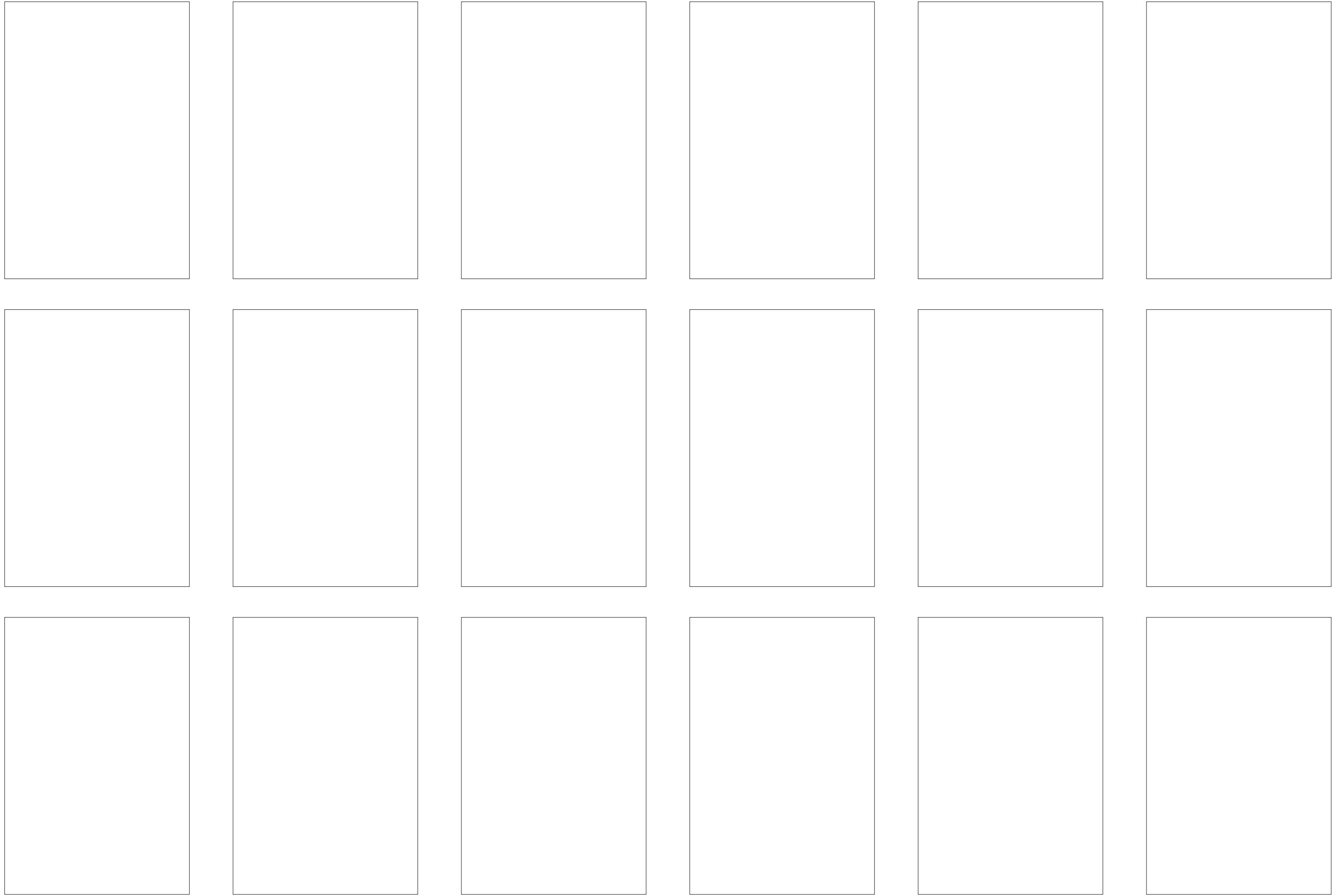
using the same tool kit you are not exploring the visual language of the conference.  
using the photos you want to use, colors, typography...

\*rough sketches but they should be clear on what you are trying to show.  
and have the correct content on each format

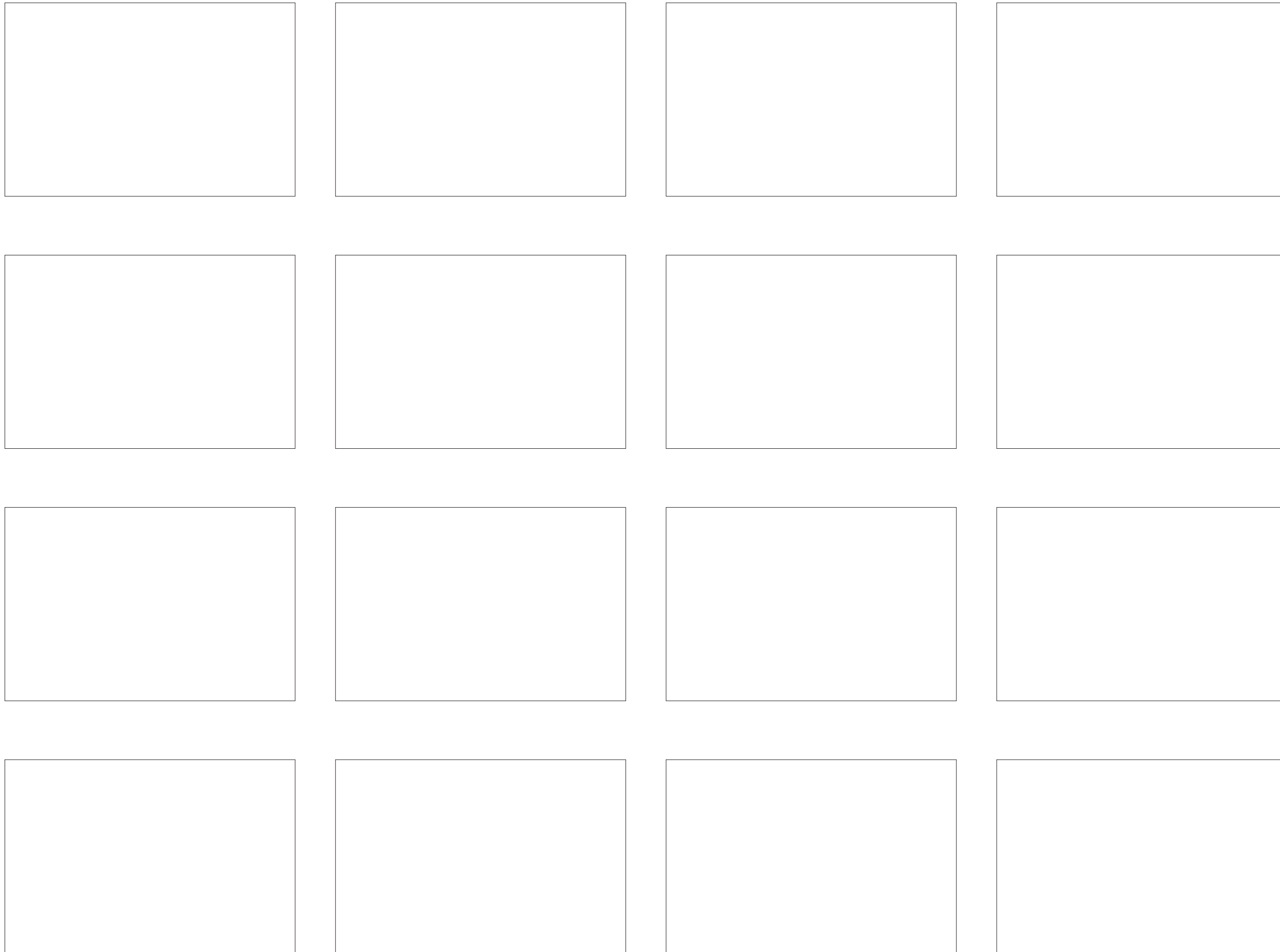
**DO NOT JUST SCALE YOUR DESIGN TO FIT!**

How can the design change...  
different proportions image  
different proportions color  
different proportions of hierarchy

Title and subtitle treatment should be **DIFFERENT FOR ALL 6 BOARDS.**  
But again you are not just scaling it differently for these 3 formats how can it transform?



**SKETCH FIRST: POSTER IDEAS OR TYPE LOCKUPS 36 TOTAL  
BY HAND OR ON THE COMPUTER**



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**BY HAND OR ON THE COMPUTER**