Rationale

When designing my poster, I aimed to convey my message using architectural elements. I was particularly drawn to the concept of creating larger buildings towards the center to symbolize progression and leadership. I also wanted to integrate the typography and make it feel like it was organically supposed to be connected into the buildings. This led me to connect the antenna of the central structure with the letters 'N' and 'I' on ‘CONNECT and ‘BUILD’.

My primary target audience consists of early university students, aged between 17 and 19, who are going through the transition into adulthood and the importance of creating connections and relationships. To connect with this audience, I carefully considered their preferences, going for vibrant colors, neon accents, and retro-inspired effects in the design.