

## Hey Boo!

In this postcard I tried to step outside of my comfort zone and experiment with a different typographic style. Typography is something I would like to improve on. I like what I have done but I feel that it would work better on a larger scale.

I wanted to explore in this postcard what goes on inside my mind. Having explored aesthetics, values and beliefs I now wanted to try and convey matters of the head and heart.

The legibility of this piece was supposed to be difficult, messy and confusing; It summed up totally the meaning behind this piece – a messy mind! The poem that is written is my own piece of writing and explores confused feelings of the heart. It is difficult to read because of the mixed feelings behind the emotions but also because they were secret feelings that were never supposed to be shared.

The piece is dark, confusing and messy. There are elements which tie it in with the other postcards such as the use of pink and Black. I really tried to explore with clever typographic ways to convey "getting lost out of your head" basically, trying to shift a negative mind set.

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pink  
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