

# MULTI MODAL



DAM!



DAM NATION

- **Spatial**– The poster is a great example of showing the spatial mode because it uses all the room available and nothing is crammed together. Also the poster itself is a big one so it can easily grab the attention of the people walking by.
- **Visual**– The poster is a great visual example because it gets all of your attention to go directly towards the picture of the dam. I also liked how they set up the words on the poster and used different colors to help

make it pop out.

- **Improvements**– Although the poster has many positives about it I feel like it doesn't give the audience much information about what it's trying to promote. I feel like the use of more words rather than such a big picture of a dam could help catch our attention even more.

For any of those interested in learning more about this I advise you to check out their website!

<http://damnationfilm.com/>