

Forum:[Hack Forums](#)

Thread: [Sales thread : Retro design](#)

PIMP - June 14, 2019, 7:04 am

Hi

I have created a sales thread here on HF few weeks back.

Can you guys rate it?

<https://prnt.sc/o1v5rw>

SIM-3789084 - June 29, 2019, 8:37 am

Heya, I especially like the effort you took to establish a unique, vintage style, but I also see that you've failed to remain consistent with the style and the time era. I realize that you're not a mainstream designer on the forums, but I do think you could benefit from a critique and ultimately design a better functioning thread. Negative space is crudely utilized, certain elements don't fit well, and some typefaces are poorly chosen.

I enjoy the simplicity of information presented in your thread, but the lack of negative space makes the thread seem crowded, unkept, and uncomfortable. The skimming of the woman's skirt and the left edge creates a tangent and the same goes for the shuffleboard disc with the black swipe. Additionally, the photographs of the models near the end have minuscule space between each other and the design. Don't be afraid to make a large thread design or to scale certain elements down. Let your design breathe. A large-running design with space to roam always reads better than a cramped, claustrophobic design.

Secondly, I'd like to make a note of your use of graphics to fit the theme. The work of Gil Elvgren and his pin-up art is a fantastic choice to establish a vintage, timeless, look. But, I can't say the same with the rest of the thread. Off the top, you're implying an era within the 1930s with the Gil Elvgren pin-up girl painting (I'll be using this as a reference for the rest of the thread). Above, you've established sort of a print, early graphic design style but it's tarnished by the modern design of the wooden board. Additionally, the polaroid-esque images of the models are a tad out of the era. The first instant camera was introduced in 1948 and became mainstream in the years following. Another noticeable discrepancy is the colour temperature of the design. The background of the pin-up girl is notably warm while the rest of the colour usage in the design is cold and desaturated (it optically appears cold in contrast to the warmth). Old magazines and newspapers, even those preserved, will have a warm tint to them. These discrepancies aren't intentional. If an attempt was made to incorporate modern design into retro design (or the other way around), there are better ways of going about it. If you want to create a thread design in such a distinct style and make a unique design, I suggest taking a look at references from the time. "Greetings from Retro Design," by Tony Seddon is a good reference to look at if you really want to look into it.

Finally, what I noticed immediately was your choice of fonts. Lobster, Agency FB, and the other indiscernible sans serif fonts are poor choices. I'm not going to make the argument that Lobster is overused, it can be used perfectly when articulated properly. In this case- I don't agree that it is. You've cannibalized readability in your five bullet points by using it in your plain text. While it is

readable by any means, it would still read better and conform to hierarchy better if you used a less stylized font. Imagine an entire newsletter written in that font, it'll become obnoxious incredibly fast. Next, the use of Agency FB is definitely not helping you establish your style. Agency was designed in the 90s but didn't peak until the early 2000s. While I wouldn't consider it modern, it doesn't evoke the feeling that I'd expect from a retro design. Which is my next point- the use of sans serif fonts. A sans serif font just means a font without the extra decoration at the end of letters that you'd usually see in serif fonts like Times New Roman or in letterings seen in typewriters (sans: "without"; serif "projection"). In contrast, serif fonts read better in print, thus, making them industry-standard for books and other print media. That distinction would fit well here. All in all, use serif fonts for that classic look.

Hopefully, you can take my critique with a light heart and learn from it. Your vintage style was a unique choice, it just hadn't worked as well as you might've wanted. I'm sure you'll be able to create an appealing thread design without sacrificing your humanity like many others here haha. I'll be around, I wish you the best of luck, cheers.

PIMP - June 30, 2019, 7:06 am

Hey man!

Thanks for taking out the time to give a detailed review of my thread..! I am overwhelmed.

I accept your review and would work over it. I am keeping this post open so that I can come back and share the improvements.

I am using Photoshop after around 8 years or so, but with such a genuine feedback I am sure to overcome this time gap and lack of justifying the eras and colours. :)

Will comeback soon.

SIM-3789084 - June 30, 2019, 7:18 am

(Jun 30, 2019 07:06 AM)PIMP Wrote: [\[CITE\]](#) Hey man!

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You're welcome! I'm glad you found my critique helpful. I'll be sure to stick around to see the improvements you make. Cheers :)