



The creativity of vex

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The design process

- I had a brief idea of what I wanted the text to be, all I knew was that its target audience was schoolchildren
- I started by writing out the text, I then iterated it 5 time as it was long winded and boring in the beginning
- When the text started to sound punchy I then brought an A2 piece of paper and cut it down to size using a combo rotary cutter
- Then I printed out the text and card backed them, I cut them out with a scalpel, I added some text on Microsoft word which were too small for the scalpel to cut out
- I then added some images from Canva's clipart library and added a Microsoft word theme