

Canoe Rental Prices

Pricing Table Poster



Scenario

Your client, Lily Lake Park, requires a printable poster for their canoe rental pricing list. You, as a newly established freelance designer, have agreed to undertake this assignment.

Design Type

This project involves creating a virtual poster for a website and a second, print-formatted version of the same poster.

Client Requests

Following the discussion with your client, comprehending their objectives and vision, and documenting the key points, you have collected the following information.

Goals and Mission

This poster aims to highlight affordable rental prices, align with the park's website and signage colors, and convey calmness and ease.

Target Audience

This poster targets people of all ages and backgrounds.

Color Palette

The park's website and signage feature tan, green, purple, and blue colors. Black, white, and/or grey may be added as needed.

Elements

Keep the pricing table clear and readable. Add elements to the frame or any other white space as needed.

Miscellaneous Requests & Reminders

Rentals are available throughout the park's hours. The rental prices are as follows: Life vest rental is \$15; Canoe deposit is \$50; Hourly rental rate is \$10 per hour. Package deal prices are as follows: Four hours for \$37; Six hours for \$56; Day pass for \$95.