

## Practitioner's Statement

### ***International Dessert Day 2016***

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**International Dessert Day** is an annual festivity hosted at the Melbourne Showgrounds in 2016. A community of prestigious chefs, food-critics and the general public gather to share the newest innovations in the delectable artistry behind contemporary desserts. Commissioned by the organisers to devise three visually indifferent posters with diversity in the hierarchy, structure, imagery and media; all whilst echoing the central theme of 'dessert' and the corresponding stylistic traits and characteristics. Supporting this poster collection, a mobile application, snapchat filter and three-page brochure completes the advertising package. Viewable by thousands of attendees, moulding an event package that can not only resonate with the theme of dessert but also hold visual appeal was the sole function of my graphical creations. Devising a versatile, supportive identity adaptable to multiple forms of media without overcomplicating colour or line was my primary creative challenge.

In a society accustomed to ignore advertising, each composition required a unique feature, a creative flair provoking viewers to intake the content I present. Sugar, a staple ingredient in most sweet dishes is a prominent subject I desired to aesthetically reflect in the various forms of texture, colour, light and visual harmony. A bold arrangement of negative space and contrasting colour; I planned to illustrate familiar nourishments that can hold visual focus. Examining a variety of branding packages searching for inspiration, I found a plethora of adaptable visual flairs and characteristics. Bravo Studio's *Fro Fro* branding combined traditional hand-drawn type with blue and pink colouration options, resulting in a pastel, negative space-oriented design. Furthermore, Alvin Lim's *Viva* illustrations inspired the technical 3D edits I was able to perform on Adobe Photoshop.

Requiring an excess of 140 photographs, my primary poster captured differing items of dessert-related foods at precise angles with relevance to the compositional framework I constructed in the planning stages of my folio. Attention to lighting and colour was significant, as digital rendering would be complex without shadowless photos. The secondary poster utilised a resizable vector format empowering me with gradients, shapes, patterns and a platform I am most comfortable with. Harnessing the natural texture of watercolours on thick paper, the third and final divided colour with a thin white outline, highlighting low-weight but expressive dessert illustrations.

My motivation fuelling this practical centres around a vision to construct a poster series with the key element of depth; incorporating a multitude of layers to form a divide between foreground and background. As I continue to grow as a designer, I have found new roads to success; developing more creative, innovative and purposeful compositions. Recently, the extra step in planning, being able to commit time to get the perfect shot or even testing new methods of physical application have all greatly aided in strengthening my final product. In succession, my personal aesthetic has altered, moving away from illustration and now examining photography as a base to allow my graphical elements to shine. Ultimately, as I come across new forms of media, my application options and knowledge grows, allowing for more expansive development with a variety of new methods for creation.