

## *Vivid Posters*

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Building on the research and skills acquired in the Visual Study, it was a natural progression to establish a design brief that would allow for further exploration of the Graphic design field. Acting as a vehicle to display my illustration, photography, developing graphic design techniques and processes was a priority during the development of the design brief.

The brief required the presentation of a series of resolved poster designs to promote a family friendly event. Designed to attract the attention of the target audience; families of all ages, the posters were required to communicate the details of the event whilst visually promoting the spirit of the festival.

During the initial stages of the design process, extensive research and investigation of poster design were explored. At this point, the concepts were broad allowing for the experimentation of several thematic approaches. These themes were derived from the research of several practitioners and their work.

The work of American illustrator Donna Adi, whose energetic depictions combine photography and illustration, led to an extensive investigation of how these two media can be used in combination with one another to promote the kind of vibrant imagery often required in poster design. Discovering the importance of a clean, sharp, well-lit photograph on the effectiveness of this style of work led me to a photography studio, where several photographic processes, including the application of appropriate lighting were employed, to produce a body of images suitable for further experimentation. Using a Wacom stylus with Adobe Photoshop and Illustrator, I explored a variety of techniques combining illustration with the photography and applying these to promotional poster designs.

The combination of media allows the animated sections of the design to stand out, while the photography contributes an aspect of realism, like the work of designer and mixed media artist Katy Edling, who combines photography, digital and paper collage techniques to create high impact imagery. I also began to explore the "cut-paper" techniques of the artist Henri Matisse, known for his painting but who also applied his imagery to a graphic design context, influenced my graphics. A series of digital and paper collage methods were employed. The editing skills required to create this kind of work were challenging, and required time and patience but resulted in complex and interesting imagery. Digital artist Corinne Töfös' approach to bold shape and strong composition was also the inspiration for several experiments that focused on combining positive and negative shapes. It was however, the combination of all of these influences that led to the development of my own imagery.

The refinement of the brief came from an experience traveling to the Vivid Festival at Sydney's Taronga Zoo. The visual impact of the imagery that night provided me with the opportunity to take photographs that would become the centerpiece of the final resolved poster. In line with a more refined brief, I applied combinations of the techniques and processes explored earlier in the process to create three poster variations. After a thorough testing and refinement of layout and typography, in combination with the application of a consistent colour scheme, I used digital collage and layering of my photographic imagery with geometric shapes and lines, which communicated the event information and depicted the spirit of the festival.

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