

'Taste the Palette' SA Tourism Promotional Package

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The intent of my design brief was to create promotional material that would successfully advertise South Australia to be used around the state and other countries to attract tourists and showcase the beauty of South Australia. It needed to be a flexible design to cater for a range of events and work well within a range of formats including posters, banners, billboards and websites.

My final design connects to South Australia really well with the photographs to showcase the beauty of art of architecture that lays within the Adelaide. The blocks of colour are used to represent a palette, to express the idea that South Australia has something for everyone, therefore, tourists should come 'taste the palette', and see what is offered. It displays my own personal aesthetic as I really like the way mixed media looks and how they work together, in this case it was how photography works with illustrator to contrast against each other. I first started looking at Cipe Pineles work as she used a lot of mixed media for covers of magazines which influenced by design. I took this idea and modernized it to fit the design brief to show that South Australia is a modern lifestyle with great artwork and a lively city.

In this design, a range of art elements and principles have been used including balance, pattern, shape, texture and colour. The blocks of colour have been positioned to form a balanced composition on each poster which also creates a pattern across the set of posters as they each have the same layout of blocks, connecting them all together. Shape and colour have been used throughout the design to make the photograph stand out but also make sure the blocks of colour didn't blend in with the photograph but also didn't draw attention away from the artwork and buildings of SA. The photographs, especially the graffiti work done by Mimby Jones Robinson has a lot of texture within the photograph, therefore, using the solid blocks of colour enhances the texture in the three sets. Using these design elements and principles within my design, has helped me create promotional package that will make tourists see the beauty of SA and want to come 'taste the palette'.

I think my final design was successful as it showcases different aspects of South Australia and works well within a range of promotional packages. I learnt about the history of SA and also learnt more about the tourist extractions when exploring places like the winery and the Adelaide Fringe Festival. Using mixed media allowed me to experiment with how a range of materials including encaustic wax, posca's, pens, copic markers, gouache, and illustrator worked against photography.

Overall, I think this design works well to advertise SA and can be used a number of different ways. It has taught me a lot about South Australia and the number of ways I can use mixed media. The design is clear and stands out, in order to make people want to visit South Australia.

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