

Practitioner's Statement

Adelaide Film Festival

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My design brief outlines that I was to design an event poster, ticket and all access pass for the Adelaide Film Festival (AFF) in October, 2017. My designs were to 'showcase Adelaide's art culture'. To achieve this, I have taken inspiration from the street art of local artists seen all around Adelaide; the bright colours, unique styles and geometric patterns. My final product effectively promotes the Adelaide Film Festival by displaying a 'bold, vibrant colour scheme'.

My design process began with researching existing examples of current event posters, to become familiar with the latest trends in event poster design. On Pinterest, Behance and other design-based sites such as We And The Colour and Typographic Posters, I found that large statement colours, gradients and patterns were often used to capture the viewers' attention and give a memorable identity to what was being promoted. Specifically, design firm Toko's poster for the "2010 Breda Graphic Design Festival", and Louise Harding's poster for "Paris Climat 2012" both follow this technique impeccably. Both are documented in the folio process.

My poster directly advertises the Adelaide Film Festival not only with the vibrant marble texture background, but also the geometric title, effectively meeting the parameters of the brief. If displayed all over the city, my final design will give the festival an updated identity as compared to previous years, which traditionally focus on photographic imagery. The aim of the "AFF" is to evoke amazement and new perspectives upon the audience with its diverse artistry and cultural backgrounds. I believe the eye-catching marble background effectively addresses both of these points. It has also been implemented onto print-based festival merchandise; all access passes, tickets, coffee cups and apparel. This will help with promotion and marketing, while showcasing Adelaide's art culture with bold and vibrant colours.

The extensive folio research behind my final product supports and validates the design decisions I made. To derive the marble texture from Adelaide's street art showed significant thought behind my design, while also effectively reflecting one of the most iconic elements of Adelaide's art culture. No other previous AFF identity suite has applied this concept to promote the festival, therefore my designs are especially unique.

I purposely steered this project away from my personal design aesthetic, in hopes to broaden my knowledge and skills of art/design. Experimenting with hands-on materials (acrylic paint, spray paint, paper) and techniques (silk screening, marbling, collage) in my folio process helped me develop organic patterns from scratch, to then be digitized. I was unfamiliar with this style of design, as my personal aesthetic focuses on geometric, flat design. By creating my final product, I have expanded my own design aesthetic to be more versatile and cover a larger range of graphic styles. I feel my final piece successfully (and with great impact) demonstrates the stand-out, reimaged identity I have designed for the Adelaide Film Festival.