

Practitioner's Statement

Tribute Posters

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The brief for this practical required me to create a range of tribute posters for artists to be presented at an awards ceremony, such as the Oscars or Grammys. The target audience for these designs consists of fans of the artists, as they are the most likely audience to appreciate the symbolism and emotion behind the designs. My primary influence for this arrangement is Levente Szabó, especially his recent BAFTA film award posters. These posters included a scene from the film inside a silhouette of a character. The idea behind his posters and their meaning, including symbolic elements relating to the films, inspired me to create my own arrangement of posters honouring three of the most recognised and loved artists that have passed away this year. The choice of artists was not a tough one, as I connect to each of the chosen artists through connections with much-loved characters and music. I felt I had to honour each of their lives in the most respectful way I could by capturing the artists' primary roles, songs and even their personalities in these posters, adding a great amount of appeal to the target audience.

As these posters were designed with the intention of being both printed and viewed digitally, I decided to design them on Photoshop. A graphics tablet was used for all of the sketching work, using simple brushes combined with erasing to create the silhouette of each artist and the scenes inside. Each element designed was carefully referenced to images from numerous sources in order to maintain a high level of accuracy. Rickman's poster took 26 hours to complete, Bowie's took 23 ½ and Prince's took 18. There is a different meaning behind each poster, after extensive research into each artists' roles and lifestyles, this meaning and symbolism was decided. For each poster, there is also a central feature which is something meaningful to the artist in their lives. For Prince, his performing and music and the emotion this brings to his fans, based around his film *Purple Rain*, was a fitting central theme. For Rickman, the *Harry Potter* series played a large part in his acting career and he left a legacy to all fans of this world-renowned series. For Bowie, his place on Earth is central to his character, and so the theme is set in outer space where the *Space Oddity* song is set and *Blackstar* (his last role) looks over this story. The colours in each poster also relate to each artist; purple relates to Prince's film *Purple Rain*, green relates to the *Harry Potter* house Slytherin and blue represents the Earth.

I believe that my posters would work best being presented at an awards ceremony and would be well-received by fans of each artist, hence the creation of custom ceremony logos in the top left corner. Using inspiration from Szabó's works tied with inspiration from the artists themselves, the posters include a great amount of emotion and symbolism which respectfully honours their influence to millions of lives.