

## 2022 Travel Calendar

### Caitlin Stark

My design brief was to create an inspiring 12-month travel calendar using original contemporary illustrations. The aim was to incorporate a balanced layout which combines functionality with a pleasant aesthetic. The theme is “Wanderlust”, which is defined as a strong desire to travel. This could not be more relevant as Australians prepare to come out of COVID-19 travel restrictions, and eagerly plan their next holiday destinations across the World. I chose 12 iconic locations which all evoke different feelings, including adventure, romance, action, serenity, festivity, and culture. My intended target audience was a young female demographic, but on completion of my 12 designs and completed calendar, I feel I have created a product that will appeal to all ages, both experienced travellers and those who dream of future travel opportunities.

My international travel calendar followed a theme, while still retaining the iconic individuality of each of my chosen locations and landmarks. I identified that the successful use of emotive colours would enhance the appeal of each calendar page. To ensure my calendar would be on trend for 2022 I selected vibrant colours from the 2022 predicted colour palette. Different designers, design elements and principles were researched, and concepts refined thoughtfully, with the aim of producing my own unique illustrations capable of evoking psychological responses – the desire to travel.

Wendy Chan, a New York designer and illustrator, inspired me with her fun, creative illustrative style. I liked her clever use of layering elements in her composition, and her use of ‘location themed’ typography. I incorporated layering and in-picture title typography in my final designs.

Designers Rachael Dean and Sandra Dieckmann’s use of vivid, intricate, and whimsical designs, incorporating fine detail of lines and dots to add texture and pattern, to evoke an emotion response encouraged me to add texture to my designs to represent movement and energy. I created a series of successful compositions with the clever use of foreground and background in each scene, and atmospheric colours to create emotion reminiscent of *Les Affichistes*. I also utilised emblematic designs that evoked cherished vacation memories with the clever use of emotive colours, to enhance my theme of Wanderlust.

The production of a 12-month calendar was challenging in complexity and time management, as I created 12 separate unique artistic designs. My original hand drawn illustrations were taken into Photoshop and digitalised. Layouts, colours, and fonts were refined, as I combined detailed line work and drawings into layered scenes with architectural perspectives, texture, colour and depth. I achieved my aim of cohesiveness by repeating the same style of bordering, illustrative style, and matching line art on each page, with the occasional element bursting out from the border onto the surrounding page.

On reflection, I have achieved a successful outcome in designing a travel calendar, that showcases my artistic designs, each embedded with a travel story, cultural influence, and evoking a cherished emotional response that comes with experiencing the wonders of a new destination.