

## *Turn Out Dance Promotion*

### **Olivia Power**

Turn Out is an emerging contemporary dance company, often performing at the Sydney Opera House and recreating traditional stories such as Swan Lake or the Nutcracker. The objective of the company's new identity involves establishing a flat, sophisticated and bold logo exemplifying the contemporary nature of the performances. Commissioned by Turn Out to promote the event Swan Lake, posters, brochures, merchandise and social media were created for the production of Swan Lake. The new contemporary interpretation of the Swan Lake was conceptualised around an Australian environment with an earthy aesthetic. Heavily inspired by Frost Collective's bold, flat logos (Figure 1), the original Turn Out logo consists of a monochrome palette which can then be altered in colour to suit different applications.

Through experimenting with the positioning of the typography and shapes, a balanced structure and unique, hand generated logo. Due to the monochrome palette of the logo, generating the poster aesthetic determined the colour combinations which the Swan Lake performance would comprise. As evident in Australian poster artist, Peter Drew's designs consist of earth tones, generating a worn appearance, I likewise decided to utilise more diluted colours to express an Australian aesthetic. The imagery of Swan Lake was also heavily inspired by photographer Jonathan VDK and Georges Antoni who explore movement through shooting different angles to generate different perspectives of women, shadows and shutter to capture the blurred movement.

Local imagery such as gum leaves and rivers accentuated the Australian imagery in the poster. Divergent media such as adding drops of water to oil and food dye was also effective in replicating the movement of water and patterns of sand, thus connecting to Australian landscapes. In the process of constructing the posters on photoshop and illustrator, attention to the colour combination was significant, particularly upon my decision to generate two separate posters; one consisting of warm colours representing the land, and the other cool colours, symbolising the element of water in nature.

Techniques such as the use of layers and gradients are consistent within the folio as inspired by Henri de Toulouse-Lautrec posters whose use of varying transparency creates variation and interest within his Art Nouveau advertisements. With the posters being the major promotion design for the performance, merchandise such as lanyards, Snapchat filters, drink bottles and brochures consistently had applied the same imagery and colours. Harnessing the soft gradient present in the posters, the Turn Out app featured soft grey and pink colours photography utilising 'shutter priority' to portray movement of a dancer. As I continue to practise as a designer, I have perceived the importance of sourcing local imagery, finding it essential for my work to be unique and inspiring me to generate a design based on what I see, thus elevating the quality of my work. Whilst my method has altered through utilising more authentic imagery, my personal aesthetic has consistently presented the use of soft, earthy colours within a refined, minimal palette.

Through this aesthetic, I have examined photography, learning how to effectively incorporate imagery into a design. My extensive use of media provides the opportunity for me to expand with different media to suit the Turn Out branding and promotion.