

## *Holiday – Travel Posters*

### **Paige Taylor**

My second practical centres around the creation of a series of posters for a fictitious travel company that showcases travelling during COVID, to exotic places (within your own home). With the aesthetic of bold shapes involving bright and vibrant colours to create a cartoon look of the different images of destinations within the household environment. Some of the starting key influences for this design was Harry Rodgers, who designed the Qantas airline travel posters in the 1950's; Rodgers heavily impacted my design style with his flat cartoon and shape based designs that modified and simplified the imagery.

The idea for this practical came from the factor of lockdown being brought on by COVID-19, and how during that period I was meant to go away on a family holiday. This led to a stream of ideas on how I could showcase a fun travel poster which uses household areas/objects to replicate travel destinations. Fuchsia MacAree is a graphic designer who creates vector illustrations where she uses solid colours and minimal perspectives applied to a variety of applications from small spot illustrations to a full mural. Her style and aesthetic shows real pictured moments from illustrated flat, bold shapes.

Minimal thin capital text is sometimes incorporated within her work, ontop or around in the frames. I interpreted her aesthetic to develop my own, where in I used shadowing of my objects with layered darker coloured flat shapes, and the same bright bold colours she displays. My final series of my posters portrayed what I believed to be minimal cartoon style posters, which incorporated different travel destinations within household rooms. The light and bold colours, on flat shapes with no borders created a flow to each shape and object. The square minimal text font on the posters highlighted a catchy slogan to bring attention and humor to audiences; as a sign post to this crazy time.

All throughout my practical, I explored and played with different design techniques to create my own cartoon style. This involved the exploration of different media, including gouache paint, which dries very flat compared to normal paint, and the development of using Adobe Photoshop and Illustrator techniques. This simplistic digital media style worked next with what I had envisioned to create for the posters, hence all of my posters were created using these apps.

All of my shapes of the household items came from inspiration of photos I took of objects and settings around my own home, this allowed me to replicate and create real life 'holiday' scenarios.

The final series of posters I believe meet the needs of the brief, in terms of creating fun and inviting, whimsical posters, which fit the aesthetic of the flat bold and cartoon style of images. The posters were applied to be displayed in homes as a reminder to the audience of the effects COVID-19 has had on traveling, however still being able to have a chuckle at the fun interpretations of 'home travel'.