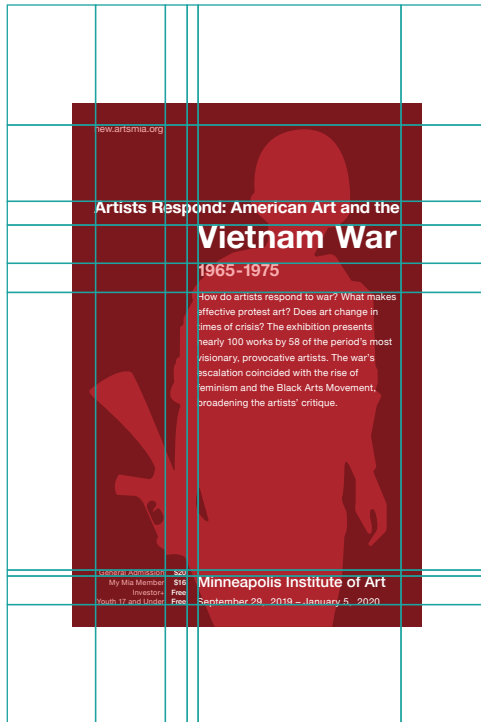


Ideation

I enjoy art shows and have attended the Mia many times, so I decided to work with their current featured show. The show focuses on art created in the time period that the Vietnam war was occurring, and what social and political commentary was emerging through art.

I wanted to stick with a simple and clean design to reflect the integrity of the event. The soldier graphic is based off a portion from one of the featured works of the exhibit: *Mi Vida* (My Life) by Jesse Treviño. This piece is a mural created by a veteran who had to re-learn how to paint using his left hand after he lost his dominant hand in the war.

Keeping the weight of the exhibit in mind, I wanted to choose my colors carefully. I didn't want it to be too "fun", I wanted it to reflect the seriousness of the subject. Black and white was too stagnant, and brighter colors like green or blue didn't convey the right psychology. Red seemed to be good balance between visual interest and the subject.



Final

For the final, I refined positioning and size on all of the text, changed the weight of the body copy text from light to regular, and adjusted text properties such as kerning and tracking. I also made small adjustments to the soldier graphic.

This refined version has much better readability and contrast than the first iteration, while still maintaining the clean vision that I set out to create.