

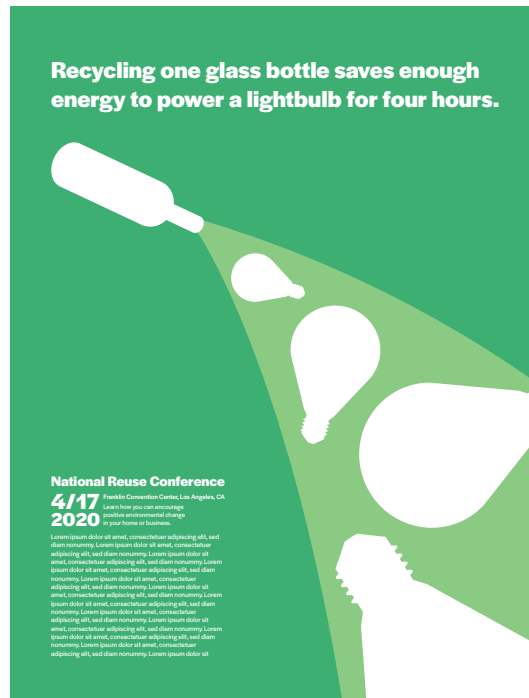


Moodboards

My moodboard began with a general focus on sustainability. I created 3 ideas for events and found materials that related to each of them. I later refined my event idea to be a sustainability focused conference. The largest moodboard is the one I drew the most inspiration from, particularly the lavender poster with the mugs. I liked the simple, understandable factoid that wasn't in a scale that was difficult to understand. However, I didn't want to stick with the style of it being so minimal, as I was interested in working expressive typography.

Ideations

I began by trying the minimal style of the poster that inspired me, but quickly realized that it wasn't what I wanted to do. I messed around with the factoid in an expressive style like I wanted to try, and placed inside of the lightbulb to act as a lightning bolt. That wasn't quite right though, so I tried some other solutions. While I was modifying the lightbulb, I looked up and noticed the colors of a fluorescent ceiling light being seperated by my glasses, and created the bottle/lightbulb graphic.





Final

The final version got many small refinements, along with resolving the bottom text areas. Colors were tweaked, headers were kerned, positions were changed, all until I was satisfied with the result. I really enjoyed designing this poster, and I hope it shows.