



History of Communication Design

ROMANTICISM POSTER

Arya Govekar



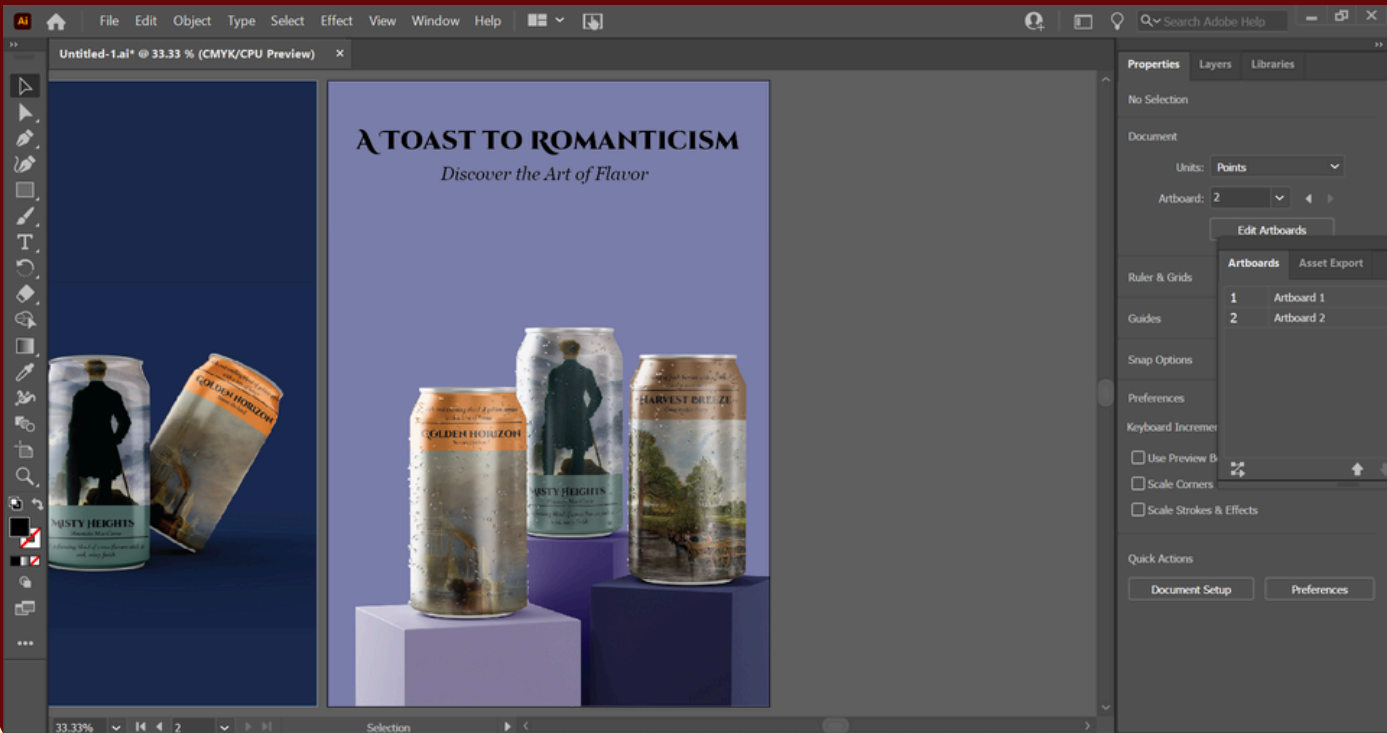
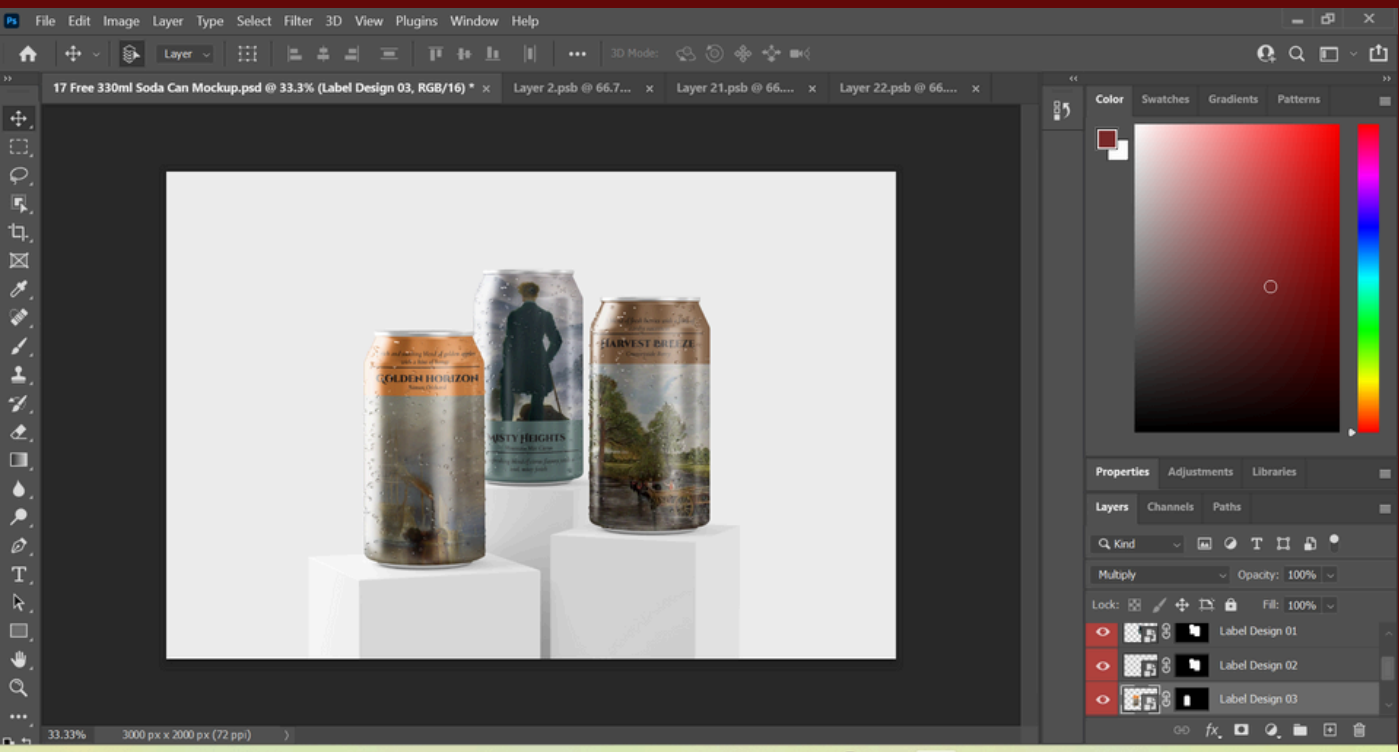
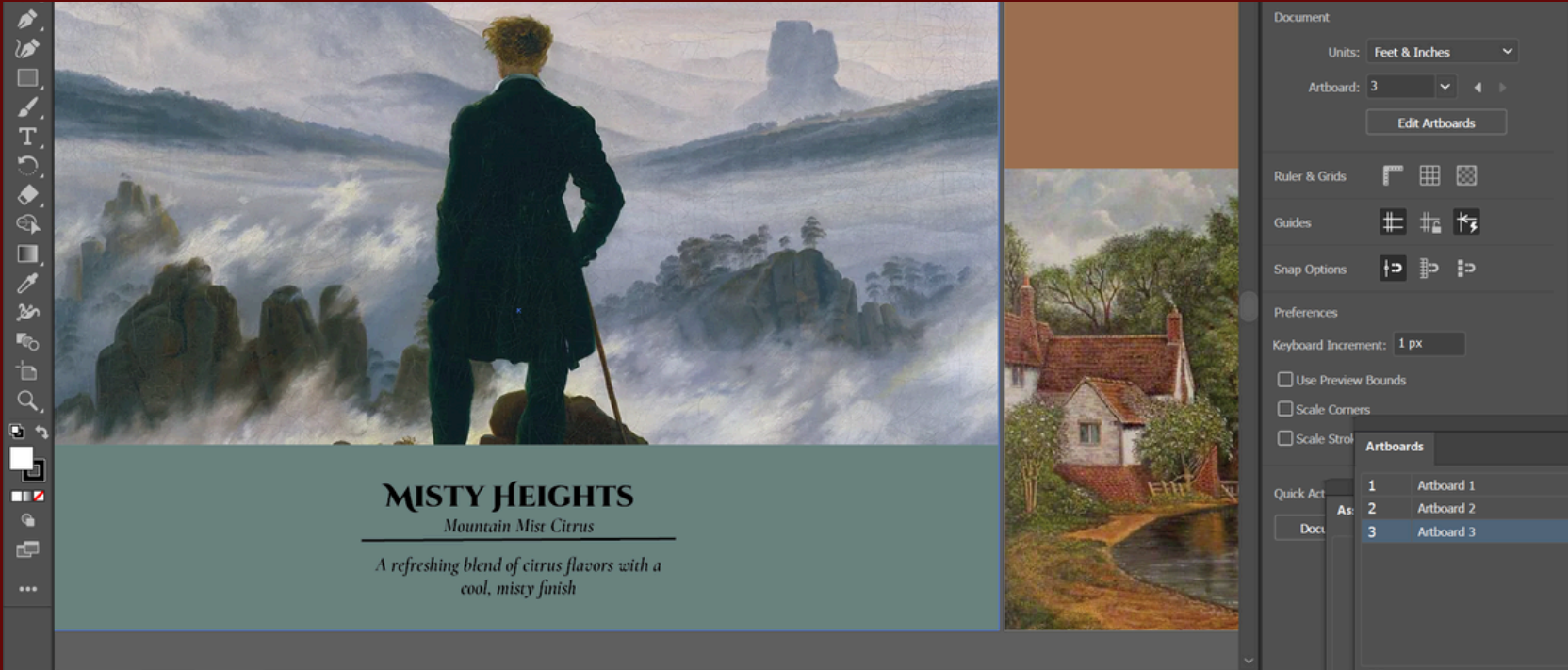
CONCEPT NOTE

To create the Romanticism Cans, I aimed to situate the beauty and emotion of Romanticism art within a contemporary context. By featuring iconic paintings like Friedrich's "Wanderer above the Sea of Fog," Turner's "The Fighting Temeraire," and Constable's "The Hay Wain," each soda can reflects the essence of these artworks through unique flavors and designs. I chose pastel colors for the promotional poster to give the collection a contemporary feel while staying true to the Romanticism spirit.

PROCESS NOTES

The process of creating the Romanticism Collection was a total immersion that brought about the fusion of art and modern design. I started by selecting paintings such as Caspar David Friedrich's "Wanderer above the Sea of Fog," J.M.W. Turner's "The Fighting Temeraire," and John Constable's "The Hay Wain" because they reveal emotions and magnificence in this era. Each artwork was matched with a flavor like "Misty Heights," which is inspired by the misty citrus blend in Friedrich's painting.

PROCESS



MOCK UPS



POSTER



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THANK YOU

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