

Advocacy Posters Artist Statement

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My posters revolve around raising awareness about the dire consequences of climate change on polar bear habitats. The first poster portrays a melting ice sheet with a lone bear, urging viewers to combat climate change to preserve their homes. The second poster symbolizes rising temperatures by depicting a polar bear stepping into lava. My key messages are to convey the urgency of addressing climate change and its devastating impact on polar bear habitats.

I used the CRAP principles when designing my posters to help me effectively communicate their purposes. I used contrast in the first poster by coloring the background black and white, making the main “sticker” pop out and grab the viewer’s attention. In the second poster, the stark contrast between the ice/water and rocks/lava helps draw attention to the extreme consequences of climate change. I used repetition in the first poster’s background to fill space with relevant imagery. In the first poster, I used center alignment to direct attention to the big sticker. In the second poster, I used a diagonal line that spans across the entire frame to split up the image into sections. The first poster uses cold and icy blue tones to create a somber and urgent mood, and the second poster contrasts cold blues with fiery reds to emphasize the stark difference between the two sides.

Photoshop was an instrumental tool for me in creating realistic visuals. It allowed me to seamlessly blend images together, adjust colors for maximum effect, and apply filters to achieve cohesion between layers. Photoshop has some limitations, including a high skill-curve and high time-intensity. There is also no direct way for me to draw on my computer because I do not have a writing pad or a touchscreen. With pen and paper, I could draw directly on the poster.

I think that I used strong symbolism and simple wording to convey my message effectively. I think my first poster's "sticker-bombed" theme is cool, and I really like the oil-painted effects on the polar bear picture. I think a weakness is that the poster is slightly congested and has a lot of filler space. In the second poster, I think the stark contrast between the two sides looks great, and clearly shows the dangers of climate change. It evokes an emotional response seeing the polar bear step into the lava, which helps convey my message. I think the lettering does not "pop" enough, and there is a lot of empty space. Also, I think some sort of effect or filter could have been used to make the visuals more interesting.

In the first poster, I had issues making the lettering in the stickers wrap perfectly around the circle, but I got it to look pretty good after watching a few YouTube tutorials. I also had trouble making the smoky sky look good, but I fixed it by applying a gradient to make it look more natural. In the second poster, I had issues getting the shading to look right, and I fixed it somewhat by using the quick-selection tool to set each part in its layer correctly.

I changed the first poster dramatically, because the design was too plain. I stuck to the second poster's proposal, because I ended up happy with how it looked. I learned that there are always things to improve upon when creating multimodal compositions, and there are design choices that are not limited to "correct" or "incorrect". A simple idea could go down many different paths, and end results could look drastically different from each other. Overall, it was a good experience as I enjoyed designing in Photoshop.