



St. Kilda

Observation Poster Rationale

Inspired by the theme of architecture and botany I conceptualised while exploring St. Kilda, I wanted to create an illustrative poster to represent nature and plants, alongside man made structures, in particular the iconic rollercoaster of Luna Park.

I used trees, vines and leaves to imitate the gridded structure and silhouette of the rollercoaster, and changed the white wood of the rollercoaster to a warm red-brown reminiscent of the terracotta roofs and woodwork of St. Kilda neighbourhoods.

I sourced all the colours of my poster from the pictures collected from my publication, though I tweaked them to increase saturation and brightness levels for better contrast, and to emphasise the 'postcard' concept. I tried to keep the colour palette limited, using sandy and muted tones of nature and the beach.

I used an airbrush and coarse pencil tool to create depth and texture, as I wanted to accentuate the 'hand drawn' and imperfect style.

I tried to maintain an almost storybook-like aesthetic to emphasise the playfulness and energy of St Kilda.

Lastly I selected a font which combines both traditional serifs and rounded modernity, using an orange shade from the sun to keep the text subdued, bringing emphasis to graphics.

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Link to .jpg format

<https://drive.google.com/file/d/1XVfrhRONzupkZckX2diJaCno10IFDJgQ/view?usp=sharing>