St. Petersбourg

The Window to Europe, the Venice of the North, the City of White Nights

A product of the imagination-and iron will-of Peter the Great, the city is a busy tableau of architectural whimsies (Neoclassical colonnades, palaces of yellow and mint green). Peter envisioned his imperial capital as a window into Europe, and it has long been a center of culture and sophistication, with some of the world's best art and ballet.

On the Neva River, Saint Petersburg is the second largest city in Russia and arguably its most breathtaking. Founded by Tsar Peter the Great in 1703, St. Petersburg was the country's capital for a time.St. Petersburg is a Russian port city on the Baltic Sea. It was the imperial capital for 2 centuries, having been founded in 1703 by Peter the Great, subject of the city's iconic "Bronze Horseman" statue. It remains Russia's cultural center, with venues such as the Mariinsky Theatre hosting opera and ballet, and the State Russian Museum showcasing Russian art, from Orthodox icon paintings to Kandinsky works.

Design By
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PART 2:

According the St. Petersburg layout, here id the explanations of the use of the design principles and elements learned in class.

- **GRID:** Firstly, the use of grid was used to guide my text paragraphs and design principles to apply the balance to the page and composition.
- **DESIGN PRINCIPLES:** It makes it easy to have organized work and apply design principles in my work, such as hierarchy, color, white space, and alignment.
- TYPE PAIRING: For the title, I decided to use the typeface called "Kremlin Durman" because it has the characterization of a Russian font, which it connects to the topic idea.
- **ALIGNMENT:** For the alignment, I chose to use the align-left because I apply a rectangular element to make a color background. For this reason, the alignment to the left could make a connection to the component to show the wrap text.
- **KERNING:** I adjust kerning to the optical option to delete the extra space in the text.
- **TRACKING:** I adjust a minimum amount of kerning in the title and paragraph to eliminate the amount of space that it has between the letters.
- **HIERARCHY:** For this step, I first try to organize and have a balance between the text by prioritizing the size and color of the book to show the most important. For the images, I try to have the same amount of visual, but without having too many things at once.
- **COLOR:** I use the color red because I search that red is an essential color for Russia that represents power and strength and "the blood of the workers," which is also on their flag. Also, I use the yellow color based on the images that portray the yellow and wgold look. For this reason, I use the color to complement and have a connection to the title with the photos.
- **LEGIBILITY:** last but not least, I use legibility when I portray the map location of St. Petersburg on the back of the text. Since the image has high contrast, I decided to reduce the opacity and adjust the color on photoshop to then upload it on InDesign and use the effect of transparency so the test could be eligible.