

ST. PETERSBURG

THE WINDOW TO EUROPE

THE CITY OF WHITE NIGHTS

THE VENICE OF THE NORTH

THE SHEER GRANDEUR AND HISTORY OF RUSSIA'S IMPERIAL CAPITAL NEVER FAIL TO AMAZE, BUT THIS IS ALSO A CITY WITH A REVOLUTIONARY SPIRIT.

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.

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For this quiz since I was told what it would be about beforehand I had a few ideas in mind on what I want it to look like. For instance I was made aware of the place, which is Russia. I saw a few Russian posters a couple of months ago and I like the style of it. I want red to be a reoccurring color and I found a color to match it which was tan for the background. I wanted my designs to be slanted in a way because I saw a few posters that were like that. After using slanted designs it became harder to use margins and guidelines because it didn't line up so I re-worked my page. **For grid I emphasized the sub headers most because I felt that would transition my headline into my paragraphs. I used tracking in my sub-header because since there were plenty words in one text box I felt it would take up too much space.** Low and behold trying to fit in my sub headers into one space it took up too much space. After using tracking but not squeezing the text to the point where it was hard to see (legibility was my priority), the text fit perfectly and complemented the white space.

Type pairing was my second favorite thing to work on because it could accentuate my designs and the poster itself. Type pairing could turn a mediocre design into an outstanding design that would make your design stand out within a group of designs. My choice for type pairing was for the header I wanted to choose a font that had a small caps esque, to complement that big and bold title/headline, I paired it with a small and typewriter style font. I felt this was a great choice because the headline should pop the most, since there would be a good bit of body text the small/typewriter esque font would not be too bulky and won't interrupt my intended focal point.

For this design I was in a dilemma for what my **focal point(s)** should be. I knew obviously with hierarchy the headline should be the first thing the viewer sees, but what else "should it be one of the monuments", "colors", "or even the middle of the page." I put all those thoughts to the side and just **focused on the hierarchy**, ->headline->sub-header->call out-> then the rest that follows down the page.

For **Kerning** I used it for my call outs to make it more appealing. For my text I used leading, I had a text wrap in place and I wanted more of the text to be effected by the wrap. Using the **leading** it pushed the text down and it made the design look better. I also used the optical option like I was taught because it makes it more appealing(**kerning**).

Color I was inspired by a Russian poster that I saw a while ago (I'm pretty sure it was an old propaganda poster but the design was really well done). I wanted red to be reoccurring because of the characteristics of red it attracts the eye, and tan is easy on the eye depending on what you combine it with.