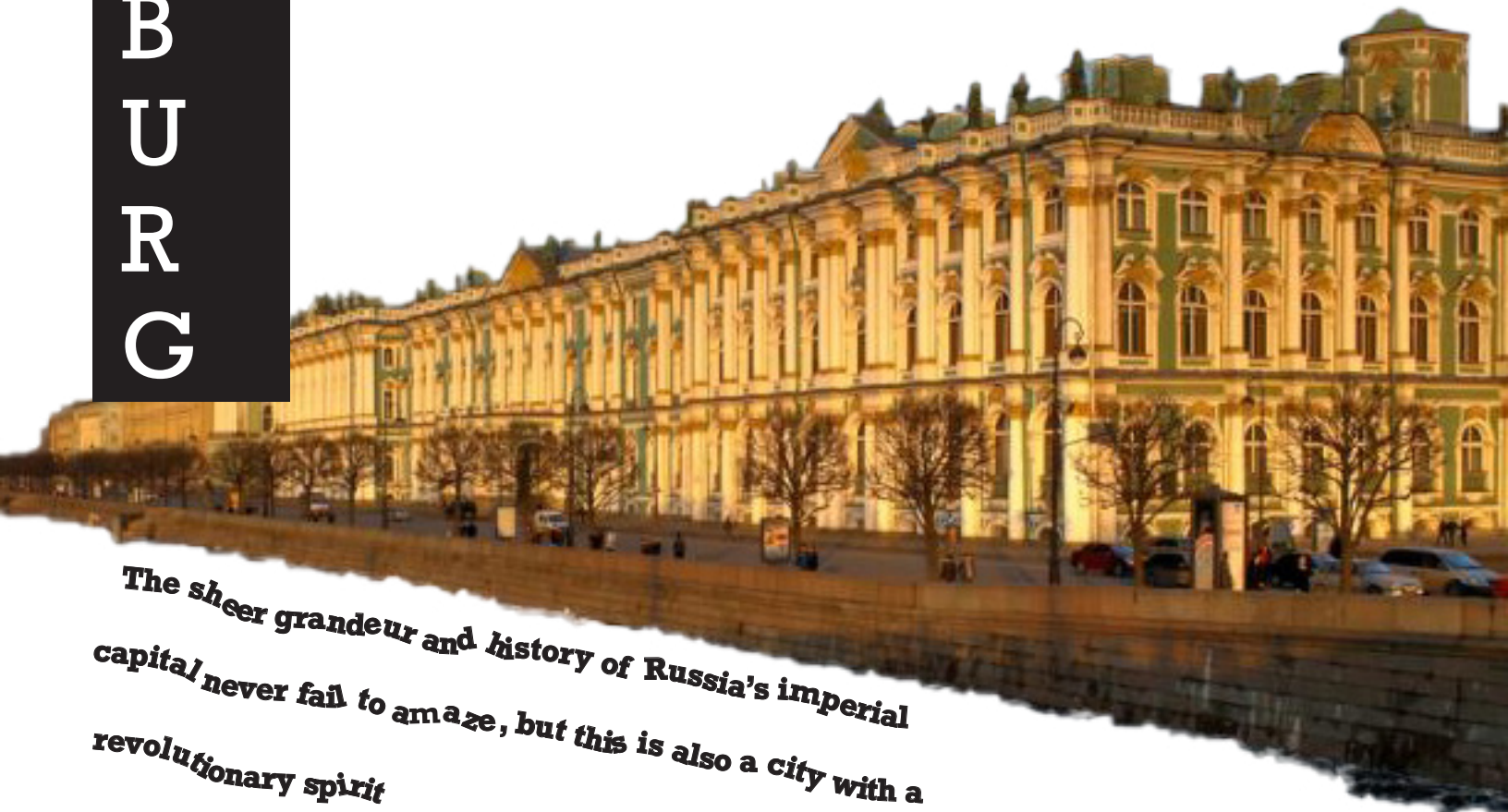


P E T E R S B U R G



*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



The sheer grandeur and history of Russia's imperial capital never fail to amaze, but this is also a city with a revolutionary spirit

Poster Design Explanation:

GRID. Design Principles. Type pairing (choice of the typeface), Type alignment, kerning, tracking, visual hierarchy, color, legibility

Grid

I used a 6x6 grid as described in the project brief.

Type Pairing and Legibility

- Paired a serif and sans serif font
- Rockwell being the main font used throughout the page and Shree Devanagari 714 being the font used on the body copy only. I thought something light and rounded would be a good contrast from a bold, squareish typeface. I feel like with these two typefaces the piece is legible.
- I decided to make the type on a path copy bold so that it can be so much more, adding emphasis and making it easier to read.

Type Alignment

- My main title is aligned left, and so is the text on the bottom, however the body copy is aligned right

Design Principles and Color

- I decided to use type in a path on the bottom left of the page to mimic the clipped out photo
- I used a layer mask in photoshop and exported the photo of the Hermitage to immitate a "collage" look
- I used geometric shapes and black and white in the color choices because when I think of Russian design besides diagonals, I think of these two colors so it felt fitting.

Kerning and Tracking

- I didn't really have to work with these two until it came to the text on a path where I used tracking and kerning to make the letters on the path look better. I also had to create an outline on one of the letters that the regular tracking and kerning still couldn't make look correct.

Visual Hierarchy

- I made the important things stand out more such as the title and subtitle as well as the type on a path that draws your eye in because of the boldness and quirkiness