

Australian Wildlife and Nature

Graice Della-Torre

My brief was to design a utility box cover for the main street of Kadina in consultation with one of the store owners where it is adjacently located flora and fauna. My client requested visuals including Australian flora and fauna such as birds, wombats and nature. My client wanted a unique design that stands out with colour which features animals and plants. I wanted to create a design that is tourist friendly and unique to previous local artwork.

My design brief was to design a utility box wrap that is Australian orientated and vibrant yet unique at the same time. My main inspiration was flora and fauna as I wanted to create my own design incorporating these elements, as well as incorporate other artist's elements as this helped me with my client's requests. I discovered that utility box art is a great way to have a pop of colour in your local community. Turning a plain, coloured utility box into a canvas is a great way to make a bold statement within your local town. My client had earlier commissioned a mural on the side wall of her store and wanted to build upon this using it as a canvas at the front of her store. The mural artwork is a very popular feature within our local town, especially on social media and newspapers, this has become a trend within our local town.

The main function of this design is to show visitors to our town using Australian flora and fauna through the use of colours, this makes the design visually appealing. I reached this goal successfully as I included a variety of Australian fauna and flora within the design. This included three main animals my client requested (bee, wombat and gala). I also used Australian flora in the background to bring my design to life.

My design was influenced by two well-known Australian artists, Grotti Lotti and Sally Browne. Both artists have unique techniques, Grotti Lotti uses bold colours and a paint dripping effect. Sally Browne uses Australian wildlife within her designs. Studying their techniques form useful ideas to use within my own design. Collecting other artist's styles really helped me with how I was going to produce my final. Practicing these influences helpful colour choices and techniques chosen to reach the design brief to a high level, as I collected all ideas and used them within my own design and showed my client before I finalised my decisions.

The evolution of my work included using Photoshop and Illustrator Adobe programs to produce my final design. I used Pixabay to gather free stock images within Illustrator and Photoshop and present them on a utility box format. I discovered how to incorporate different styles and techniques into one design to suit and match my client's needs. The communication of beliefs, values about a person's design aesthetic throughout my practical work include analysing Australian flora and fauna. Creating my design shows different techniques and design elements, as well as the design wrap, this attracts the audience and show what Australia is truly about.

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