

North to South: Postcards and Posters

Scarlett Drogemuller

In this Folio I set out to design a series of postcards for Australian towns and tourist locations in South Australia and the Northern Territory, with the aim to have these reflect the town's history, environment, flora, fauna, location, and landmarks. As well as reflecting the location, I also wanted the postcards to be a promotion for the place as a tourist destination. To provide some kind of purpose or incentive to collecting the series of postcards, I branded them as a tour from North to South through these destinations that shared the similar characteristic of being distributed down the centre of Australia. I also created a series of stand-alone posters and stamps for these places and a number of locations in the West MacDonnell Ranges as 'special or limited edition' posters for the collection.

Originally, I wanted to design affirmation cards, however this soon turned to silo art for Australian towns, which ultimately inspired my switch to postcards and location posters. I wanted to explore various aspects of culture in Australian locations to inspire and include as elements in my work, creating connection between place and my designs. When designing different elements for my postcards, particularly floral illustrations of native flora, I drew on my knowledge and skills developed through my visual study where I looked at different mediums and techniques to creating botanical patterns in different styles. This exploration was a large inspiration for my work, as I was keen to apply my new knowledge of botanical illustration to the flora elements of my postcards.

The primary inspiration for my practical came from a family holiday I went on last year, where we visited four of the five postcard locations I used in my designs, as well as all of the locations through the West MacDonnell's that appear in my stand-alone posters. The Coorong was the only location not visited on this trip, but having been there multiple times before, it just made sense to include along my route of tourism postcards. The central Australia trip through Quorn, Coober Pedy, Uluru, Kings Canyon, and the MacDonnell Ranges quickly became my favourite trip. The red landscapes and vast cliff faces, particularly through the centre, were simply spectacular. I loved the walks around these places, finding the hidden billabongs and listening to the abundance of birdlife. However, when visiting the tourist souvenir shops in every stop over location, the only postcards and travel mementos I could find were tacky giftware or plain photography postcards with ugly fonts; not something I would want to purchase. This inspired my passion to designing my own postcards for these locations, modernising tourist collectables and creating something that I loved and would want to buy as a travel keepsake.

I think my final products, five postcards with correlating floral posters, as well as the four stand-alone West MacDonnell Ranges posters, were successful in meeting my design brief. I wanted these to be a modern, elegant alternative to the tacky souvenirs that are currently available at tourist locations, offering a snapshot and representation of positive aspects of the location. I believe my final work is successful in doing this, with my postcards showcasing a number of unique aspects of each location. I also wanted to create a connection between my work, and motive for people to collect the set of

postcards. I believe I have accomplished this with the continuous road route line that links the postcards together across the back, creating a kind of puzzle or game for collectors. I have also been able to link my floral posters to their corresponding postcards by turning these into my postage stamps that are on the back of the postcards. These floral posters were created as a result of my unused floral elements I had created when conceptualising for my postcards.

The use of similar elements throughout my five postcards, was intentional with the aim to create a connection between my work and make them a 'set.' In designing my 'set' of postcards I had to ensure each of my postcards were stylistically similar with elements that appeared consistently across them; this is something I believe I have executed well. My postcards are different, yet they are cohesive and united as a collection, they also show a clear link to my stand-alone posters. The designing process for these works was long and repetitive, but this was rewarded by the final modern elements and arrangement of my work that I had aimed for and worked hard to achieve.

Black Squid Design's work with Stateliner buses became very influential on my work. Their recent commissioned work for Stateliner uses layered photography, illustration, and graphics to represent the different regions on the signage for the side of their buses. I love the composition of elements, organic arrangement, and complementary colour schemes of these signs, which become the main source of inspiration for my composition. Lamai Anne, a graphic designer I explored throughout my visual study, also had a very strong influence on my individual graphic elements of my postcards. Her work, digital illustrations of native Australian and New Zealand flora and birdlife, use a sophisticated, modern blocked colour technique. With this being my favourite style of botanical illustration, I developed in my visual study, I was very excited to apply this technique to my work in my folio. While these designers had the greatest influence on my work, I also looked at a number of other creatives who influenced smaller elements of my work. Chester Don Powell's original grainy texture and Anderson Design Group's modern layout of National Park posters had a clear influence on my West MacDonnell posters where I applied elements of both styles.

With a personal interest in digital illustration over the past few years, this folio gave me the perfect opportunity to pursue my passion for digital design, combined with my love of travel and geography. I was also able to fill a gap in the market with my modern, original digital design works promoting tourism.