

Poseidon Cruise Line

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When looking at my personal folio you will see the design brief, I was commissioned to create was to design the interior of a cruise line cabin, highlighting the logo by using different materials like golds and silver to show strength, as well as using dark greens, blues and purples to in body strength, in an elegant and simple way just like the logo. However, this idea was changed due to time considerations and covid-19. It was discussed with a teacher to create a poster advertising the ship and logo.

The process of designing a poster started with competitor analysis to see what is current, in trend and to aid in promoting brand recognition. In this process difficulties were evident as logos have no clear rules defining what a logo is. Finding similarities and differences in posters that still resembles the name 'Poseidon' and in bodies the design brief, guidelines and wants of the customer for the body of work were challenging. Discussions around colour and colour theory, being, the collection of rules and guidelines which designers use to communicate with users through appealing colour schemes in visual interfaces, were conducted.

Using golds, dark greens, dark blues and purples, in bodies strength, in an elegant and simple way. Once this was done it was back to the drawing board to again create thumbnails and using design elements/techniques of Negative Space, Line Art, Dynamic Letterpress, Gradient Mesh, Polygon Abstract, Overlap Technique and lastly 3D In 2D as well as the placement of images, logo and text onto the poster and sketching these up to discover the best placement. After this step was complete analysing was done through looking at different logo analysis, this was helpful in constructing the design and placement of the logo onto the poster and the poster it's self as well as the following element and understanding similarities and differences of other logos to draw attention to their target audience being adults, seniors' citizens and all rounded people that are looking for a getaway holiday.

Next ones this was achieved it then went into the process of creating and finalising the design on to 'photoshop' ones again just like the logo. Lastly, the finalised poster was transferred into 'mock-ups'.

Through these steps and looking back at the design brief and keeping in touch with the customers it really shows them what is involved in the process and what is needed to achieve the best poster for their target audiences.

When reflecting on what I could have done differently to improve the design of the poster, I would improve my photoshop skills, change the typography of the poster to add more weight and boldness to show the strength of Poseidon and the power that the geek god has; try different colour concepts to improve or enhance the poster; adjust text, logo and imagery placement of the poster.