

# > travel poster

## > objective(s):

Students will create a vintage styled vector travel poster of areal or fictitious location.

## > curricular focus:

This lesson emphasizes using source imagery to create simplified vector graphics of a real or fictitious landscape

## > specifications:

**save as:** Travel Poster\_LastnameF

**width:** 18 in

**height:** 24 in (note: dimensions may be flipped to 24 x 18 with permission)

**color mode:** CMYK

## > instruction:

- learn about the history of travel poster design
  - see *Travel Poster History* on page 3
- review the basics of traditional travel posters
  - see *Travel Poster Basics* on page 4
- review examples of travel posters
  - go to Travel Posters Examples folder
- review how to place and embed images in Illustrator for referencing/tracing
  - go to File: Place and select image
  - go to the Options Bar at the top and select Embed
    - this will make the image a permanent part of the file rather than just a link

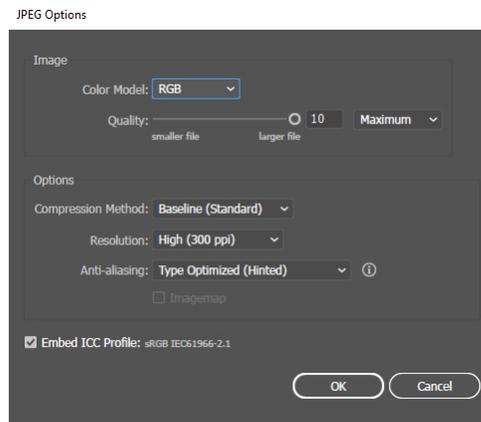
## > procedure:

- select travel poster subject and approve with instructor
  - can be real or fictitious location
    - can pull from books, movies, cartoons, video games, etc.
- research potential source images and approve with instructor
  - use large format images (but medium format is okay since we are tracing/simplifying)
    - in Google go to Tools then select Size
    - in Bing/Edge go to Filter then select Image Size
- plan your composition
  - **IMPORTANT!**- your composition must be a combination of two or more images
    - your poster idea cannot be simply vector tracing of a single image
    - the composition does not have to be geographically accurate
      - for example: in a poster for Washington DC you could have several monuments grouped together
  - carefully read *Plan Your Composition* on page 5
  - look at examples for each item on list
- sketch composition
  - place dominant foreground element first
  - place text second
    - text must be drawn in the style of the font being used
    - must include location but may add "visit" or even secondary text
    - label font name
  - place middleground third
  - place background last
  - label colors
  - approve completed sketch(es) with instructor
    - no minimum, but multiple sketches are encouraged

*continued on page 2*

# > travel poster

- create artwork in Adobe Illustrator
  - set up document
    - see Specifications above
  - place images for contour overlay
    - go to File: Place and select image
    - go to Control window at top (under main menus) and select Embed
    - don't forget you may take a photo of your thumbnail and use that as well
  - create vectors
    - make sure all layers are named appropriately
    - make sure all artwork is trimmed perfectly to the edge of the document
    - expand text
      - select text then got to Type: Create Outlines (or press Shift + Ctrl + O)
    - run Clean Up
      - got to Object: Path: Clean Up
      - make sure all boxes are checked and select OK
  - approve with instructor
- create companion JPG
  - go to File: Export: Export As
  - keep original file name
  - set Save As Type to JPG
  - set JPG Options as in example



## > requirements:

- file specifications
  - dimensions are precisely 18 x 24 or 24 x 18
  - all layers are named appropriately
  - all hidden layers are deleted
- construction
  - all paths are trimmed perfectly to the edge of the document
  - Clean Up was performed
- visual hierarchy
  - dominant visual element and primary text must be the first things the viewer notices
    - can be either order
  - background and secondary text (if used) enhance but do not compete with dominant or text
  - composition utilized more than one image source
- text
  - font selection is easily legible even at a distance
  - font(s) reinforce the overall mood/feel of the composition
- aesthetics
  - dominant visual element, text and background convey a consistent mood
  - poster evokes a sense of wonder and desire to visit location
  - overall composition is pleasing to the eye and holds the viewer's attention

# > travel poster history



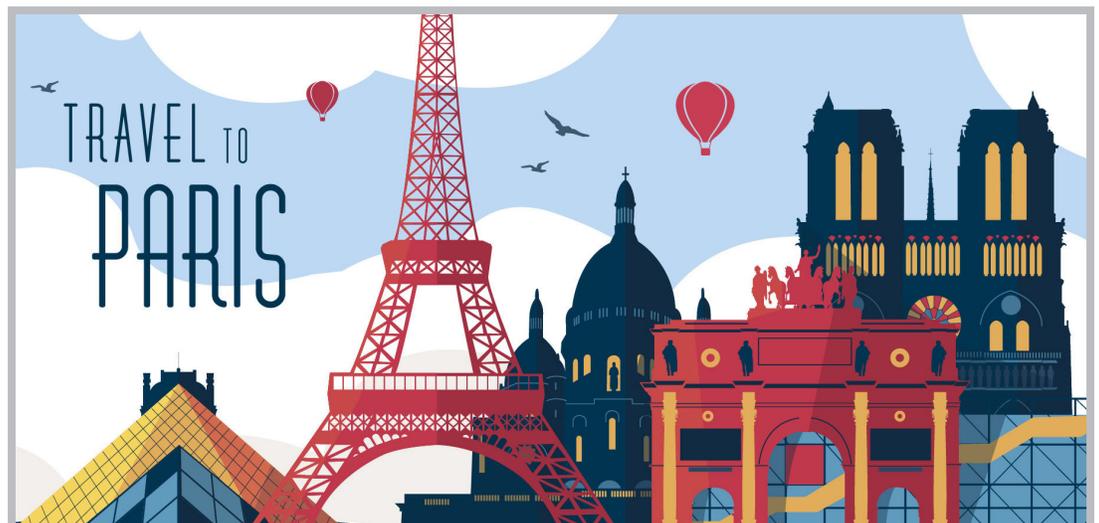
Travel posters were used by airlines, railroads and tourism companies to graphically advertise travel destinations during the Golden Age of Travel before WWII. Many were considered works of art and ranged in style from art nouveau to mid-century modern.

At the same time, lithographic printing was developed and was ideally suited to producing posters. They were prominently displayed in the train stations and airports of Europe and America.

In the mid-1930s, luxury ocean liners ushered in transatlantic travel. After World War II, the era of intercontinental air travel began. This was a boom time for travel posters, and they could be found everywhere.

Early on, travel posters were a jumble of images, text and information. By the early 1900s, artists began using fewer details, adding power to the message. By the 1920s, other artists transformed the travel poster from illustration to symbol.

Today, travel posters are not only popular with collectors, they are a commonly found framed in living rooms across the world.



# > travel poster basics



**Primary Text** boldly states the location and often has "Visit" or "Travel To" preceding it. Should be one of the first two things the viewer notices.

**Middleground** is also simple and low contrast so that it does not compete visually with the dominant or primary text.

**Color Palette** is kept to a minimum to help unify the composition. Usually, the dominant visual element and the primary text have the most bold and contrasting colors.

**Background** is simple and low contrast so that it does not compete visually with the dominant or primary text.

**Artwork** is highly simplified and stylized versions of your photo resources. Composition is clearly graphic, *not* photographic.

**Dominant Visual Element** captures the viewer's attention and establishes the overall mood and feel of the poster. The dominant is most commonly architecture or landmark. In this example, the lake is the landmark but lacks visual 'pizzazz' so the water skier was added to serve as the dominant on the water.

**Secondary Text** (not required) adds information but does not compete with dominant element or primary text

# > plan your composition

## > dominant element

- what should be the main visual attraction of the poster?
  - use architectural or environmental landmark
  - must be a strong representation of the topic
  - for example: for Ireland it could be Blarney Castle, Cliffs of Moher, St. Patrick's Cathedral, Giant's Causeway, etc.
- should capture the viewer's attention

## > primary text

- keep it simple
  - for example: "Ireland" or "Visit Ireland"
- font(s) should match overall mood/feel of topic
  - if using "Visit" it should be a different font or a different style of the same font

## > secondary text (not required)

- some posters have additional slogan text
  - for example: for Ireland you could potentially add "The Emerald Isle"
- must be visually subordinate to primary text
- can be font already used or a different font

## > text placement

- where is the optimum placement for the primary text?
  - consider how its location and scale impacts visual weight and balance
  - should it be centered? offset to the left or right?

## > middleground

- what will effectively and aesthetically reinforce the dominant element?
  - additional architectural/environmental landmark(s)
- do not have to be accurate in scale, location, etc. to the dominant
  - for example: for Ireland the Cliffs of Moher can be the middleground for Blarney Castle which is 90 miles away
- remember to keep it lower contrast so it does not visually compete with foreground dominant

## > background

- what will fill the background most effectively/aesthetically?
  - sky most commonly used but you may consider alternatives
- background must be full bleed
  - this means there is no empty areas on the poster

## > color palette

- usually kept to a minimum
- colors do not have to be accurate to actual architectural/environmental landmarks
- consider actual color schemes
  - analogous, warm, cool, quadratic, etc.
  - you are strongly encouraged to use Adobe's Color Wheel (<https://color.adobe.com/create/color-wheel>)
- middleground background are kept low contrast to allow dominant element and text to pop