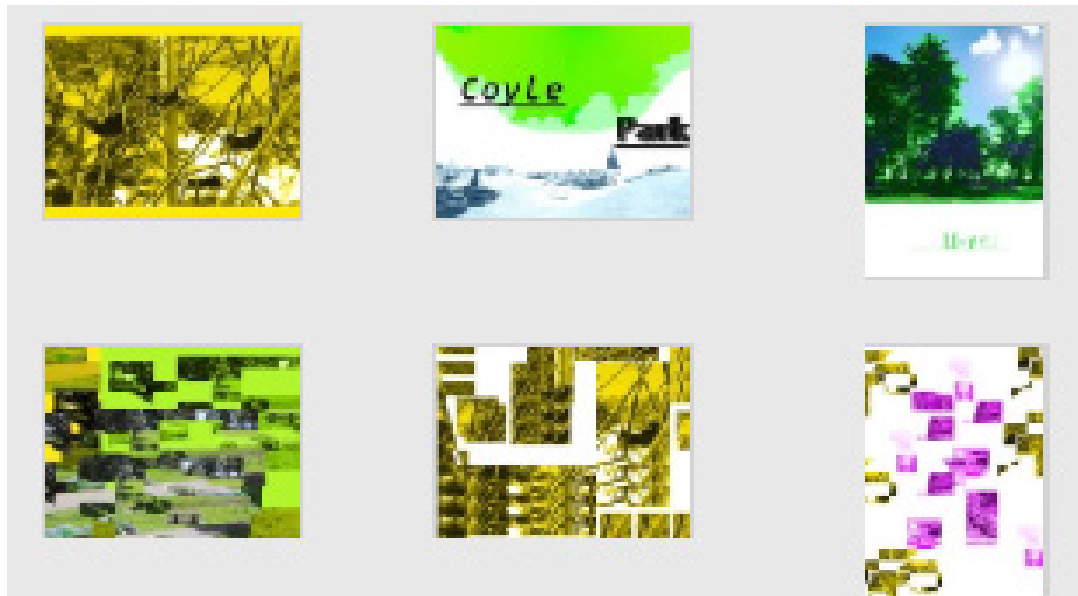


Creative Projects (Poster)

I committed to creating natural poster (Coyle park poster) products sales, in the beginning, I designed some bold, futuristic poster, cutting pictures, random layout, background blur processed and bold used color, etc... When I finished, I shared my work with Cris and classmates, but when they gave me feedback, I realized that it wasn't fashionable and attractive in the present....



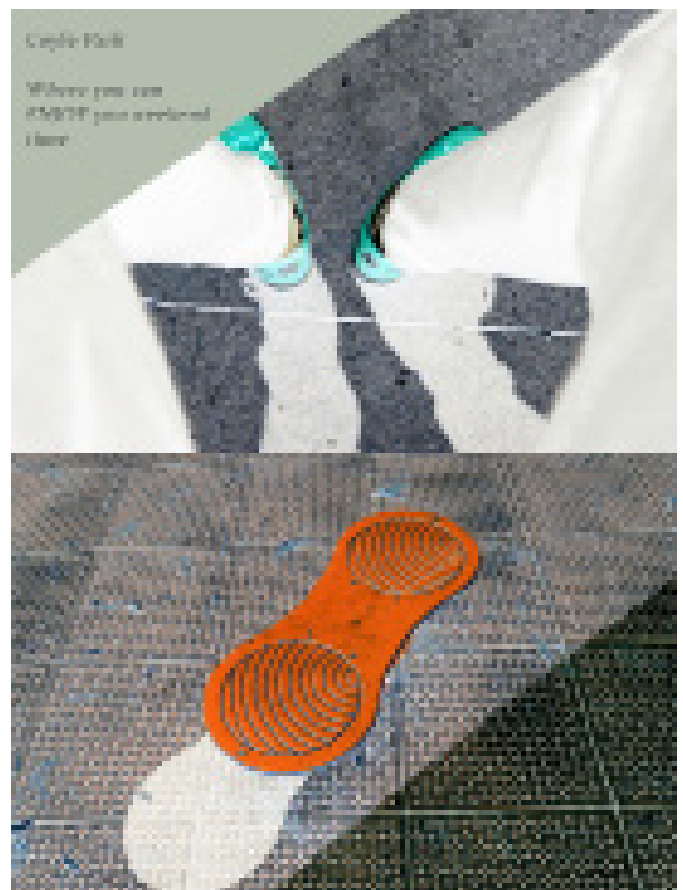
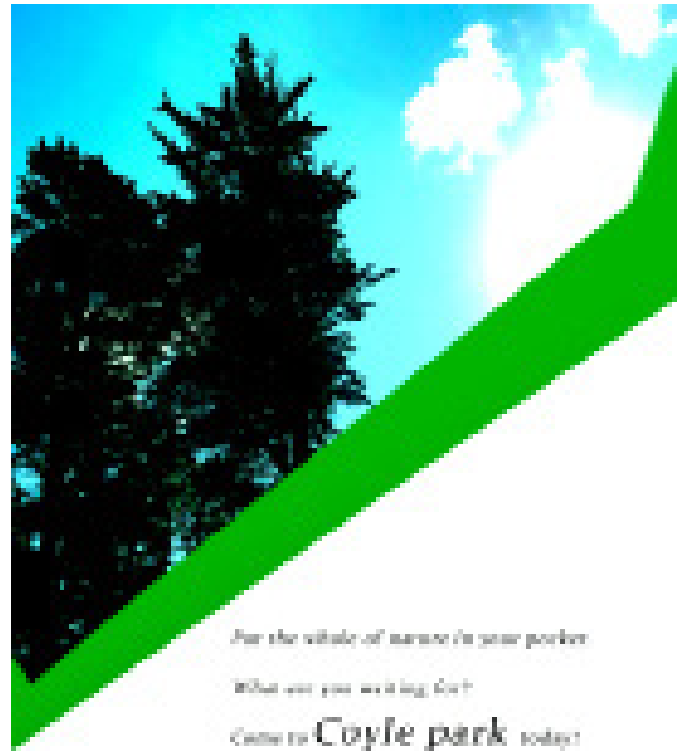
Then I did the market analysis and research. Rural, vintage travel poster are loved by New Zealanders, even if it's "out of date". Then I had to change my mind, because I have to sell it.... I created some posters which I think are the most appropriate examples and when I research a lot of poster designs, almost every New Zealand gift shop would have vintage posters. I think it's a poster of New Zealand style and the gray color poster draw my attention. Later, without changing the picture form and use the same tools for design in Photoshop, the color is I change most, for instance, some New Zealand local network art shop and souvenir shops, but, when I looked the endemic world store, I was suddenly inspired by the vintage poster design that I liked.

Google / endemic world research:

Each work I define the standard, that is a new era of vintage posters, people can still see their familiar vintage posters at the same time, also can see fresh elements, interesting subjects, the diversity of language, color considerations and "question". Why not? Draw them to the park and write surprising words on the poster. These are the things I want to say and the intention. Advance guard does not lose witty, lively do not lose the tradition.



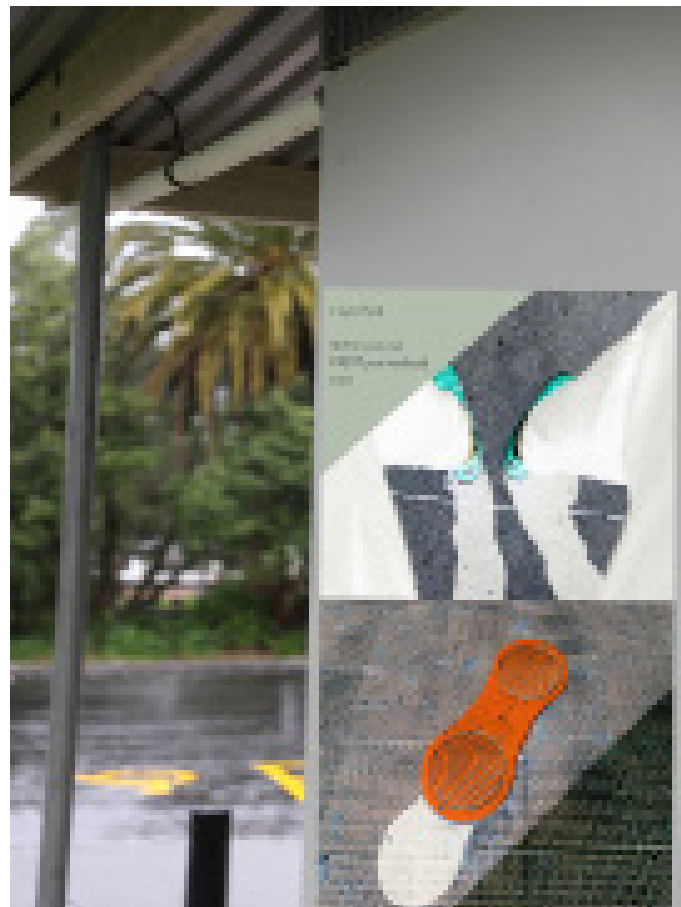
My works:



Keep going:

Now, I'm going to continue my work with more emphasis on font and color processing, effect rendering, etc. Finally, I will edit them together and selling

Coyle park boards show:



Business Rationale

Project brief:

I've always had a very fresh feeling for Coyle park, and this project has finally enabled me to complete my emotional expression of it. I am devoted to making natural posters and combining them with the scenery and using digital art software to create them. At the same time, I consider the New Zealand tradition of ancient poster making style, bringing these elements together and creating value ...

Client:

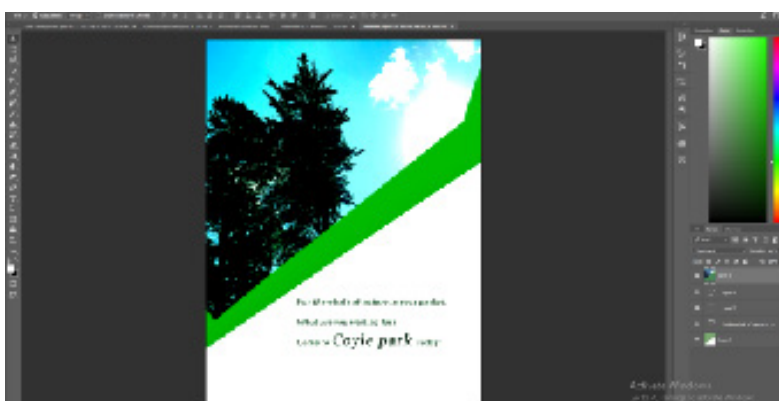
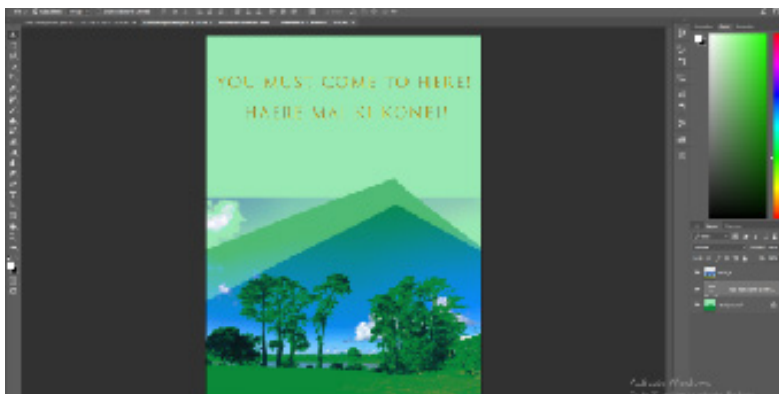
Numerous research has shown that, until now, New Zealand's vintage poster art was astonishing. I also follow this artistic element and add my feelings about it to my creation. This is to attract those who live in Coyle park. Nearby people come to this park and enjoy weekend or holiday time with family. During my visit and the photos I took, I noticed that there were not many people going to the park, so I decided to show my feelings about the park and the natural scenery, to attract people living around park, to enjoy the scenery there.

Materials:

As a digital art, Photoshop is my primary software. In order to achieve the visual effect, and let people think Coyle park is interesting, I tried a lot of creative production methods. First of all, the original photo is no problem. The 5DS camera's ability to work makes me satisfied.



After I edited the image to Photoshop, I tried cutting and resizing the image with a lot of blurring effects (dealing with the background saturation and brightness), and the effect of each layer was different. Green and gray lines are my main hues. And I think the most important step is output. Print quality and picture quality will affect the final product. I chose 220gsm paper, A2 size.



Costs:

Cost considerations in this regard: Working hours, output (printing) costs and official software purchases are the main considerations ...

Each poster is made in about 30 to 45 minutes.

Print cost of 5.00 NZD per each poster (printing more gets a discount to 4.50 each)+ 1.00 NZD (on-road fee), print paper quality: 220 gsm, fee: 4.00 NZD.

The total output of the number of pictures is expected to be around 70 to 110.

Working time price setting: Every 30 minutes work, 8.00 NZD. (At least 20 minutes, 20 to 29 minutes, charged 7.00 each)

Total: 18,99, each poster * (First 10 posters, give a discount, 11.99 each)

Coyle park poster board (Display) costs: 23 NZD per day

Pos: Point Chevalier community library sale: 25 to 35 NZD (Contains: 5NZD for librarian promotion if sold)

* Continuing with the librarian to discuss the possibility of reducing display costs.

Outcome:



A2 size

Risk:

Whether it can be sold (price, quality, extent of collaboration between library manager and Coyle Park)

Goal:

Focusing on getting people to understand that nature can be appreciated from different perspectives, gradation and visual effects. Let people feel more about art and nature. Different posters and the style of expression may also bring back some memories, happy or sad...

In addition, more vintage posters give me a lot of ideas, creativity and motivation. I will do more in-depth analysis of how this kind of poster will keep the market competitive and be able to sell at a good price.

Market analysis:

1. Goals:

Focusing on getting people to understand that nature can be appreciated from different perspectives, gardening and visual effects. Let people feel more about art and nature. Different posters and the style of expression may also bring back some memories, such as happy or sad.....

2. Marketing research:

In my research in Auckland museum, some natural posters are cheap, as those paper they use is Eco paper, people can only draw a limited space on the paper, prices range from 14.99-30.99, A2 size. In addition, on Pinterest, I searched for smaller posters that were also personal works, digital art, photoshop. The prices range from \$5-\$25, but professional designers will be more expensive.

3. Client:

Residents near Point Chevalier and Coyle park.

4. Channel:

First, as a designated natural poster (some posters are about Coyle Park), I might communicate with the Pt Chevalier librarians to discuss the furnishings of my works in the library and if it is being charged, I will pay for them or consider raising poster prices.

In addition, I will find the Pt Chevalier community administrator or who is responsible for the Coyle Park infrastructure, and I will communicate with them and discuss the possibilities of poster furnishings at Coyle Park.

5. Price:

\$18.99 NZD (First 10 pages, 11.99 NZD each)

Improve the quality

Financial Perspective:

Enhance Workforce Value

Product Upgrade

Improve Cost Structure

Customer Perspective:

Excellent Quality

Service/Delivery

Feedback

Attraction

Partnershiup

Acceptability

Internal Perspective:

Workforce

Client

Cost

- Digital art
- Reserach
- Analyze
- Development
- Selection

- Satisfaction
- Service
- Requirement
- Acquisition

- Price
- Receptivity

Learning Perspective:

In design

Photoshop

Print

Photography

Poster

Quality

Research:

Vintage posters are very popular now in New Zealand. Locals love them, because they are nostalgic and memorable. Design elements from different countries have been pieced together, and the design elements of the 18th and 19th centuries have been imitated today. I found a lot of vintage posters on Pinterest, Auckland museum, online souvenir shops and gift shops. Most tourist souvenir shops have vintage posters.

The background colour of the poster is mainly gray and some interest words are added to the foil image. The design concept of each area is roughly the same, but when looking at the detail, besides the colour being similar, reflects the traditional and the old feeling, and in addition, there are many patterns of embellishment. This makes the poster more vivid.

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