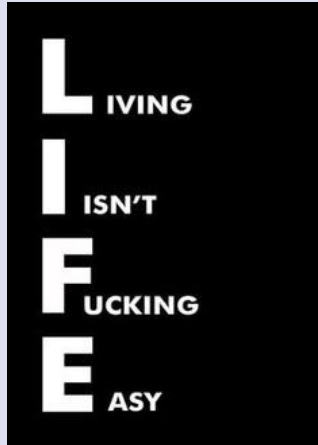


Project XXVII

The Poster Collection

Overview

This is a passion project where I jotted my feelings and ideas onto paper. Some of these posters take inspiration from pinterest. See below images.



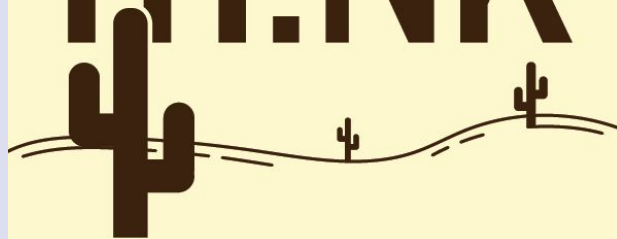
Brief

XXVII is the roman numeral of the number '27'. The number 27 is the first odd cube number and is the perfect cube of my favourite number "3". This connotation of being "odd" highlights my journey through graphic design. By designing "motivational" posters, I attempt to illustrate my emotions and feelings through colors, typography and images whilst creating timeless posters to further help motivate others around me.

No. 1

✈ // BY: JHXU

CREATIVE PEOPLE NEED TIME TO THINK



Sometimes it's okay if you need to take a break. Release yourself from the chaotic everyday routine and let yourself breathe in the air of freedom. Take time to regain your composure and let the ideas rush into your veins like a drug. Creativity requires time to become quality and being patient is the best a fan can do for aspiring creators.

The endless desert is a place of chaos and creativity. Infinite space to wonder and imagine while constrained by the blazing hot sun that tries to drain your life. Stop trying to push through as you will only tire yourself out. To escape the sahara of design, maybe a break will help. Why not find a cool place in the beaches of Australia?

No. 2



No. 3

✈ // BY: JHXU

In essence, the sensation of burnout is a complex interplay of physical fatigue, emotional depletion, and cognitive weariness, representing a critical indicator that the delicate balance between stress and resilience has been disrupted, necessitating a comprehensive approach to recovery and self-care.

KINDA F—, BURNED OUT

Experiencing burnout is akin to a pervasive sense of physical, mental, and emotional exhaustion resulting from prolonged and excessive stress or overwork. It manifests as a profound state of fatigue, both mentally and physically, accompanied by a notable decline in one's overall sense of well-being. Individuals grappling with burnout often find themselves drained of energy, struggling to concentrate, and facing a diminishing capacity to cope with the demands of daily life.

Mentally, burnout can show feelings of detachment and cynicism, fostering a sense of disillusionment and disengagement from tasks or responsibilities. This emotional distancing may lead to a diminished sense of accomplishment and efficacy, contributing to a pervasive feeling of inadequacy and dissatisfaction.

No. 4



ANYTHING
Can **HAPPEN**

No. 5



No 6.

Today's Daily Reminder

DON'T
QUIT



No. 7

**LIVING
IS'NT
FUCKING
EASY**



No. 8



No. 9

**FOLLOW
ONE
COURSE
UNTIL
SUCCESS**



Elements

In each of the posters, I focused on the typography. By choosing sans-serif, serif and script fonts, I was able to create a natural flow to all my posters. Also incorporating pastel colors or darker colors on the posters, it helped make the final result “pop” more.

In some posters, I used an overlay such as a paper texture, grain or light leaks to add some depth into the poster to make it look more cinematic, vintage or simple.

Reflection

What went well?

I really like how all the posters turned out. Some were made more “old” and “vintage” to reflect traditional values and to create a positive connotation of nostalgia.

Some were modernised with minimalism taking a huge part. These posters were specifically tailored to quotes as quotes remind us about our chaotic lives and how we can take small and simple actions to alter it.

What is something to improve on next time?

In this project, I believe the choice of elements were not the best. For poster 4, I was stuck on what to put as the main element. The final choice of a capybara wasn't my proudest move but sure did look nice.

Although most posters were able to create connotations on what they were meant to suggest, some lacked in clarity and the minimalist theme somewhat altered the message.