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ASSIGNMENT:

Create a street banner to be displayed in Chinatown. Incorporate the year 2010 and emphasize the year of the tiger. Consider cross seasonal impact, as well as the existing banner when creating the final design, this includes colors, type and graphics. Account for 3-inch sleeves.

PERTINENT RESEARCH:

In preparation for this banner I researched the significance of the tiger in Chinese culture, as well as certain beliefs and traditions associated with the tiger. I sourced multiple images of specifically Chinese tigers for accuracy and consistency in the final design.

STRATEGIC THINKING:

I wanted the tiger to be in a regal pose to symbolize the tiger as a protector, as opposed to in a predatory pose. I also wanted to create something new and interesting while staying true to the existing banner to create unity. Type needed to be an integral part of my final design.

DESIGN SOLUTIONS:

The tiger is upright, looking straight ahead, with one leg forward to represent strength and power. The color palette is similar to that of the existing banner with the addition of green, which draws on the color of the tiger's eyes. I used a bold, sans serif typeface that would compliment the existing banner, and created the one in "2010" so it would better match the "I" in "tiger". Simplified bamboo is incorporated to symbolize the tigers' home in bamboo forests. The "T", "I", "2010" and bamboo, all align to create stability and effectively frame the composition. I used rich gradients in the tiger's eyes to create a sense of life and vibrancy. I chose a fairly square version of the character for tiger to mirror those in the existing banner. The tiger itself is simplified while still maintaining the energy of the actual animal.

CONCLUDING STATEMENT:

I feel this is a successful solution because it is simple and striking. It compliments the existing banner nicely, and is an excellent representation of the characteristics of the tiger and it's significance in Chinese culture.