

Erin Priest
Project 1

Professor Willis – DSGN-105-OL



TEN DESTINATIONS

Yosemite

California

San Francisco

Florida

Ireland

Napa/Sonoma Wine Country

HWY 1 California

Route 66

Fiji

Rio de Janeiro



CHOSEN DESTINATION

YOSEMITE

Half Dome is 8842 ft above sea level.

El Capitan is popular for climbers.

El Capitan is 3590 ft above seal level.

Glacier point is an outcropping of granite that is 3000 ft from the bottom of Yosemite Valley.

Three Brothers is 7783 ft above seal level

Three Brothers includes Eagle Peak.

Sentinel Rock is one of the most famous rock formations in Yosemite.

Mariposa Grove is over 500 mature Sequoias.

Tuolumne Grove of Sequoias has 24 mature Sequoias that aren't visible until a 500 ft hike.

Yosemite National Park has thousands of waterfalls.

Horse Tail Fall is also known as the Fire Falls which looks like fire for only 20 days in February.

Bridalveil Fall was named because it looks like a bride's veil flowing in the wind.

Yosemite Falls can be heard throughout the eastern part of Yosemite Valley in March.

Yosemite Falls is the 5th largest waterfalls in the world.

Yosemite Falls is three separate falls that drop almost a mile.

A rainbow can appear above Yosemite Falls sometimes.

Wapama Falls is the most powerful waterfalls in Yosemite.

Ribbon Fall is the tallest waterfall in North America.

Yosemite Falls is the most famous of the waterfalls in Yosemite.

Chilnualna Falls is made up of fiver tiers.



CHOSEN DESTINATION

YOSEMITE

When I went searching for old Yosemite posters, I did not find many. What I did find were designers creating posters in the vintage style. So, I couldn't tell which posters were real or not.

IDEAS

Fire Falls

Yosemite in the fall with changing tree colors.

Sunset over El Capitan

Rainbow of El Capitan

Simple illustration of Half Dome

Snow on Half Dome

Sequoias

Waterfall with mist

Person looking at Half Dome

Clouds over El Capitan

Valley view

Half Dome sunrise

THEME

Showing someone looking at Half Dome. Possibly sitting in a Yoga pose.

TAG LINE

Find Serenity in Yosemite



YOSEMITE

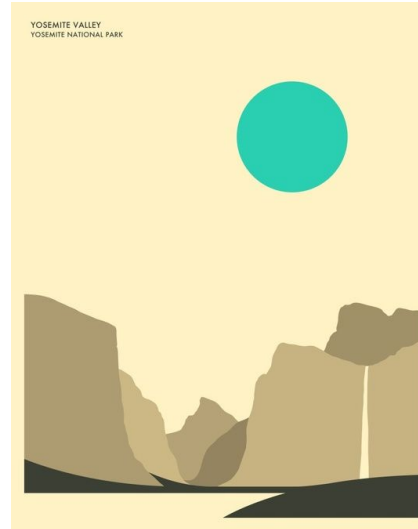
GOOD POSTERS



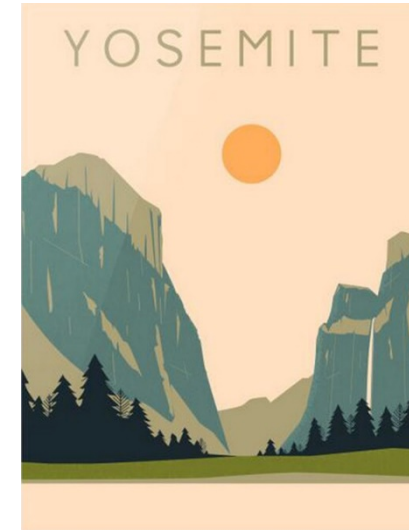
I really liked this poster. It's very simple but also creates a nice atmosphere. It comes alive because of the light rays. It shows the Sequoias as well as the waterfalls.



I think this is a legitimate vintage poster. I found a multiple posters using that font. Personally, I don't like that font used. It is a bit too complex, but it shows Half Dome well and creates shadows and lights to create a good atmosphere. Using Herculanum on the does give it a retro feel of the 70s.



I really like the simplicity of this poster. I'm not sure if this is best to portray Yosemite because there isn't recognizable landmarks to know it's Yosemite.

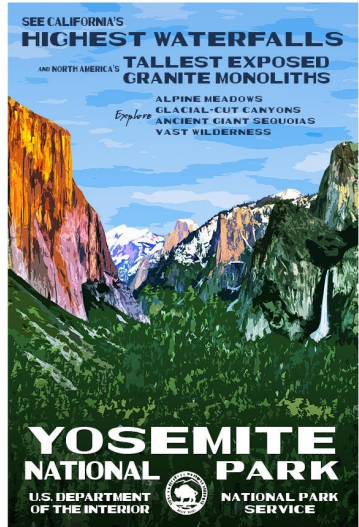


I like this for the same reason as the other one, the simplicity is nice. This one adds more details, but El Capitan is more recognizable. I think the trees help make this poster a bit better.



YOSEMITE

BAD POSTERS

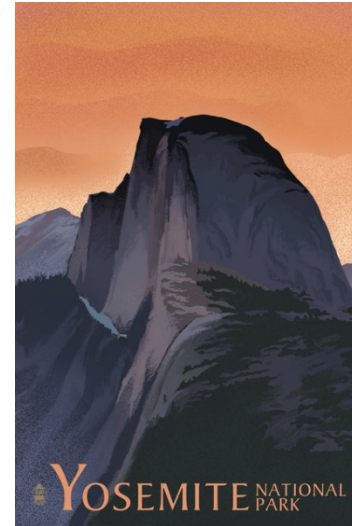


Artist: *Robert Decker*

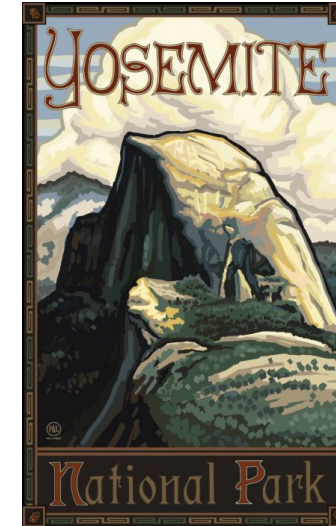
I found this poster to just have too much information. The font is just all over the place and seems like it was stretched. The illustration is too complex, I think it would be better to be simpler. It looks more like a photography than an illustration.



This one was created by the same person, so I have the same issues. However, this one looks like they took a photo and photoshopped it to simplify it.

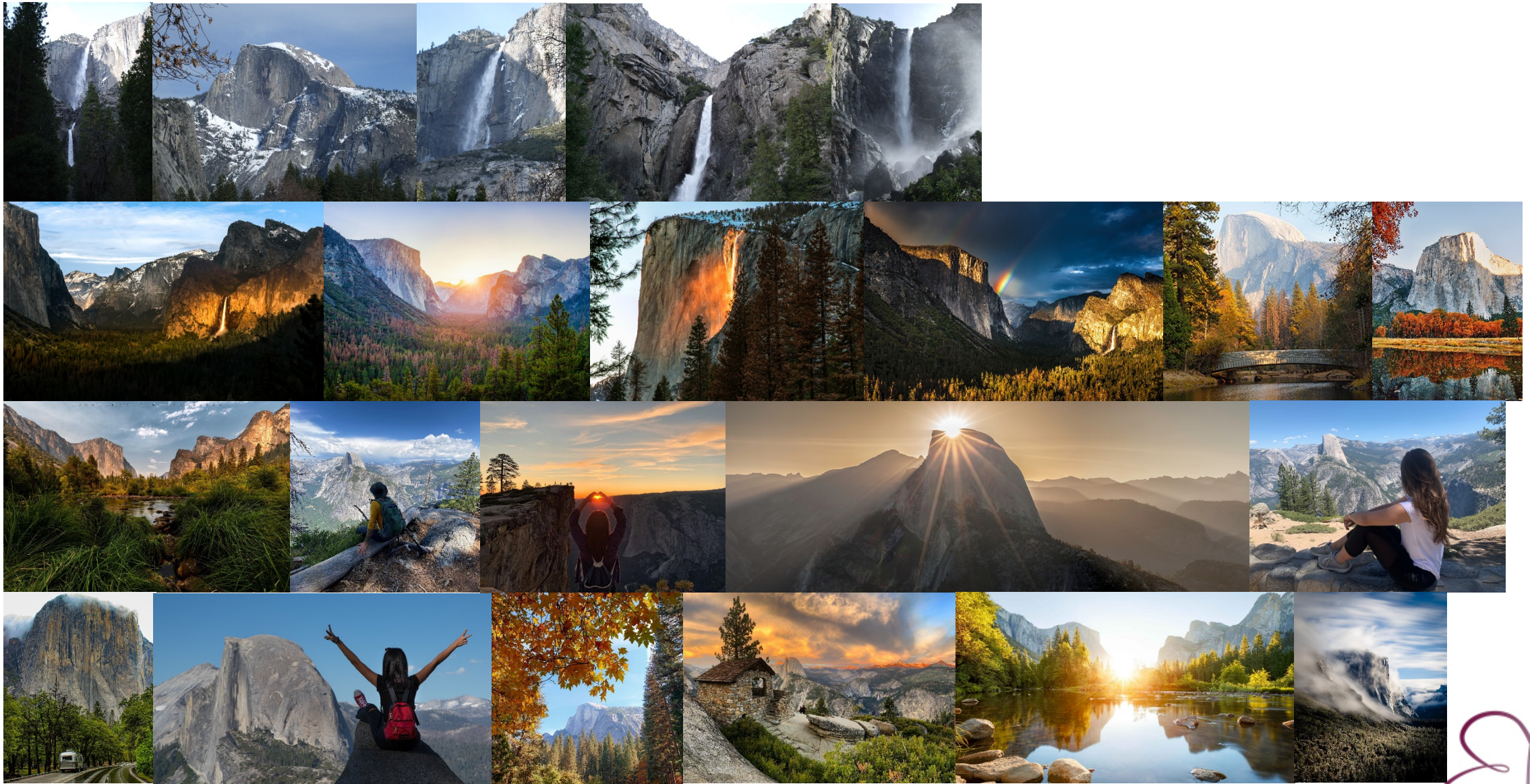


I actually like the look of this poster, but I feel like it's too dark. It does show Half Dome well, but it doesn't have enough contrast.



This could possibly be a legitimate poster because of the 60s/70s design. This one just feels so muddled that it doesn't work well. I do like the border though.





CHOSEN DESTINATION

YOSEMITE

Yosemite National Park is a beautiful area in California. It is one of the major tourist destinations. There really is no place like it. There are so many waterfalls and rock formations that it is easy to spend days exploring. It's one of the areas on the west coast that you can see Sequoias. They are amazingly tall and large trees.

THEME

Showing someone looking at Half Dome. Possibly sitting in a Yoga pose. Finding peace just being in Yosemite and the awe-inspiring views.

TAG LINE

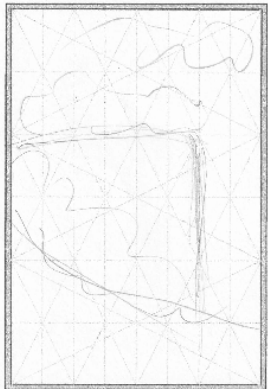
Find Serenity in Yosemite



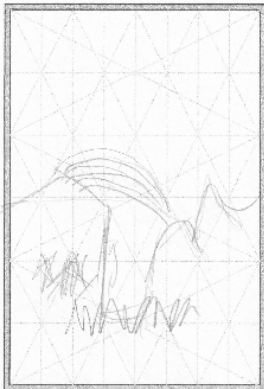
CHOSEN DESTINATION

YOSEMITE

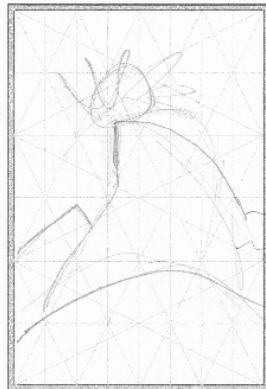
SKETCHES



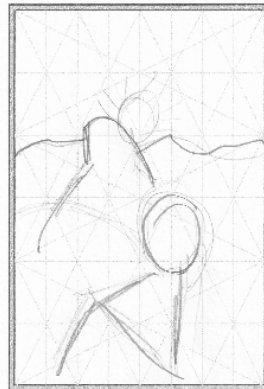
Fog over El Capitan



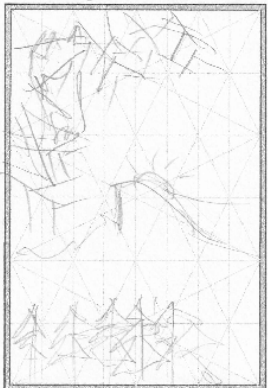
Rainbow Valley view



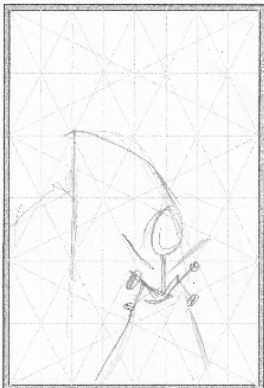
SUNRISE OVER HALF DOME



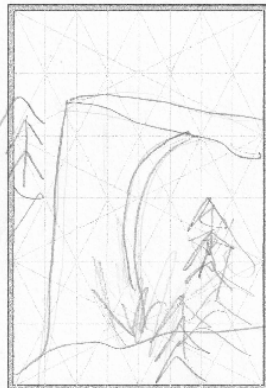
Staring at Half Dome



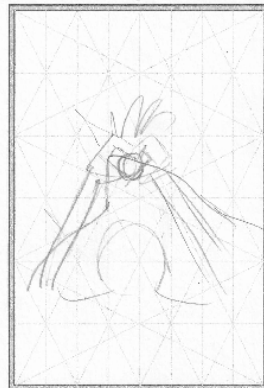
Sunrise over Half Dome thru branches



Someone looking at Half Dome

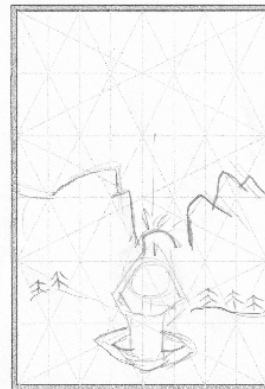


Fire falls

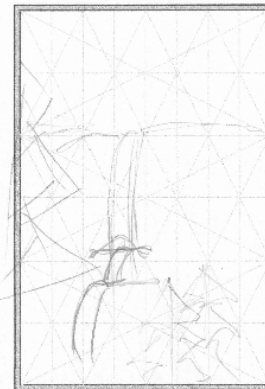


Heart Sunrise Over Half Dome

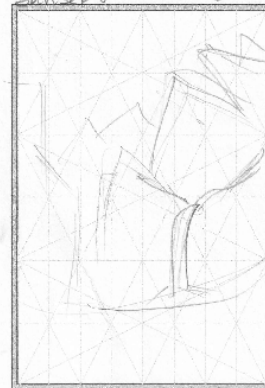
↑
more
up



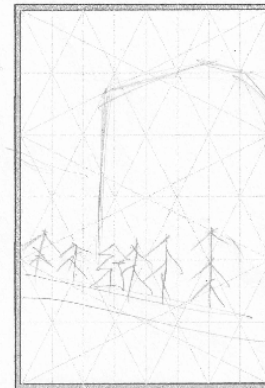
SUNRISE Yoga Pose Valley View



Bridalveil



Sunrise view waterfall



El Capitan in fall

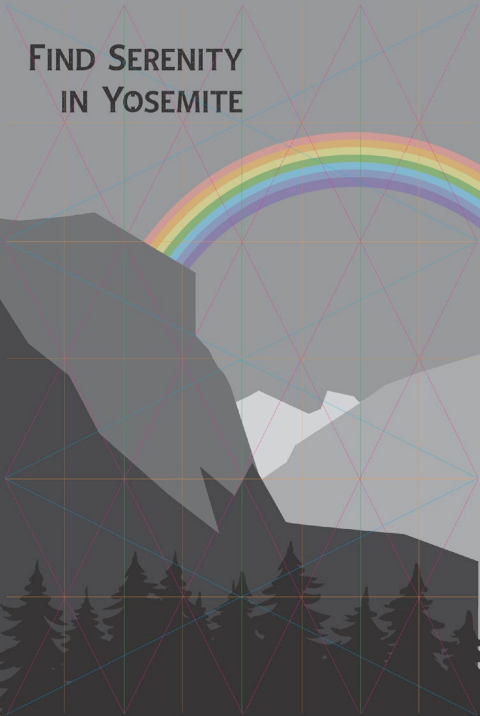
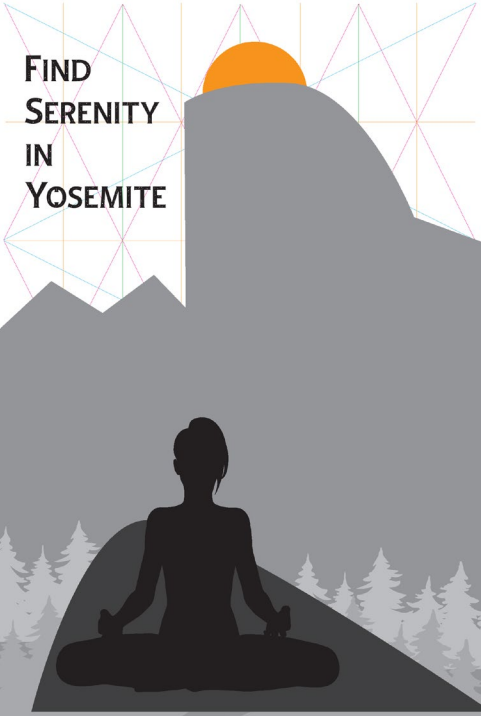
Red
orange
trees



CHOSEN DESTINATION

YOSEMITE

ROUGHS



CHOSEN DESTINATION

YOSEMITE

COLOR SCHEMES

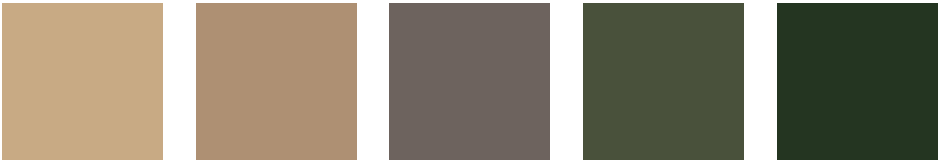
Serenity



Mountains



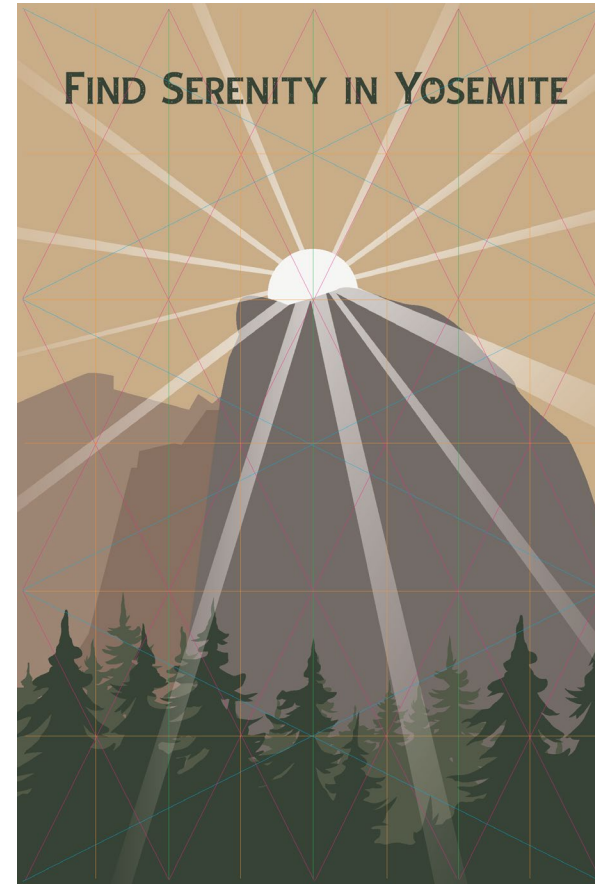
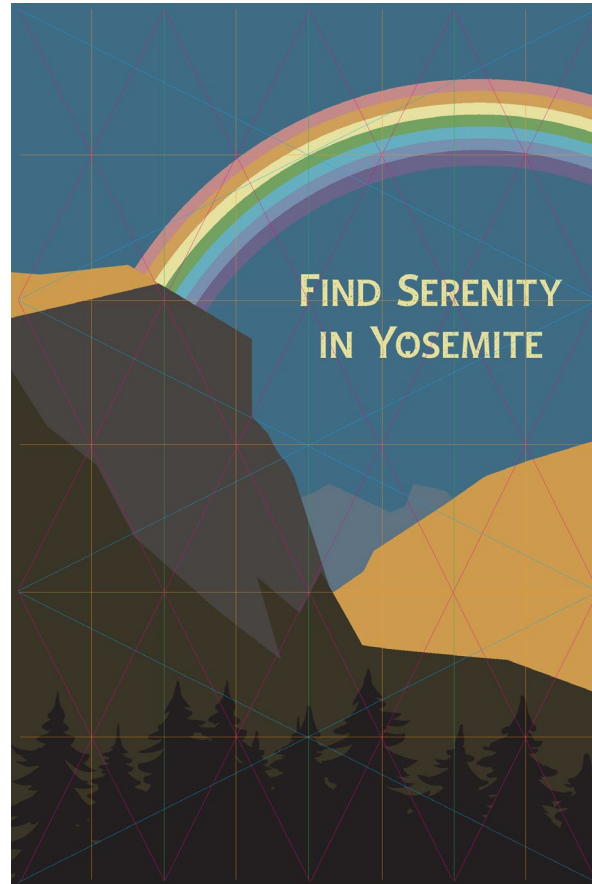
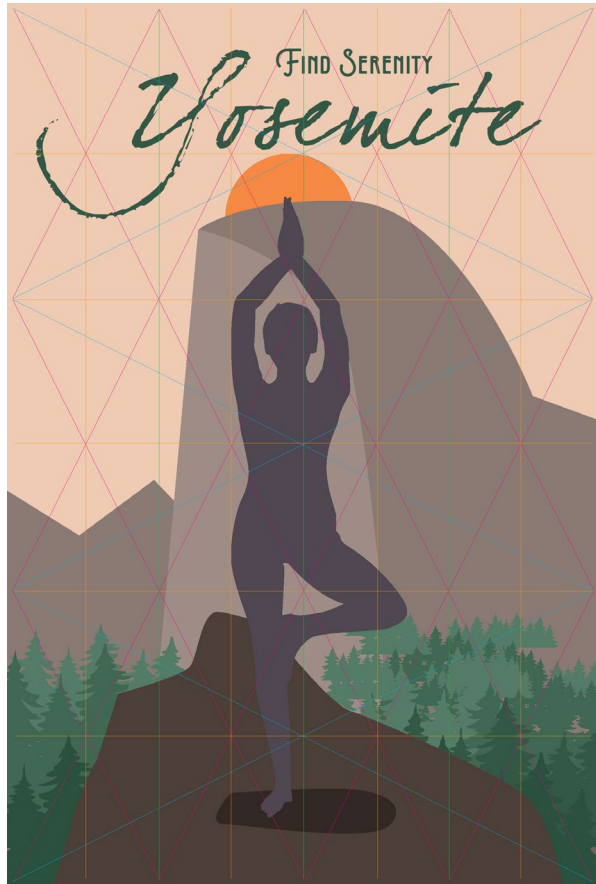
Forest



CHOSEN DESTINATION

YOSEMITE

COLOR STUDY



CHOSEN DESTINATION

YOSEMITE

TYPEFACE OPTIONS

FIND SERENITY
Yosemite

Find Serenity
YOSEMITE

Find Serenity
YOSEMITE

Yosemite
FIND SERENITY

FIND SERENITY IN
YOSEMITE

Find Serenity
YOSEMITE

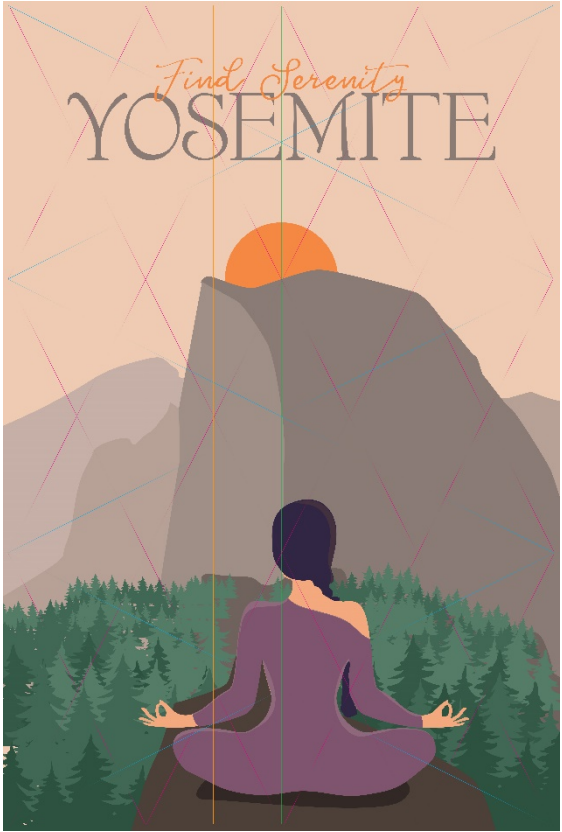
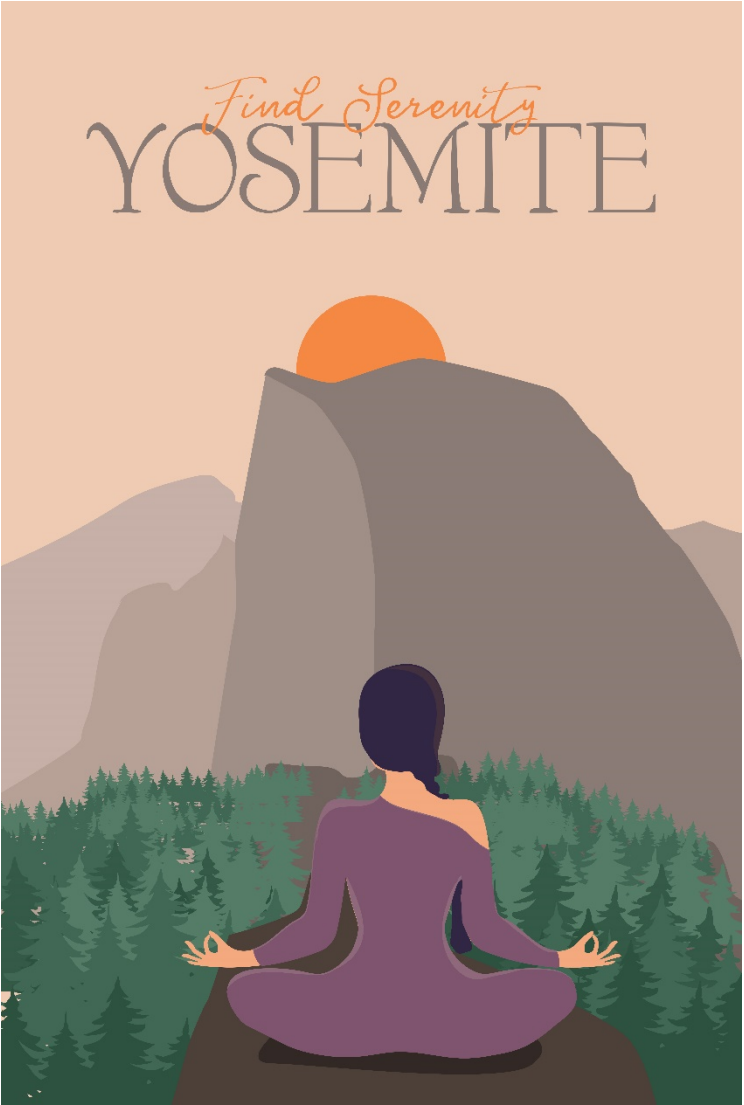
Find Serenity
YOSEMITE



CHOSEN DESTINATION

YOSEMITE

FINAL DESIGN



Find Serenity
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