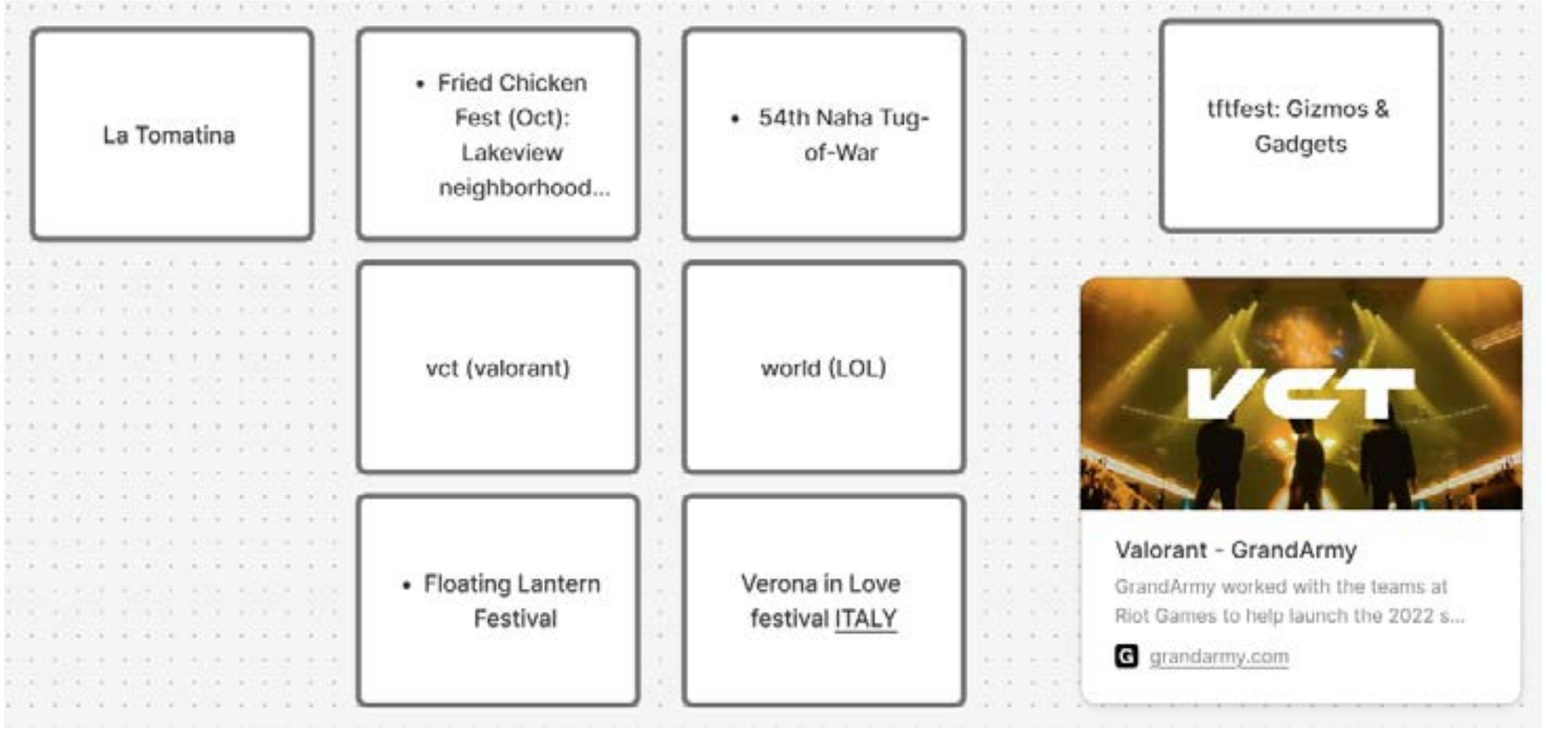
FA/DESN 3005: Designing for Visual Complexity
Fall Semester 2025
Project 1
Duaa Suhail
Lab 03: Darren Wilson

Week 1: Ideation & Research

The first week was spent ideating what festival I would be interested in initially wanting to go a gamer route and a nerdier route but found having to rebrand a game or create a new game would be complex.



Some of the final contenders

Week 1: Research

After picking the Harbin Festival of course I did research on it (see report). The key notes from that portion are that I wanted my event to be: Magical, Etheral, Connection, Warm, Community, Glass , Ice, Lights, Cold, Glistening.

My second language is simplified Chinese and then my target audience being towards tourists, families and the general public.

The goal was to capture the essence and the warm community aura placed around the festival onto physical paper and a brand. (By possibly using contrast to create that effect).

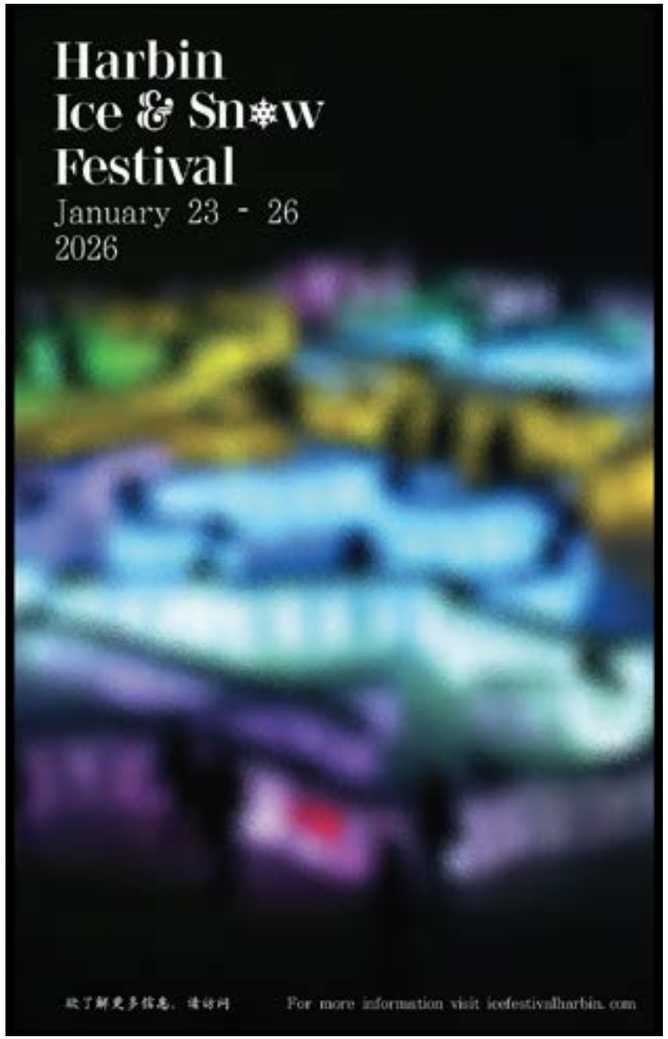
Starting off with playing around with typography to find a type that would represent the brand's feeling. For a while thinking I wanted to go a script direction. Then realizing quickly that structured type with contrast is what I should've been looking for.



Week 1: Concepts

I initially had an idea to use figma elements and let that play into the poster)the right_ Unfortunately this design just didn't work with the poster as i felt too digital not only when printed but online it looks cool.

Overall I actually really liked the photo I picked and while trying to see if I could find others thta fit the mission and the warmth while still having the frosty glass effect on top. I did want to play with the actual layout since il had a good amount of white spaces to work with.





Week 2: Research and Concepts

I thought of doing this when i researched my project since the use of lines are fundamental in Chinese art. So I ended up trying out lines to represent the crysitlization. I initally tried a harsher colour to push for that contrast look. (After critique whcihc mentioned how the lines were too harsh and the wordmark was too long.

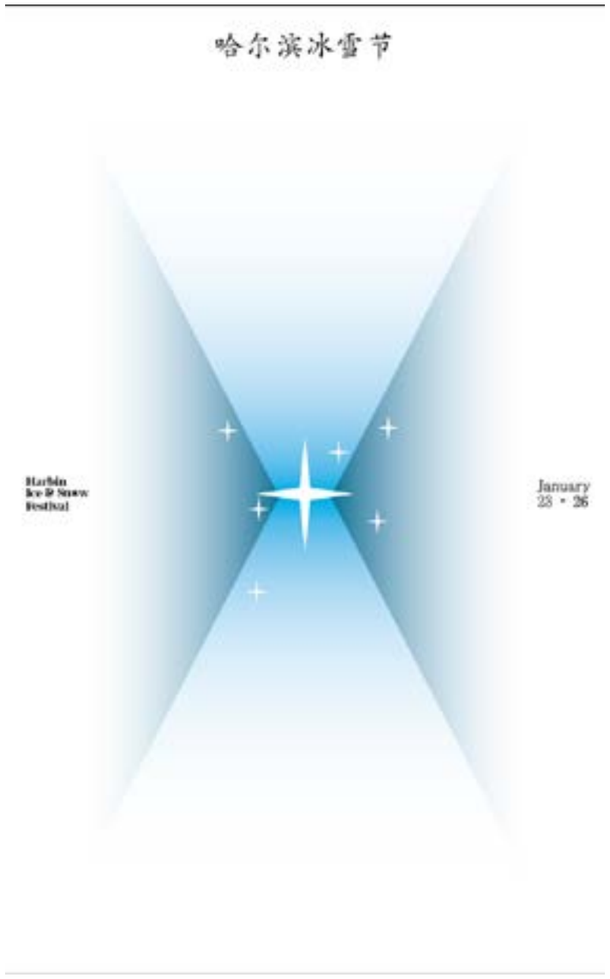
I didn't consider changing the festival name since I thought maybe I could use just "Harbin".



Week 2: Research and Concepts

For symbolic I was completely stuck I did jot down what words could represent this festival and both work. The star represented the glimmer that snow and ice glistens in the light. Then of course the snow flke representing the snow itself as well as the ice. Now colour pallete wise this was important I initially was aiming for a light tone with the glowy effect at play. I wanted to keep it kind of "Frozen" like with the colours and keep it from engaging in a dark topic.

After looking at this for a while I saw the hourglass shape and I thought about doing an actual hourglass. Instead of sand it would be snowflakes coming down. I also wanted to include more text this was kind of my attempt at that with the top and bottom.

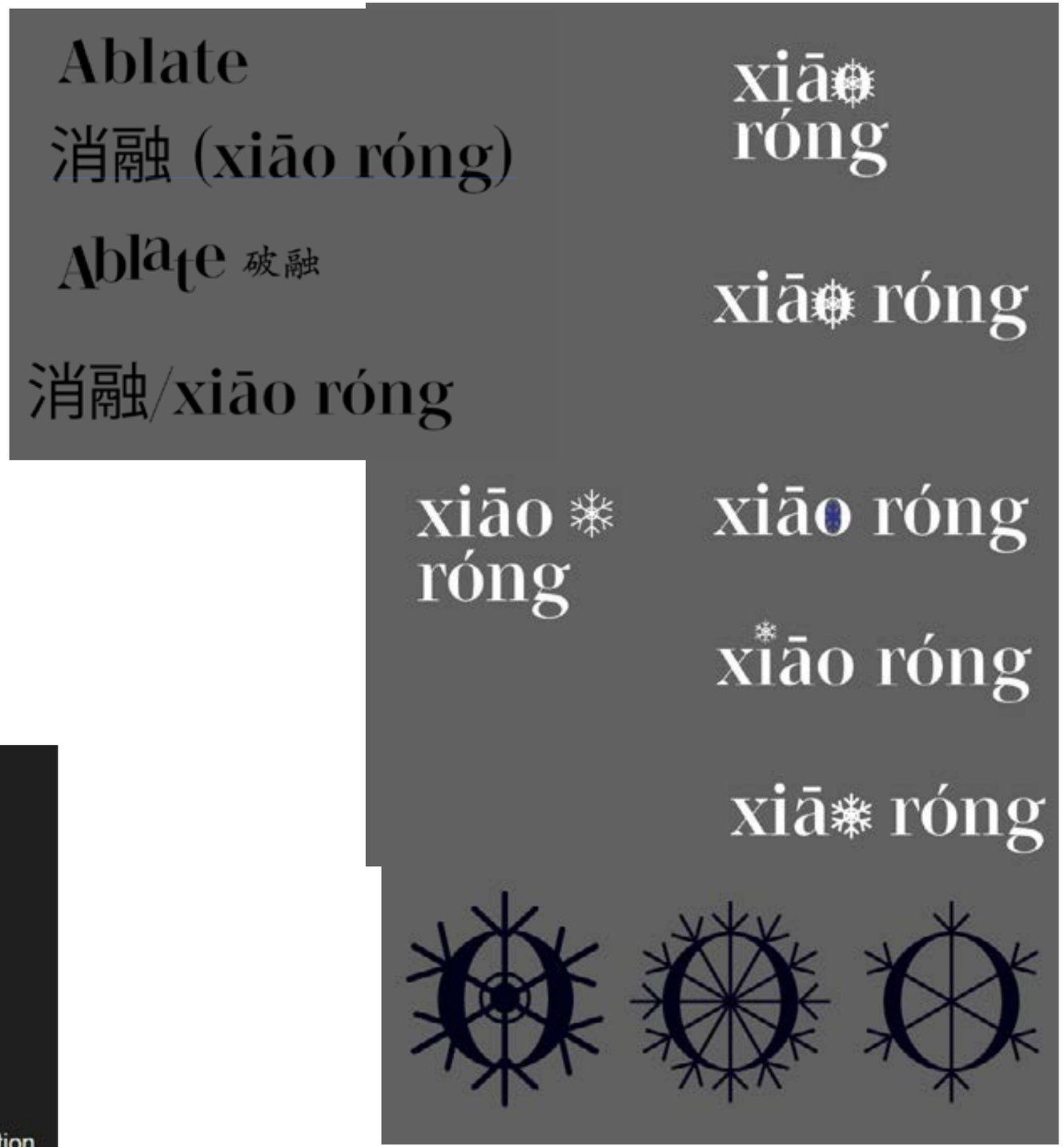


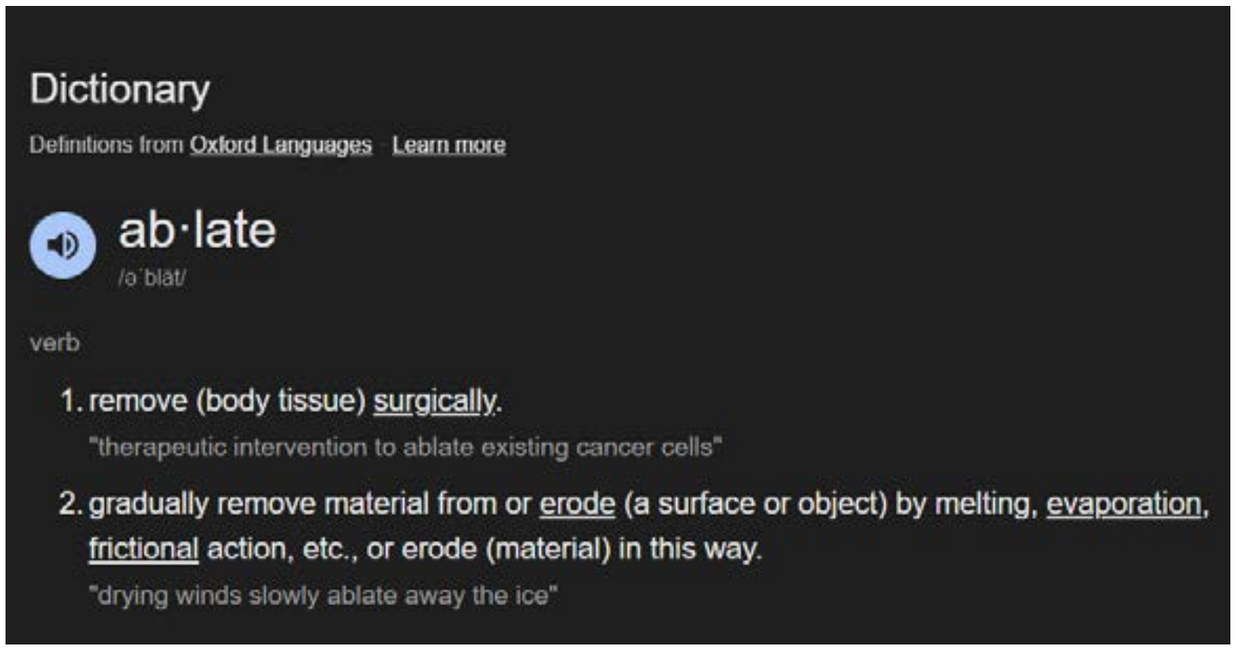


Week 3: Wordmark changes

Regarding the wordmark during crit it was reccomended I create a new word and since the conclusion of my event having an extra theme of focusing on climate change and if the polution continued we lose this festival. So I found a word that reperents melting. Found the simple chinese translatopn

I ended up playing around with the idfferent options of xiao rong and seeing which was my favourite.





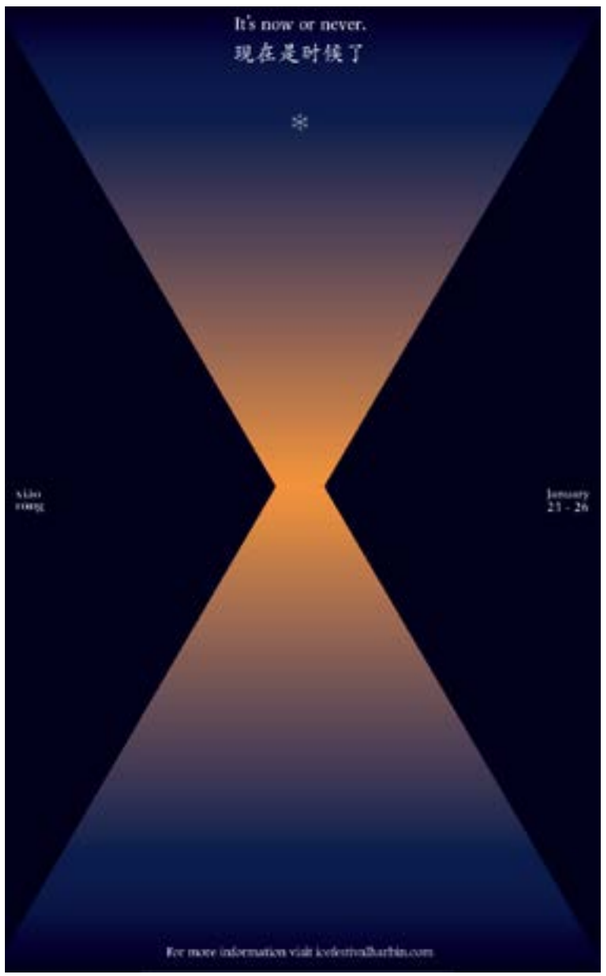
Week 3: Crit

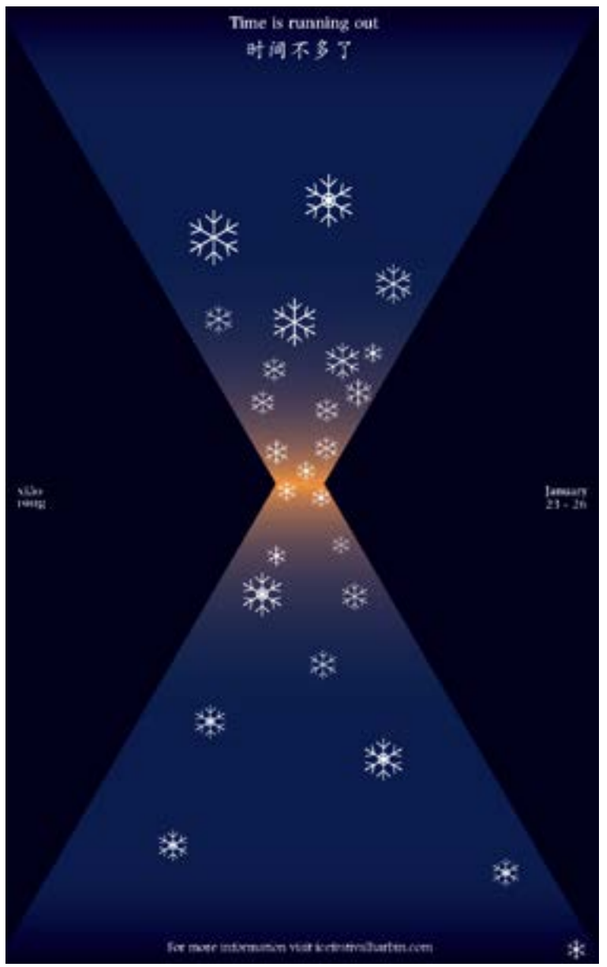
I finally tried a different colour palette scary! but worth. I think this fits the vibe since its thats the purpose was to create a sense of urgency. I used the orange to represent the heat getting hotter over time and the time running out. The blue being the cold snow and the cold atmosphere.

One crit note was enlarging the text on the sides as well as getting rid of the middle snowflake and fixing the gravity of the small snowflakes.





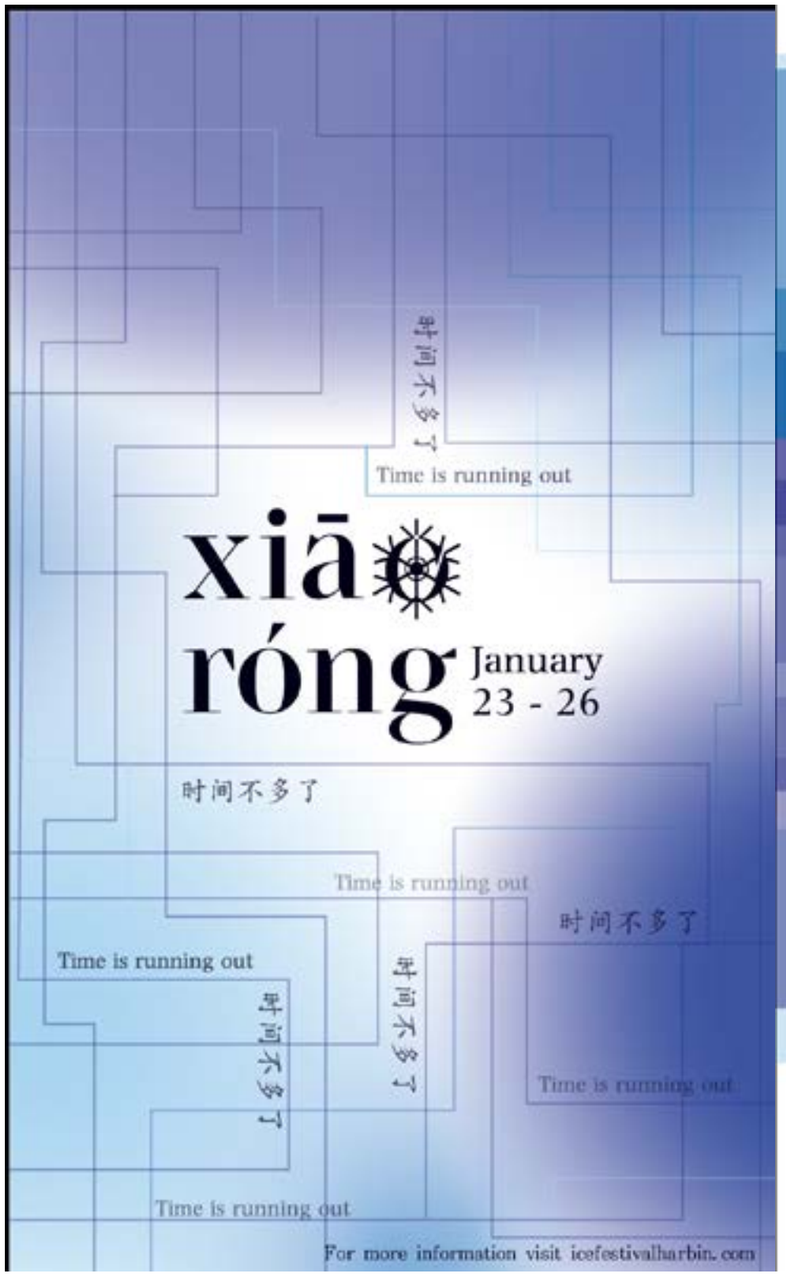


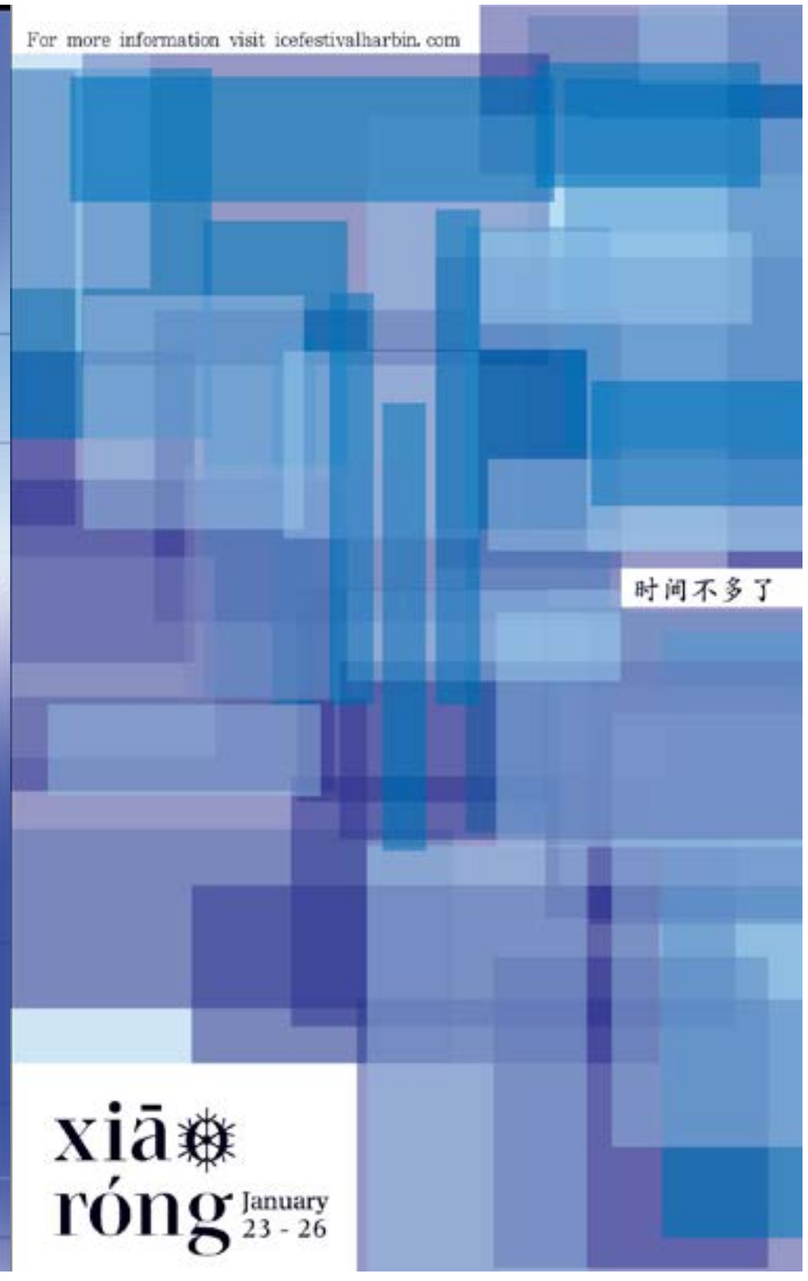


Week 3: crit

I fixed the abstract poster by changing the colours and opacity levels to represent the unpredictability of ice. Then I also wanted to try to add more information. So I aligned them to the poster. I also wanted to try a blockier version with randomized blocks and opacities but I felt it looked too cartoonish.

The biggest crit I got was to fix my spaciing within my wordmark as well as trying to block out the space that overlaps on the snowflake "O".

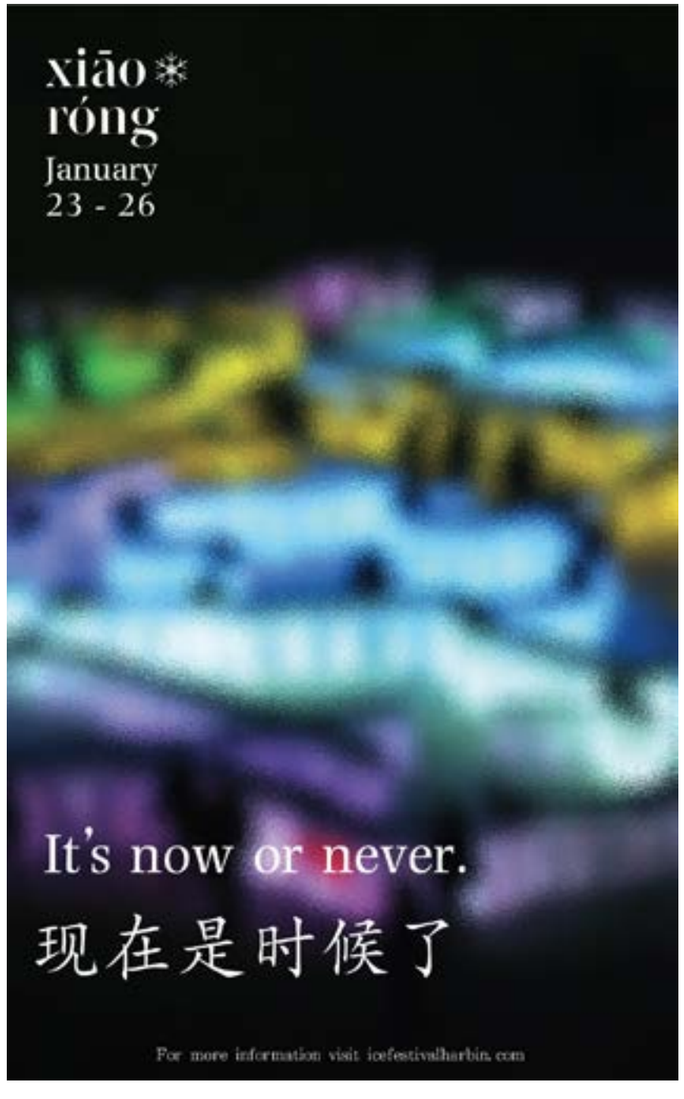


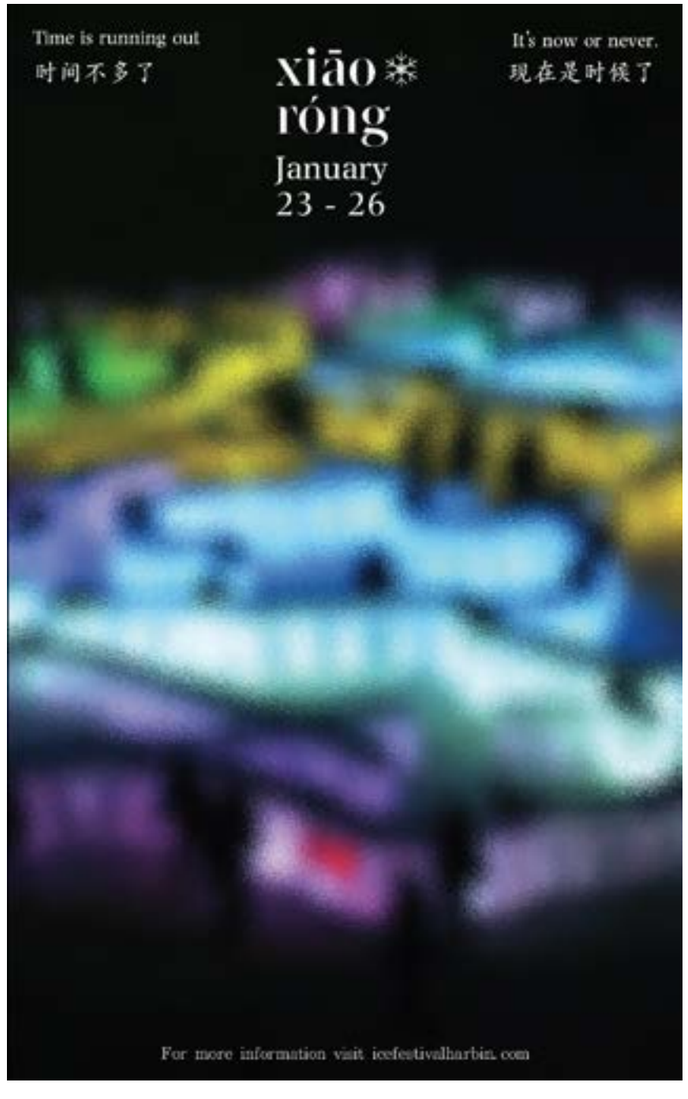


Week 3: crit

Since I was content with the image I was just playing around with more type layouts and seeing if I wanted to keep the typeface I was usign for this one was sitll fitting the feeling I wanted this poster to emit.







Week 3.5: crit

While talking to my peers it gave me more inspiration to try to create more layouts of my main poster but I ended up disliking them truthfully they all felt kind of simple and basic in a sense. The poster on the end is one where I tried to make the captions all horizontal instead of random.







Week 4: The Brand

Below is my logo and refined wordmark and my brand colours. I absolutely adore the contrast within the colours and also the type faces since I used one with depth and the supporting fonts were thinner and less intense. Creating a contrast between the two and the name of the festival being the focal point.



xiā

róng

Harbin Ice and
Snow Festival

哈尔滨冰雪节



Week 4: The Brand

The reason I have a different type face for representational was because I wanted to keep it more tradtional in a way and keep the professionalism of the festival. (Kind of like the different personalities depending on the social network eg. Linkedin vs Instagram). I wanted to keep it the old typeface I had since I enjoyed the structure of AB-hieros.

For representational

AB-hieros_regular

MKaiPRC

Stardom

For Abstract and Symbolic

New Kansas

Source Han Serif CN

Stardom

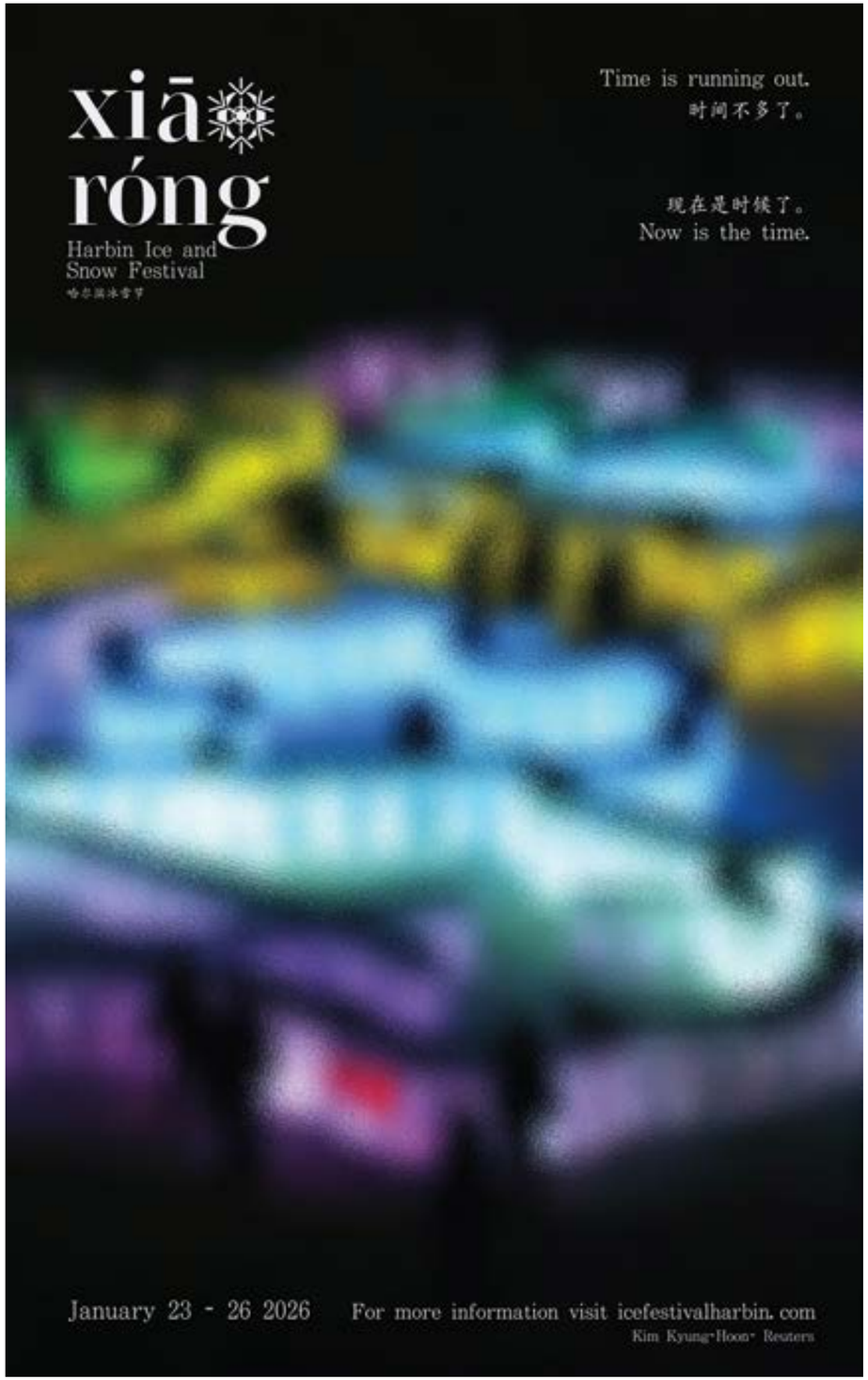
Week 4: Final Poster - Abstract

This is the final abstract poster. and the FINAL poster I created my absolute favourite I'm very happy with the final outcome I love the look of the lines and how they are all randomized the potential with this poster really did shine. I also did enjoy how easy it was to add more text if needed since I was struggling with that for my symbolic poster. I also love the contrast between the dark type and then the light and different opacity lines as well as the blurred background. I really feel like it represents the festival in its own way without directly spoiling it.



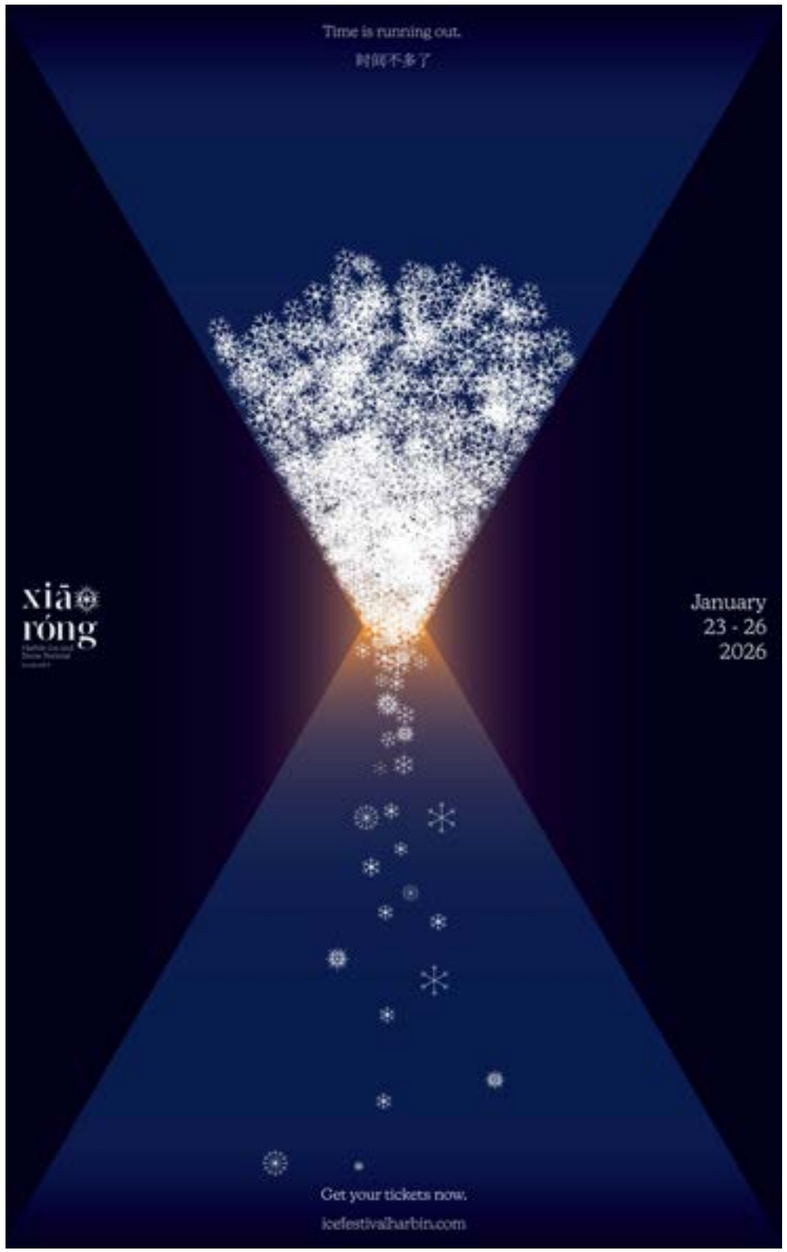
Week 4: Final Poster - Representational

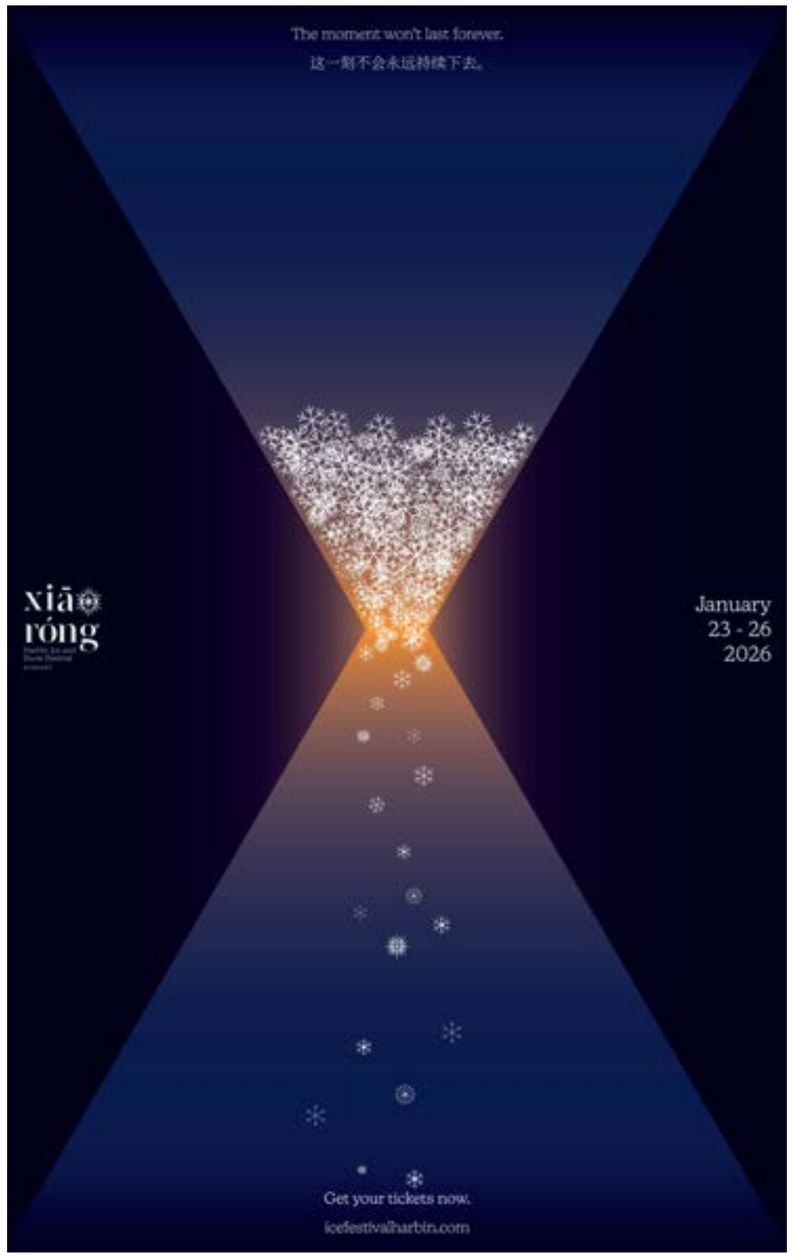
Representational is pretty much on the nose I kept it a photo taken by Kim Kyung-Hoon of the actual festival but blurred using this icey layer on top. To literally represent ice. Keeping the poster simple but effective. I did end up changing the date placement as I felt the balance of the poster was off if I added it underneath the wordmark or next to it. It works because of the hierarchy and how you read left then right than bottom. The way I used Chinese here is by translating the tagline to have an impact on everyone since it puts more emphasis on it. Overall I'm happy with this poster!

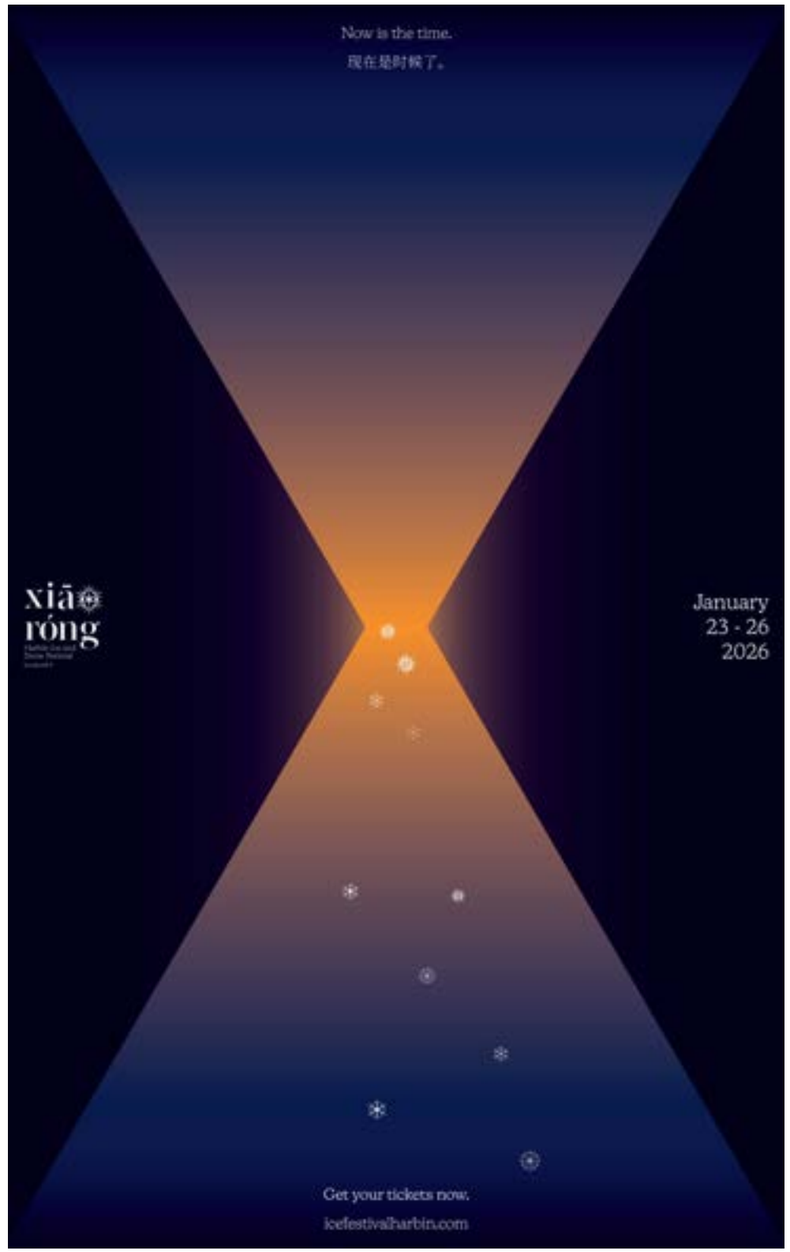


Week 4: Final Poster - Symbolic

My symbolic posters ended up staying a trio poster since I decided it fits with my message very well. I ended up editing the gravity of the snowflakes so it falls in a more natural way. I also added a new tagline in the center to create more story telling. Overall the changes were not crazy I am happy with the message and how climate change (and also tickets) is something that is rapidly getting worse. How the message intertwines with the fact that tickets are also going fast creating more incentive to want to go to this festival.







Week 4: Ads,

For the final ad I ened up keeping it simple I wanted to put this in an airport where you know pepole have time to search things up and inquire more about something that's lacking all the information and details. So I kept it the snowflake logo date and its now or never with the wordmark in the corner. The goal was to create mystery and then from there people would take interest. (Everyone always hates to not know something).





Week 4: Ads,

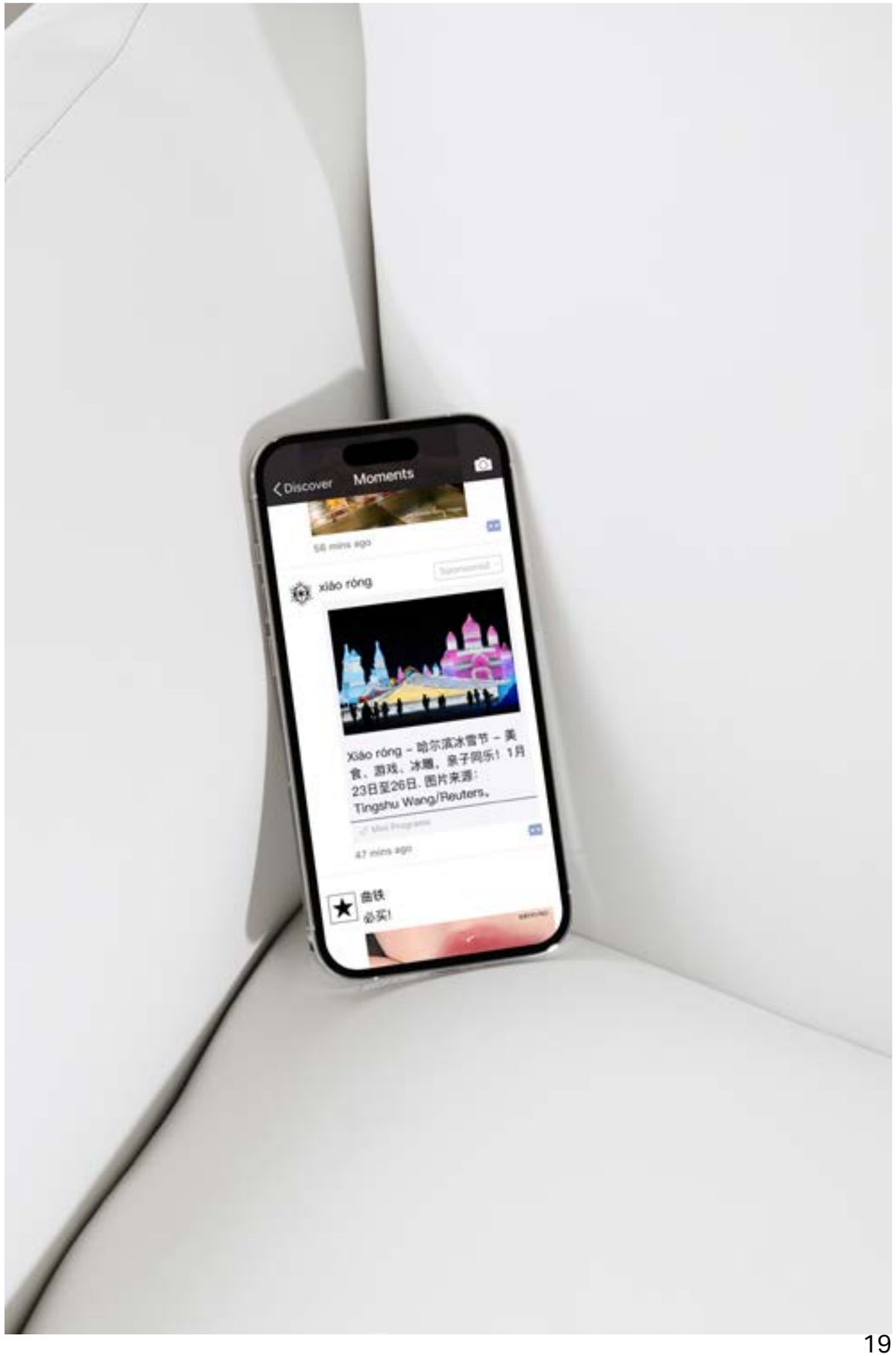
For the first ad I wanted a motion poster in a train station since it's very common for trains to be used as a way of transportation especially in China. I wanted this ad to be slightly directed at them. While still be something that is usable in other stations as well. Using my abstract design and making the lines build its shape.



Week 4: Ads,

For the second ad I decided to use a popular app in China called Wechat and it has a section called moments where its like a twitter in a way. It's just used to share photos or videos with their following. It is commonly used as a way to promote businesses. I did keep it in primarly chinese as it is a chinese app and it wouldn't make sense to have english on a primarily chinese speaking app.





Week 4: Ads,

For the international audience I wanted to focus on creating instagram ads for them. I kept it simple since I know people dislike reading texts on the actual posts itself as I learned while working as a marketing assistant. I wanted to highlight the important details like where when and what. I kept the style simple so it can be easy to continue the marketing and branding for the posts. To keep a consistent style.







