

WEB CONTENT CREATION ANNOTATIONS



Moodboard from E1

For my posters, I developed my idea of looking into my heritage (Spain and Philippines) and exploring themes in each poster through Dance, Food and Historical Figures.

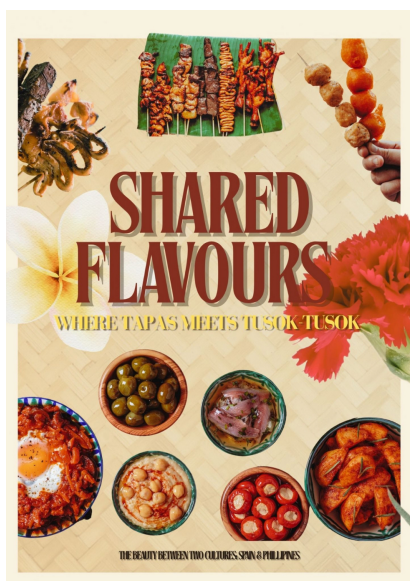
In each poster, I used the same headline 'Shared (theme)', along with a tagline that introduced a cultural element from both Spain and Philippines.

Throughout all pictures I utilise a colour palette of warm tones taken from my moodboard.

In my moodboard, I took 3 main components that is visible.

In my first poster, I focused on dance and had my dancers as flowers to create a beautiful visual as well as metaphor.

I took the national dances flamenco and tinikling, both 'dressed' in the national flowers - Carnation (Spain) and Plumeria (Philippines).



'Where Flamenco meets Tinikling' is slightly curved to enhance the dance theme.

In each poster, the Carnation and Plumeria flowers are integrated to highlight both countries.

For my second poster I tried to emulate a dinner table, almost like the food was set on the table. It was a bit difficult to find images that would work well, especially when 'tusok tusok' is street food in the Philippines.

Anyway, the street food is placed as if coming off screen rather than placed on the table.

My third poster I looked at the two important

historical figures for each respective country.

Jose Rizal was a Filipino nationalist who wrote *Noli Me Tangere*, ironically a book that exposed injustices under Spanish rule.

Gaudi was an architect who designed many of Barcelona's landmarks.

I added their legacy in the background of the poster.

I could have improved on having concise designs or change my designs ever so slightly e.g. title or use of the flowers.

