



Process Book

# MADISON DOUGLAS

Project 3: Travel Posters | Illustration | Fall 2025

# RESEARCH

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# CREATIVE BRIEF

Promoting travel and tourism is a viable segment of advertising and a rich topic for illustrators.

You will create a series for two or three different destinations. All consistent in style and conception. General starting points may be: airline, cruise ship, travel agency, hotel chain, National Parks, departments for travel and tour, Landmarks, etc.

Reference and research in style, technique as well as the unique characteristics of your selected destinations are critical. Familiarize yourself with the history and legacy of travel posters.

## OBJECTIVE:

Try to evoke mood, spirit, culture, tradition, and the overall immersive experience of your locations.

Consider placement and use of typography and possibly a brand ie: an airline, cruise company, etc. if applicable.

The type is secondary to the image of course but should be well thought out and executed (for GD students)

## MECHANICAL SPECS:

Travel posters – 13 x 19 (300 dpi) format to this size. Make sure you include 1/8 bleed if art goes beyond trim size.

Option A. One very complex, time consuming (like Mario Zucca level complexity and detail)

Option B. A pair of posters, that look like part of a cohesive series, with variations, (like two European cities, or two National Parks for example)

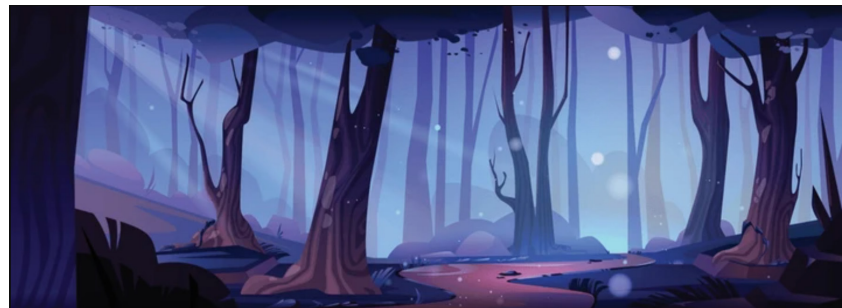
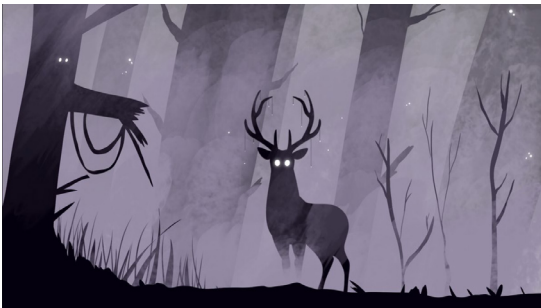
Option C. A series of three, also as part of a cohesive series. Most ambitious, but doable. Look at the WPA National Parks examples to see how a series matches in treatment, but is also each a unique layout.

Deliverables include: Digital Process Book which includes research, inspiration (mood-style) pages, thumbnail concept and composition, value/color studies half size, full size comps, and final presentation prints

# SUBJECT/DESIGN RESEARCH (PAINTED BACKGROUNDS - SCOOBY DOO)



# SUBJECT RESEARCH



# TYPOGRAPHY EXPLORATIONS

*Courier New (Bold Italic)*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

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Flowers Kingdom

**AABBCCDDEEFFGGHHiiJJKKLLMMN-  
NOOPPqqRRSSSTTUUVVWWxxYYZZ**

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Chandler42

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

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Bauhaus 93

**AaBbCcDdEeffGgHhIiJjKkLlMmNn-  
nOo  
PpQqRrSsTtUuVvWwXxYyZz**

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GHOSTZ

**AABBCCDDEEFFGGHHIIJJKKLLMMNNOO  
PPQQRRSSTTUUVVWWXXYYZZ  
1234567890&**

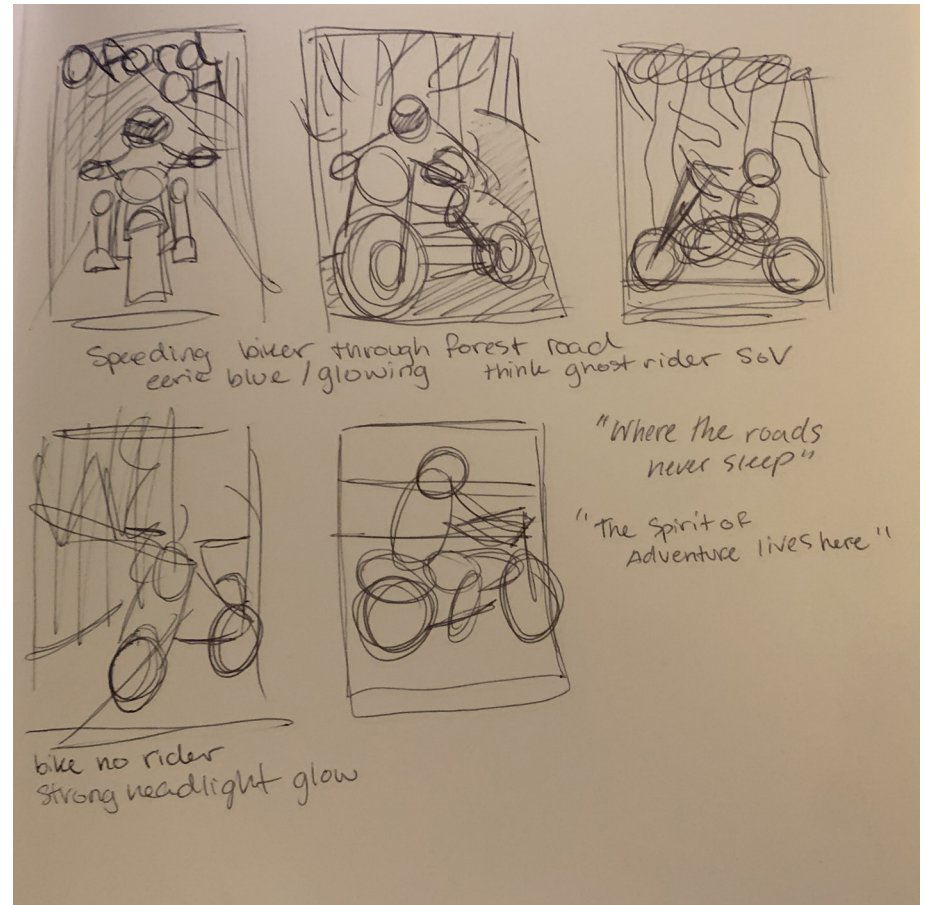
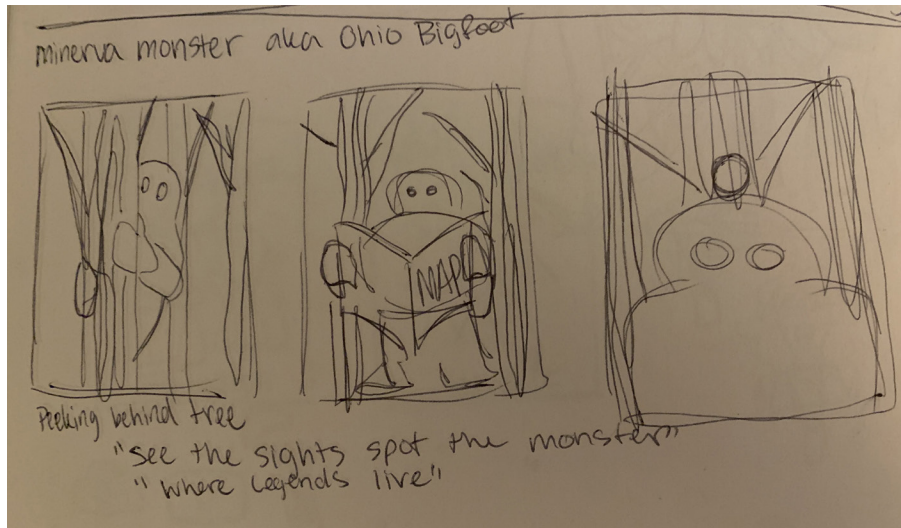
\* red box indicates which typefaces were used in final

# DESIGN EXPLORATIONS

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# SKETCHES

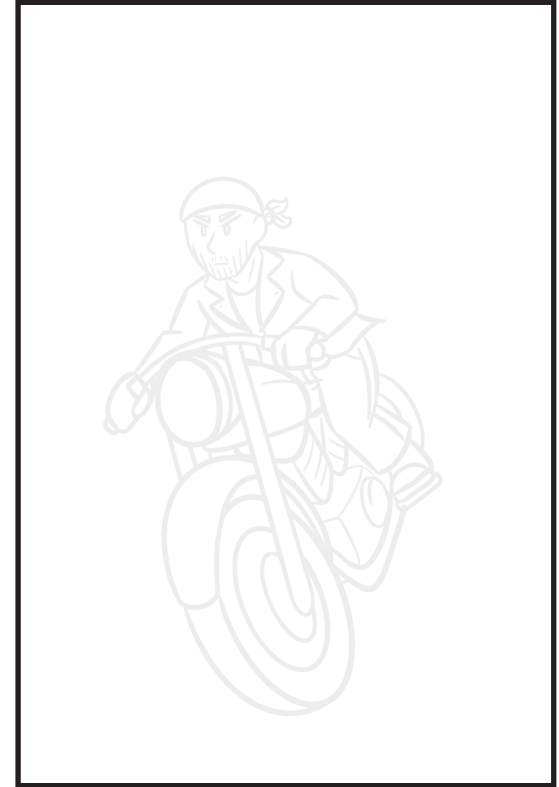
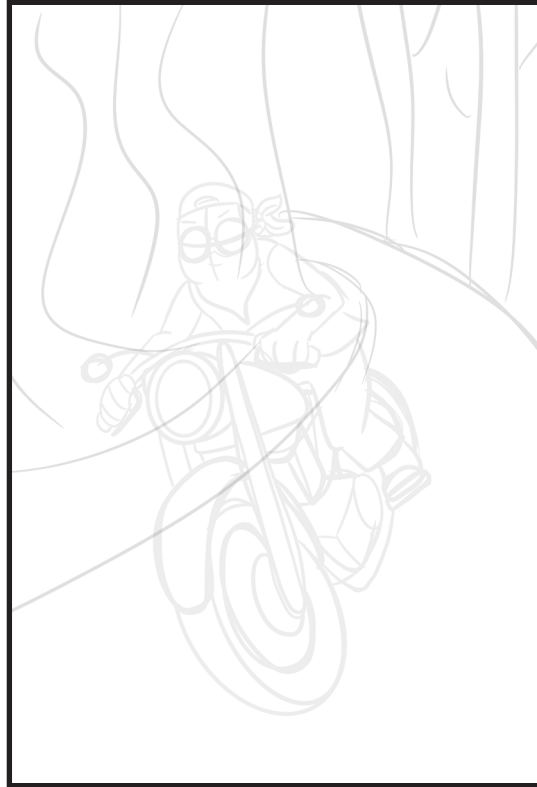
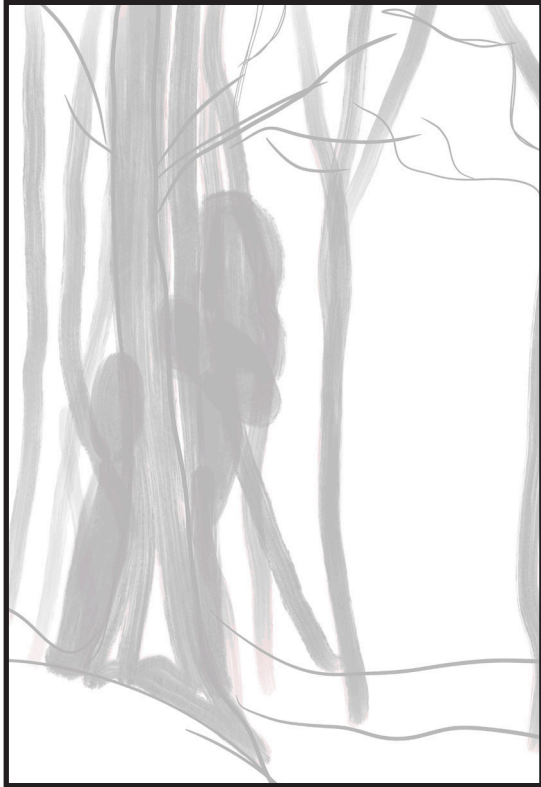


# FINAL LAYOUTS

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# ROUGHS



# FINAL ART



# FINAL POSTERS





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