

Process Book

# SERENITY NORMAN

Travel Posters | Illustration | Fall 2025

# CREATIVE BRIEF

## **The Travel Posters:**

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.

## **The 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)

## **Options to consider:**

**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.

## **Topic Picked:**

A series of two posters based off of a visual novel game series by GB Patch called Our Life. One game is based in Southern California in the summertime, and the other in Oregon during the fall.

# RESEARCH

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# SUBJECT RESEARCH

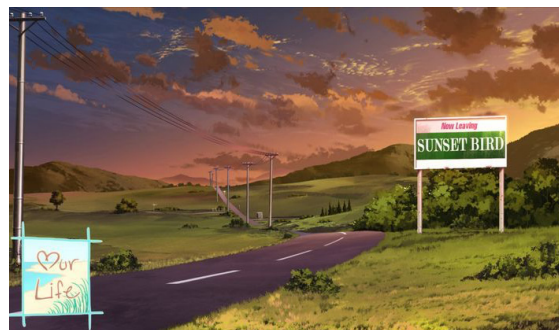
## **What am I looking for?**

Since the places in-game aren't real places, I'm looking for real life examples that would fit the overall vibe of the locations. Not to illustrate one specific place, but to take elements from multiple real places and put them together to form one piece that matches the aesthetic.

I have no real life experience with Oregon or Southern Cali, but I have been to the beach before and live in the midwest (same season changes, less mountains) so I'll also draw inspiration from my own small experiences as well.

# SUBJECT RESEARCH

## OUR LIFE: BEGINNINGS AND ALWAYS



Scenes from Sunset Bird, the location from the first game. A small oceanside town in Southern California. Significant points: the beach, the poppy hill behind the beach

# SUBJECT RESEARCH

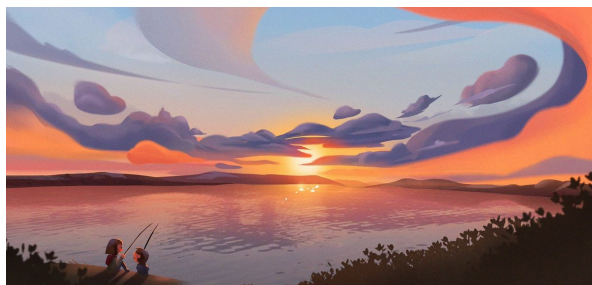
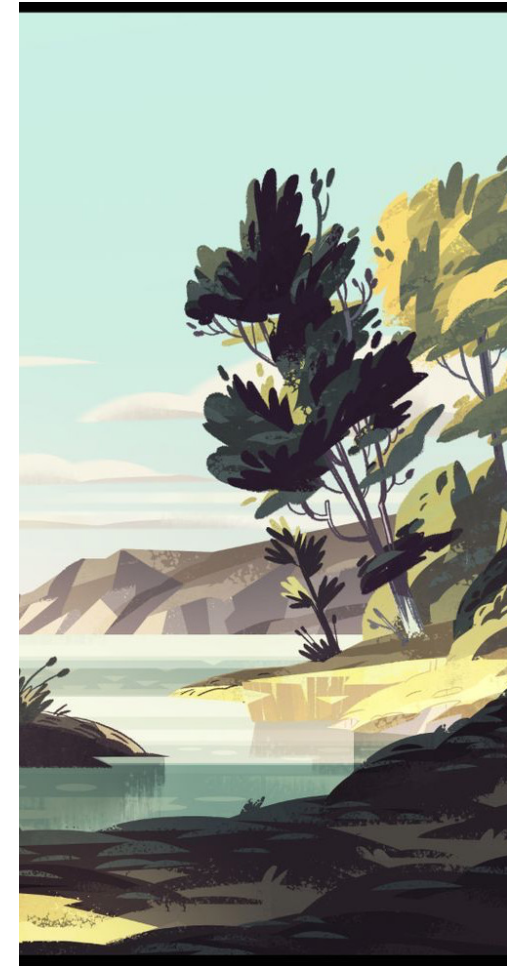
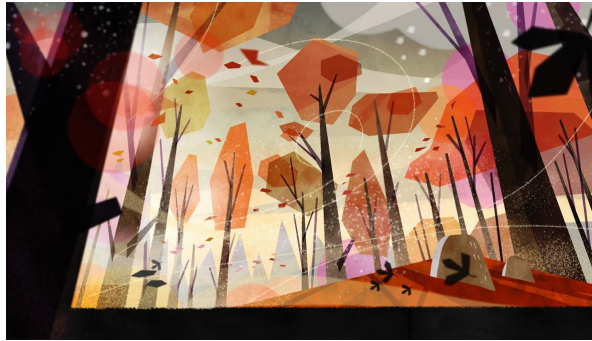
## OUR LIFE: NOW AND FOREVER



Scenes from Golden Grove, the location from the second game. A small mountainside town in Oregon. Significant points: The forest, the cul-de-sac, school (not pictured)

# SUBJECT RESEARCH

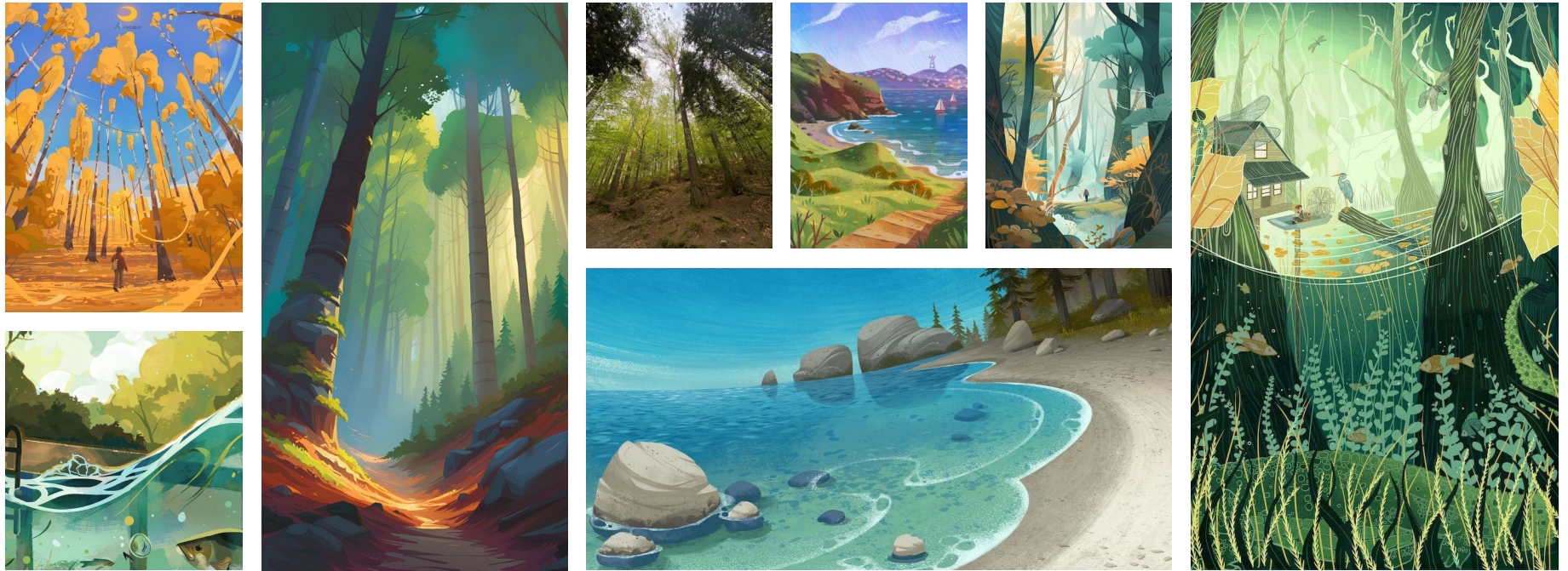
## GENERAL ART STYLE INSPIRATION



As usual, I'd like to edge the bridge between "too much" and "just enough" with my art. In this case, it means having just enough detail without becoming too realistic or having too much material. Of course, the stylization of things helps plenty with that. A soft style like the ones shown here and in the games (more specifically OLN&F) is what I'd be going for.

# SUBJECT RESEARCH

## PERSPECTIVE AND COMPOSITION IDEAS



It would be nice to physically connect the two posters somehow rather than just make them two separate scenes. It would also be nice to do a cool perspective, and a bit of a challenge since we have a beach to work with. Since the games are kind of based in childhood nostalgia, a "larger than life" vibe would be neat to portray. Characters may or may not be added to help push that perspective further.

# SUBJECT RESEARCH

## OREGON



Some real Google Earth provided shots from Bend, Oregon and Sisters, Oregon that the game could be inspired by. Lots of trees and forests, mountain views in the background, cul-de-sacs as well as local establishments (not pictured).

# SUBJECT RESEARCH

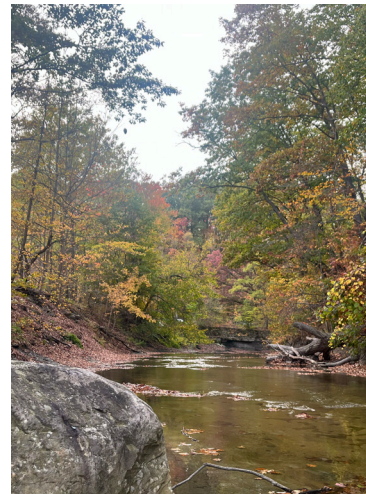
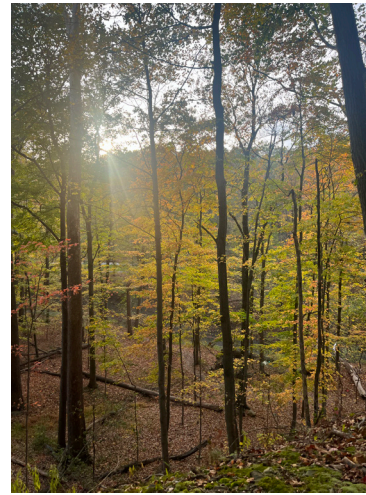
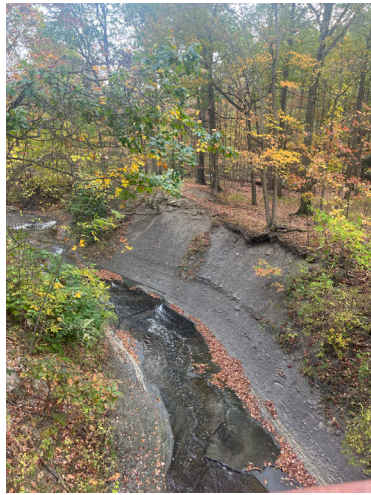
## CALIFORNIA



Some shots of Encinitas, California. This small town happened to be a pretty accurate match for Sunset Bird (provided some pics from the game to compare). With the West Coast being very cliff-heavy and not very coastal, finding locations to match was more difficult.

# SUBJECT RESEARCH

## MY OWN PICTURES



Pictures from a recent hike at Euclid Creek Reservation (a lot more vibrant in person) and pictures from Miami, Florida as well as Nassau, Bahamas (I was fortunate enough to go on a Caribbean cruise in 2024!). I have also been to beaches in Tampa, Florida and Myrtle Beach, South Carolina (no good pics however).

# SUBJECT RESEARCH

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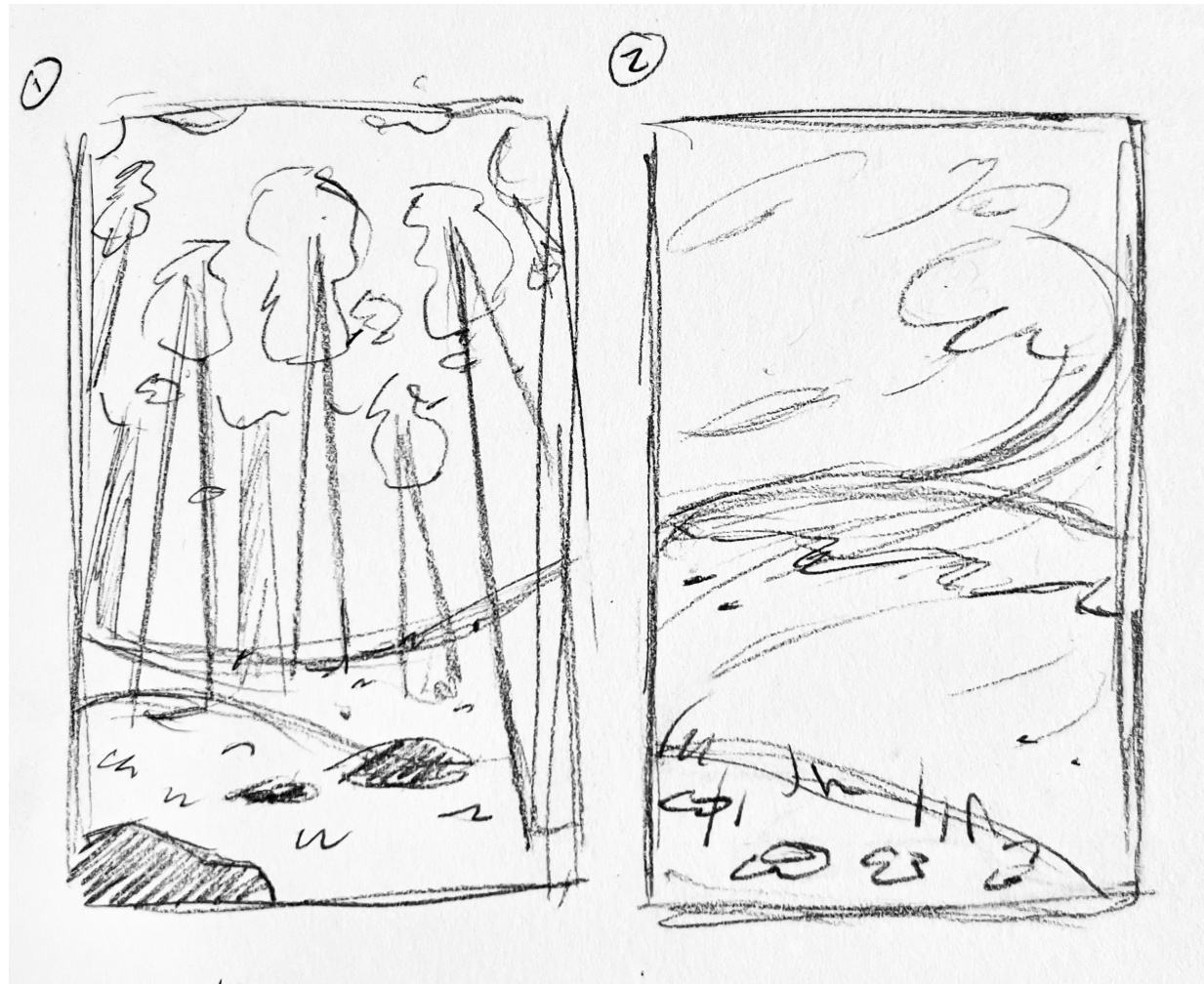


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# DESIGN EXPLORATIONS

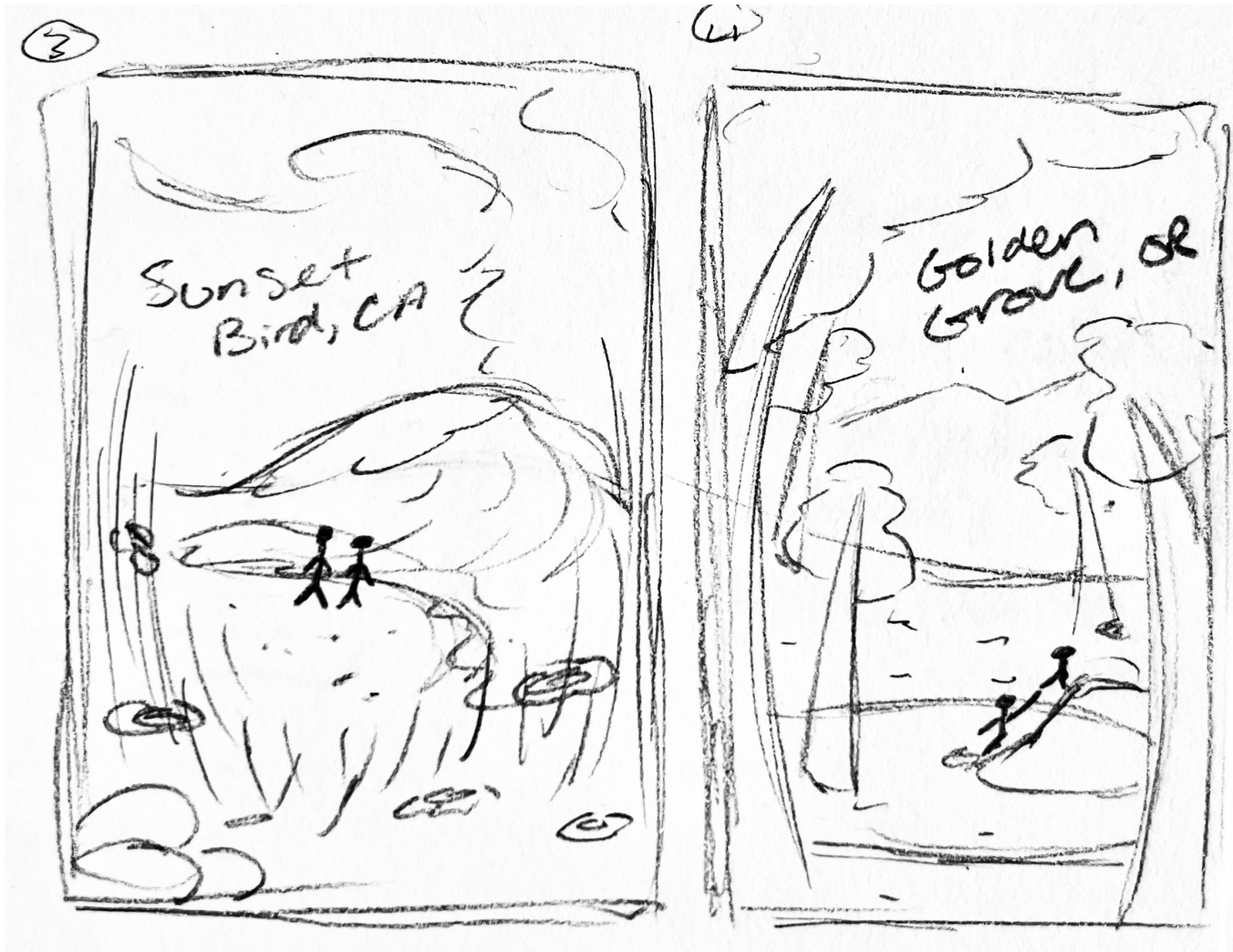
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# THUMBNAIL SKETCHES

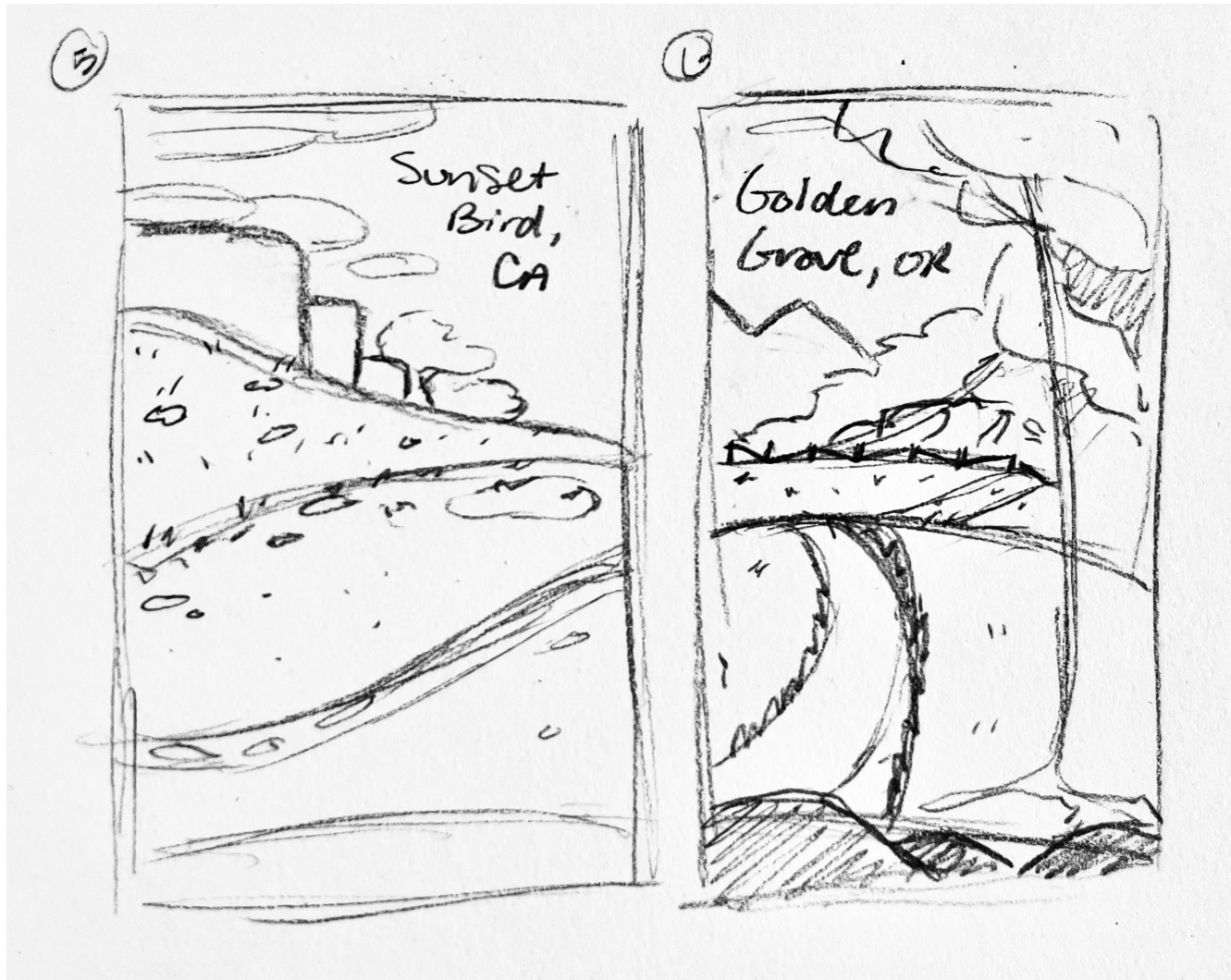


For these thumbnails, I knew I wanted the two posters to connect to each other somehow. I also knew that the ocean had to be in one, and trees/forest in the other. There were also elements from the games that I wanted to nod to as well, such as poppy flowers and a forest trail and fencing. As I sketched, I took elements that I liked and added them until I landed on the compositions I wanted.

# THUMBNAIL SKETCHES



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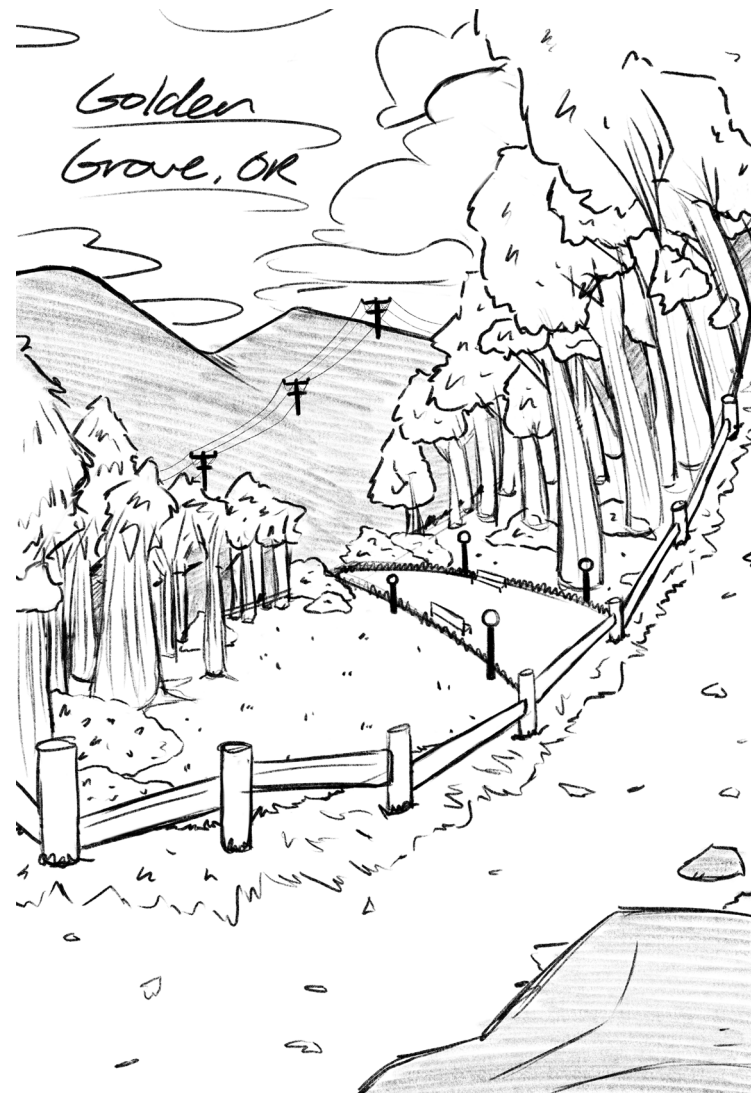


# THUMBNAIL SKETCHES



Here are the layouts I ended up going with (the third is just a cleaner version of the second). I love the perspective in both, as well as being able to include all the things I wanted.

# DIGITAL REFINEMENT



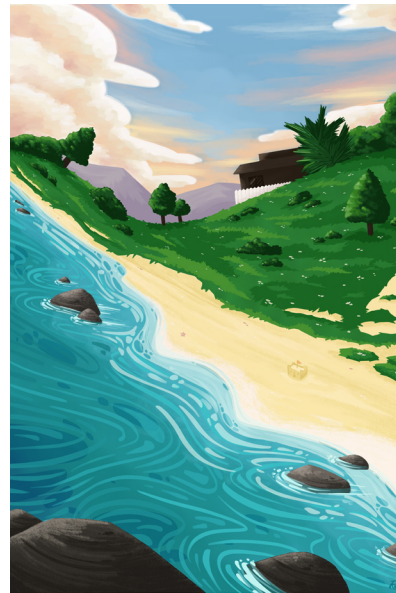
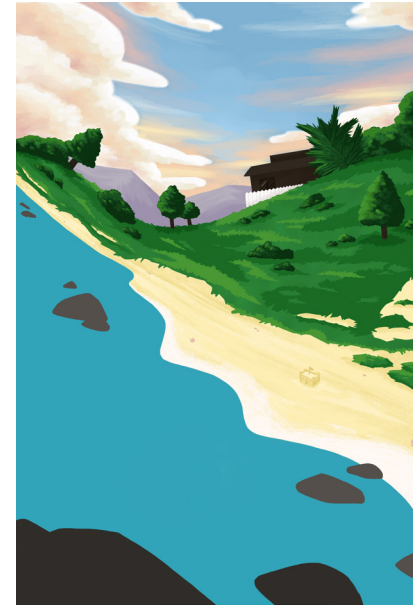
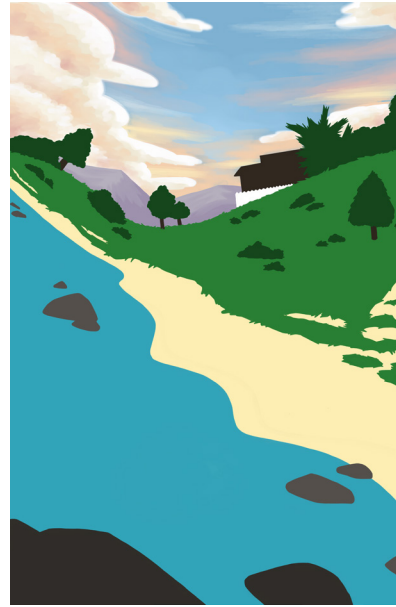
Taking the traditional sketches into the ipad, I refined them and made sure all the small details and nods I wanted were there, like the sandcastle and beach shells and park benches and powerlines. A paper airplane as well (added later).

# VALUE STUDIES

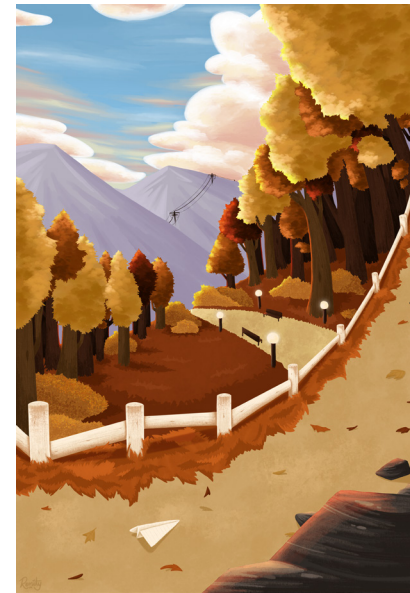
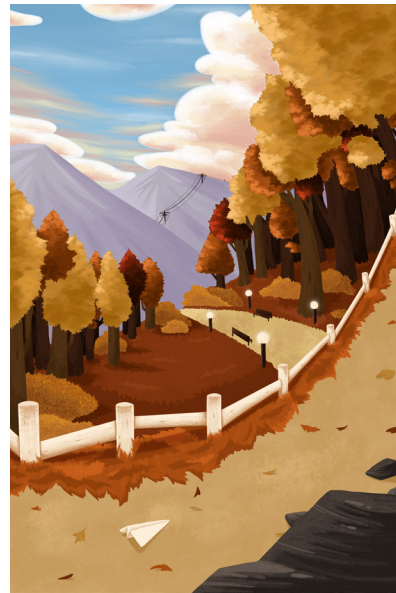
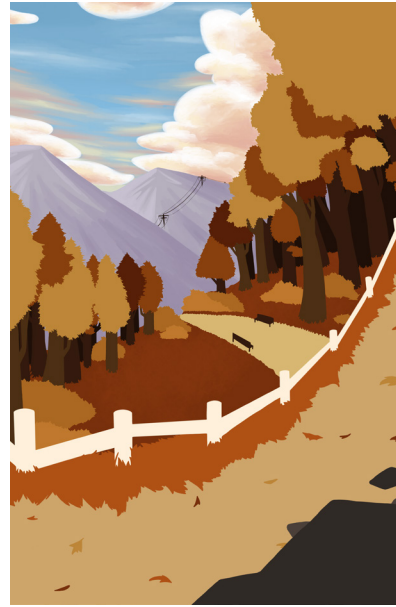


Figured out here that it's pretty hard to make a forest stand out from itself, but I think I managed. This was my first time actually drawing a whole forest of trees.

# SUNSET BIRD RENDERING



# GOLDEN GROVE RENDERING



# FINAL LAYOUTS

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# FINAL LAYOUTS

