

PROJECT #4: ADVERTISING ILLUSTRATION

gabrielle siegfried

TEXTUAL RESEARCH
for possible destinations

POSSIBLE SCANDINAVIAN LOCATIONS

NORWAY

Norway, officially known as the Kingdom of Norway, is a Nordic country located in Northern Europe. Its capital and largest city is Oslo, which is known for its vibrant cultural scene, innovative architecture, and beautiful waterfront.

Norway is renowned for its natural beauty, with stunning fjords, rugged mountains, and expansive forests. The country is also known for its progressive social policies, including universal healthcare, free education, and generous parental leave.

Norwegian culture is rich and varied, with a strong tradition of storytelling, music, and art. One of Norway's most famous cultural exports is the playwright and poet Henrik Ibsen, whose works have been translated into numerous languages and performed around the world.

In addition to its natural and cultural attractions, Norway is also a popular destination for outdoor activities such as hiking, skiing, and fishing. Whether you're exploring Oslo's museums and galleries or venturing out into the country's breathtaking wilderness, Norway is a country that has something to offer everyone.

FINLAND

Finland, officially known as the Republic of Finland, is a Nordic country located in Northern Europe. Its capital and largest city is Helsinki, which is known for its vibrant nightlife, innovative design, and beautiful unique architecture.

Finland has vast forests, thousands of lakes, and the stunning Northern Lights. The country is also known for its high standard of living, excellent education system, and strong social welfare programs.

Finnish culture is deeply rooted in nature, with a strong tradition of saunas, outdoor activities, and a respect for the environment. Finnish design is also highly regarded, with brands such as Marimekko and Iittala gaining international recognition for their clean, modern aesthetic.

Finland is also a popular destination for winter sports such as skiing, snowboarding, and ice skating. Whether you're exploring Helsinki's bustling markets and museums or venturing out into the country's serene wilderness, Finland is a country that has something to offer everyone.

DENMARK

Denmark, officially known as the Kingdom of Denmark, is a Nordic country located in Northern Europe. Its capital and largest city is Copenhagen, which is known for its vibrant food scene, innovative design, and charming canals.

Known for its picturesque landscapes, with rolling hills, pristine beaches, and vast farmlands. The country is also known for its high standard of living, strong economy, and progressive social policies.

Danish culture is characterized by a deep appreciation for hygge, a concept that encompasses coziness, comfort, and conviviality. Danish design is also highly regarded, with brands such as LEGO, Bang & Olufsen, and Georg Jensen gaining international recognition for their sleek, minimalist, very Danish aesthetic.

In addition to its cultural attractions, Denmark is also a popular destination for outdoor activities such as cycling, kayaking, and sailing. Whether you're exploring Copenhagen's charming neighborhoods and museums or venturing out into the country's scenic countryside, Denmark is a country that offers something for everyone.

SKETCHES

initial & refined

ILLUSTRATION - TRAVEL POSTERS

destinations:

- ↳ nordic countries
- denmark *
- norway *
- sweden
- finland *
- iceland

think about creating
2-3 unique 'standalone'
posters, or ones that
can join together?

consider
location!
think about similarity
of contrast

- * DANMARK
- SUOMI
- NORGIE

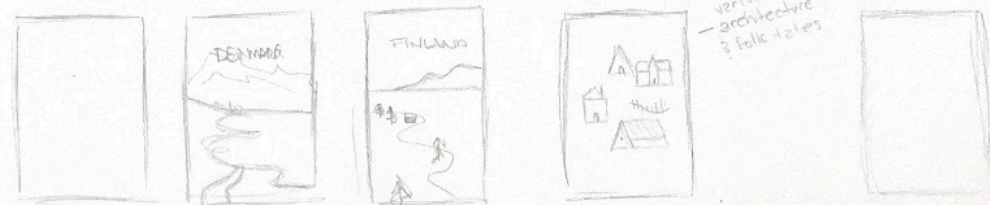
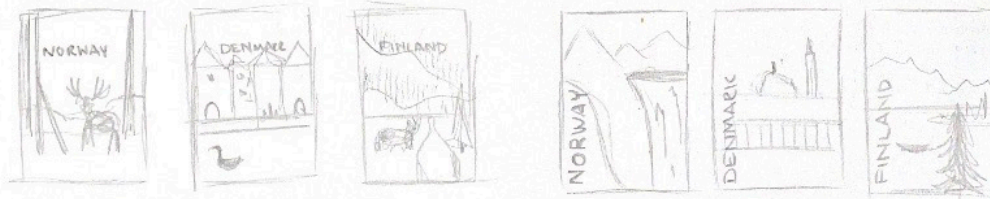
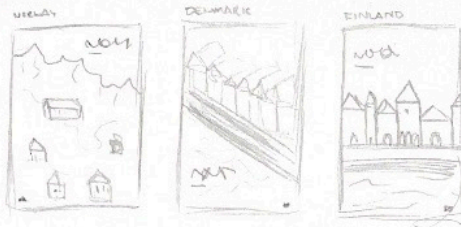
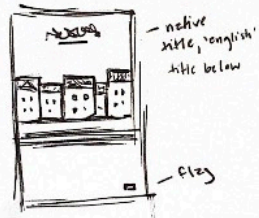
quick ideas

↳ national animals?

- n = moose
- d = swan
- f = brown bear

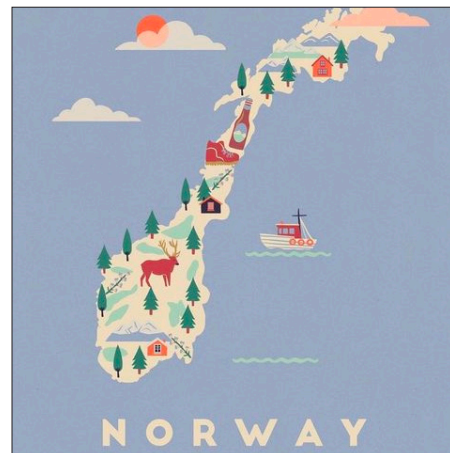
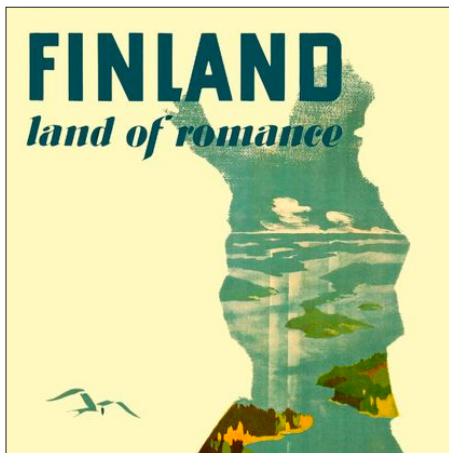
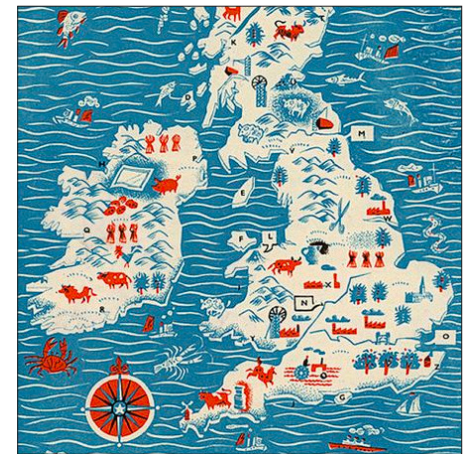
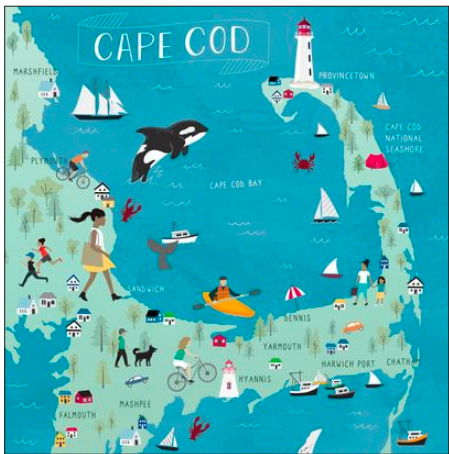
↳ capitals

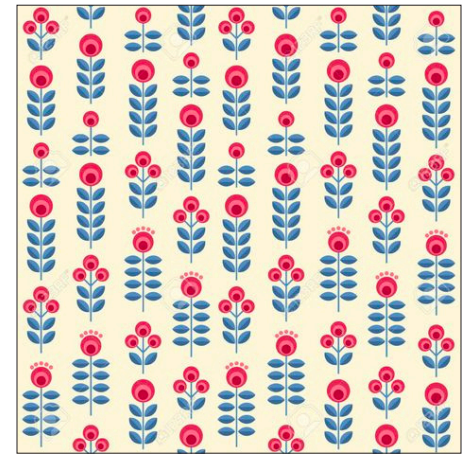
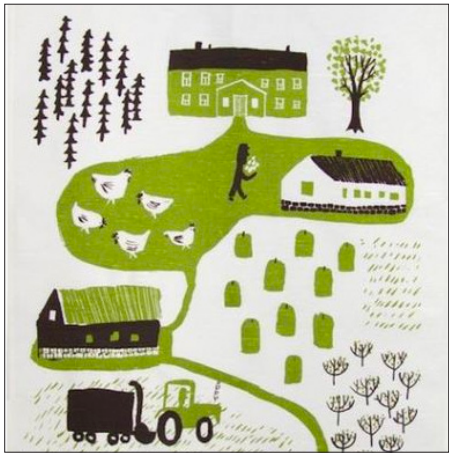
- n = oslo
- d = copenhagen
- f = helsinki



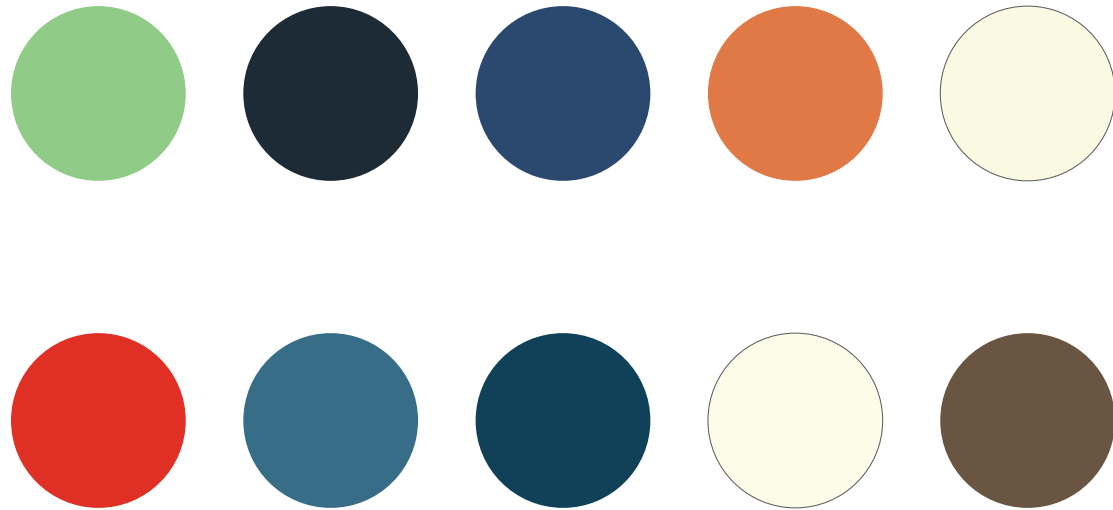
INITIAL RESEARCH & INSPIRATION

illustration styles & location imagery





COLOR PALETTE CONSIDERATIONS



FINAL ILLUSTRATION



END

thank you!