

In this piece of work, you're immediately drawn to the bright yellow background. This background contrasts with the cool blue tones of the plastic cup that is in the middle of the poster. Now that your eye is on the plastic cup, your eye is drawn to the top lid that says "Keep the Seas Plastic Free", stretched out to fit in the lid of the cup. Below the lid, in the liquid holding portion of the cup is a whale, dolphin, and other sea creatures swimming in the drink.

The artistic statement that I am trying to make with this poster is for the audience to realize that when plastic goes into our ocean, it directly impacts our ocean wildlife.

By using contrasting colors to draw attention to certain areas over others, I hope that the viewer's eye creates a natural circle while looking at this poster. This poster is done with paint, contrasting how it would typically be made, digitally, adds an element of uniqueness and hopefully draws a viewer in more so to view the small details.

The big idea in this unit is to draw attention to an environmental awareness issue that our world currently faces. Plastic in our oceans is killing the wildlife that calls our oceans their home.

When making this poster, my main influence was communication designer, Steffen Kraft who goes by ICONEO online. Kraft focuses his artwork on both environmental issues as well as social issues currently in our society. Kraft's artwork sends a clear message to his audience and make them think about their own habits in life.