

NieR Gestalt Posters

Case Study

Introduction & Inspiration

My main inspirations for creating this advertisement poster series were NieR Gestalt, Art Deco, and Milton Glaser's works. I wanted to heavily implement the idea of visual tension with these specific typographic ads, but also create a nice balance with harmony. I also wanted to show my appreciation to the video game series known as NieR.

Challenges

I did not have any challenges when creating this poster series. I was very confident on how the final designs were going to look, especially since I am extensively knowledgeable of Adobe Illustrator.

Mood Board

My main mood board was based off of my inspirations. I mainly looked at NieR and Milton Glaser's works.

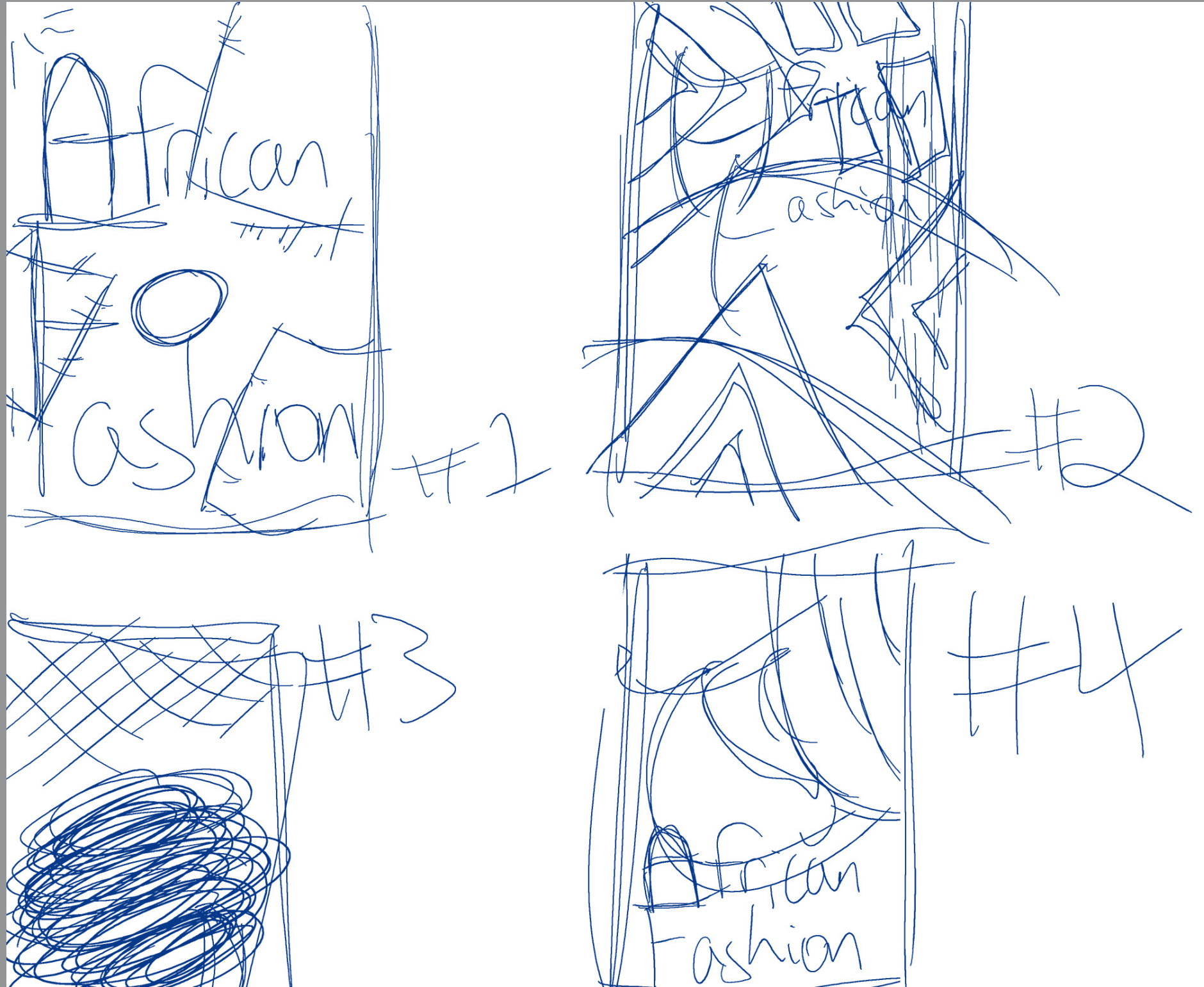


Mood Board Continued



Project Progress

Originally this was going to be a fashion spread, but overtime I felt that it was more effective to go with the gaming route.



Early Concepts



Concepts Continued



Final Concepts



Final Output



Thank you!