



ETHAN S. ALTSHULER

SYDNEY

PROCESS BOOK



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IDEATION & RESEARCH

A travel site for a destination to create a signature civic identity and promotional campaign for increasing tourism to the city of Sydney, Australia, as well as the state of New South Wales.

I ultimately ended up choosing Sydney, Australia as my destination of choice, not only because I have never once visited there before in my entire life, but mainly because of its distinct tourist attractions and fascinating key highlights. Sydney is in fact the first major worldwide city to see the new year, along with it being home to the world's largest natural harbour!

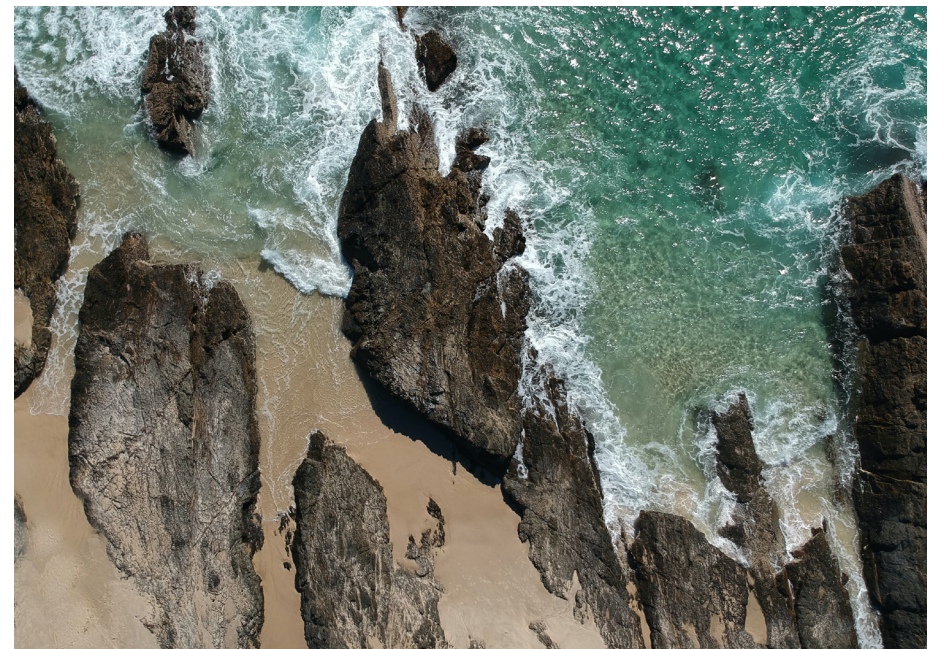


IDEATION & RESEARCH

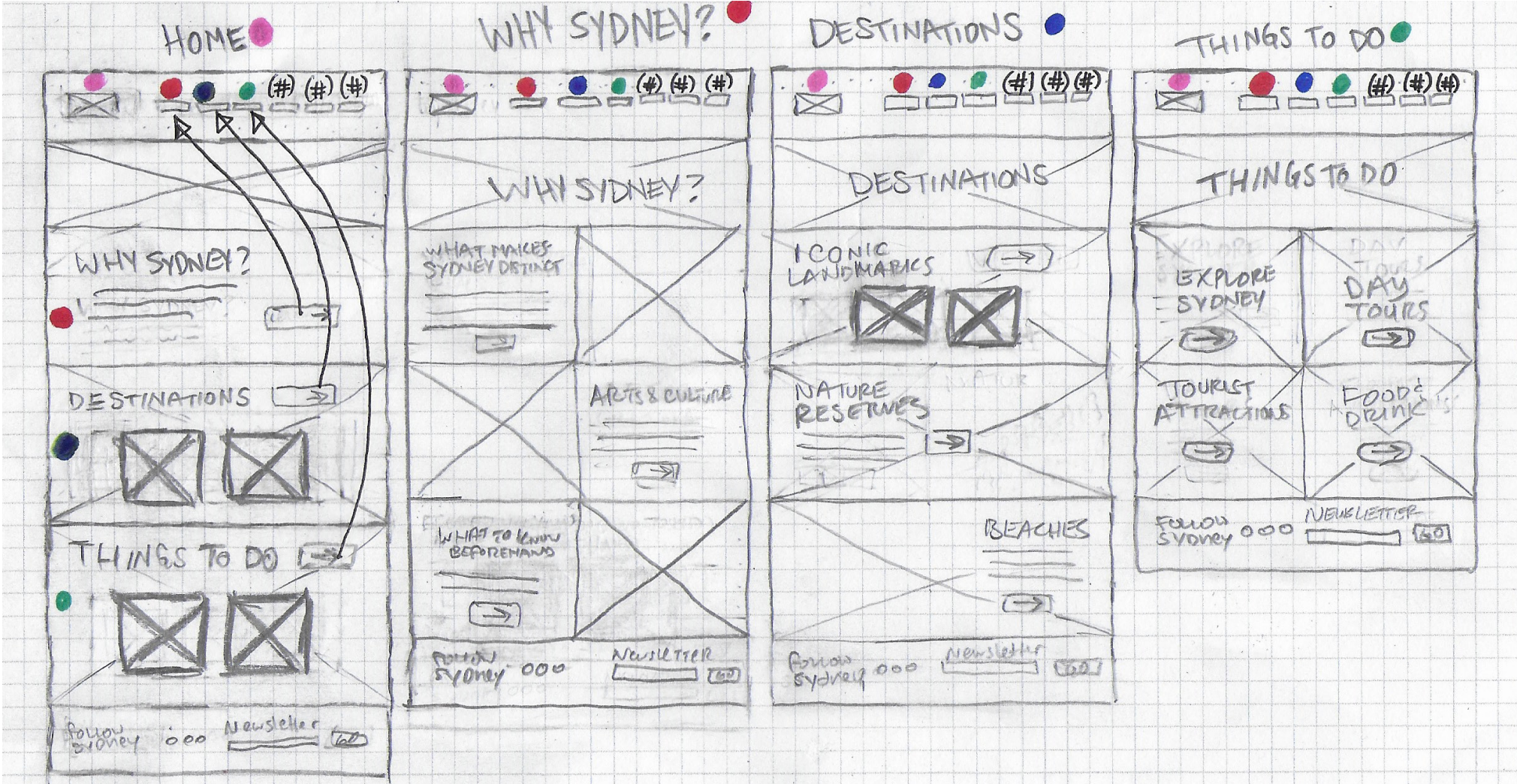
Aside from primarily highlighting the city of Sydney itself through this travel site, I also wanted to emphasize some of the key highlights and tourist attractions that were still located in the state of New South Wales and within a reasonable proximity of the city.

I did this because the state of New South Wales has so much to offer in terms of sights to see besides Sydney, such as its multitude of beaches spread out among the coastline, along with its national parks located inland.

MOOD BOARD

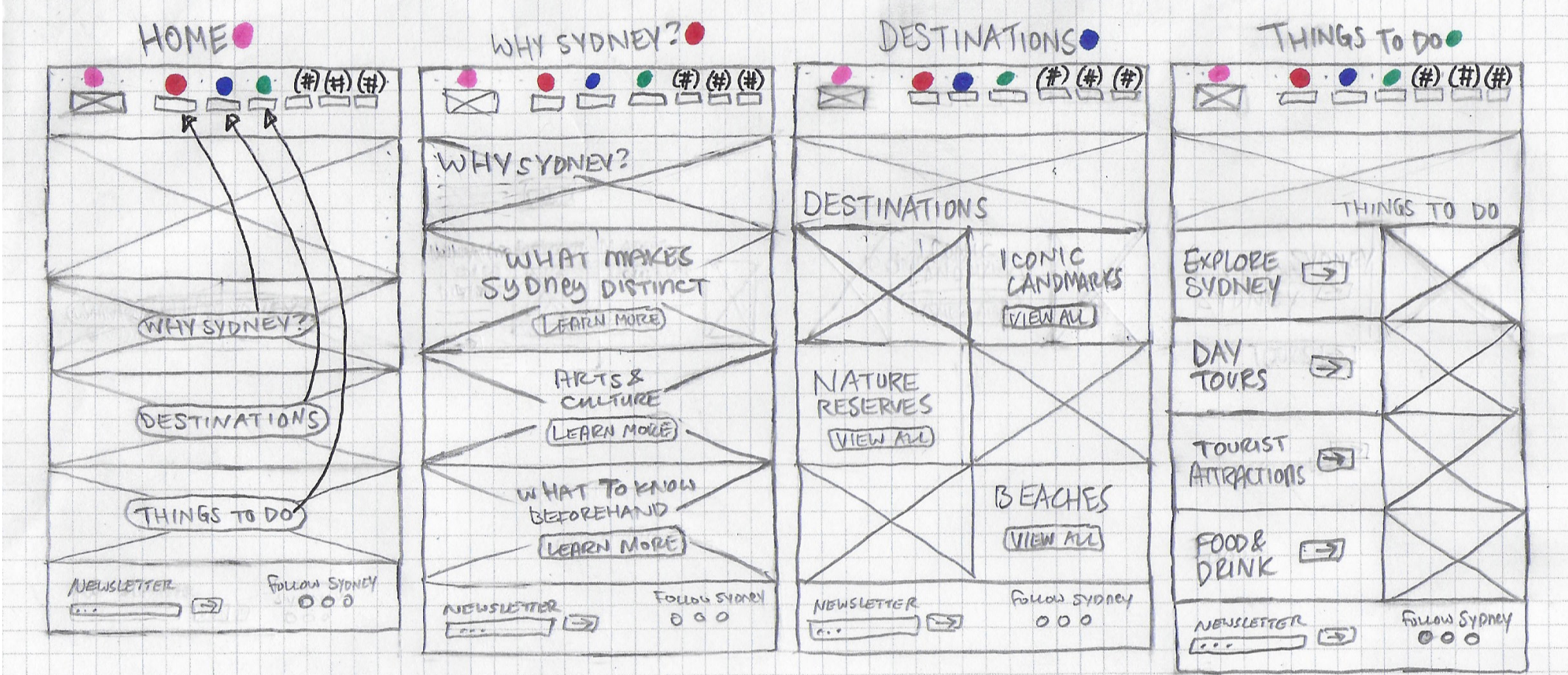


SITEMAP SKETCHES



= nav header link leads nowhere, tabs exist for aesthetic purposes

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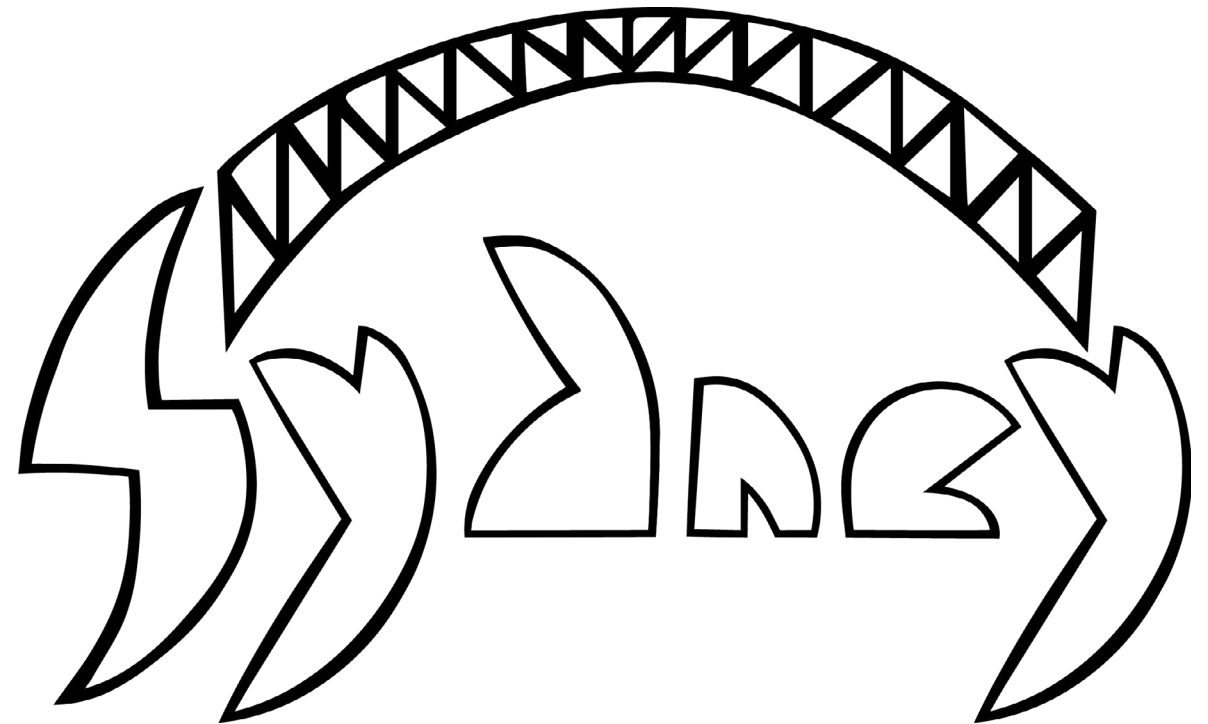
DESIGN DEVELOPMENT

I knew I had to come up with a logo that would be visually captivating towards audiences and sum up the cityscape, specifically the harbour, in a nutshell. Given how iconic the Sydney Opera House is to the city of Sydney, as well as the Harbour Bridge, I knew I had to somehow incorporate those landmarks into my design.

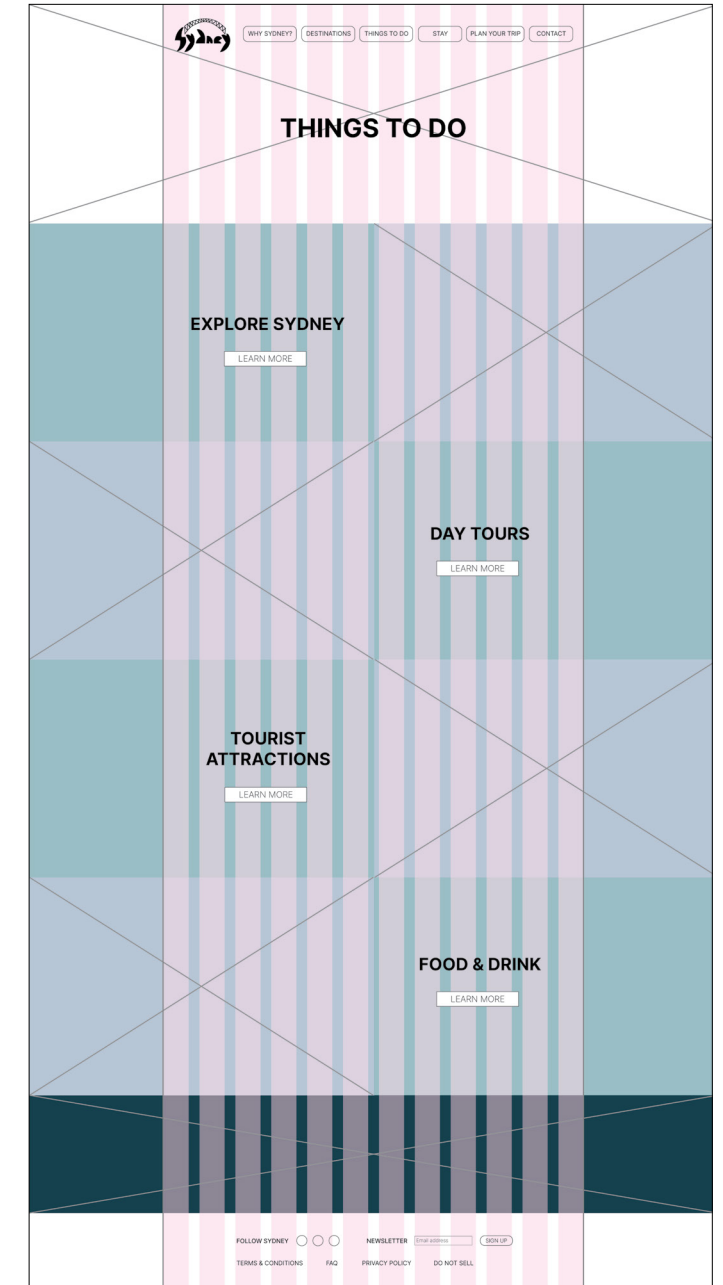
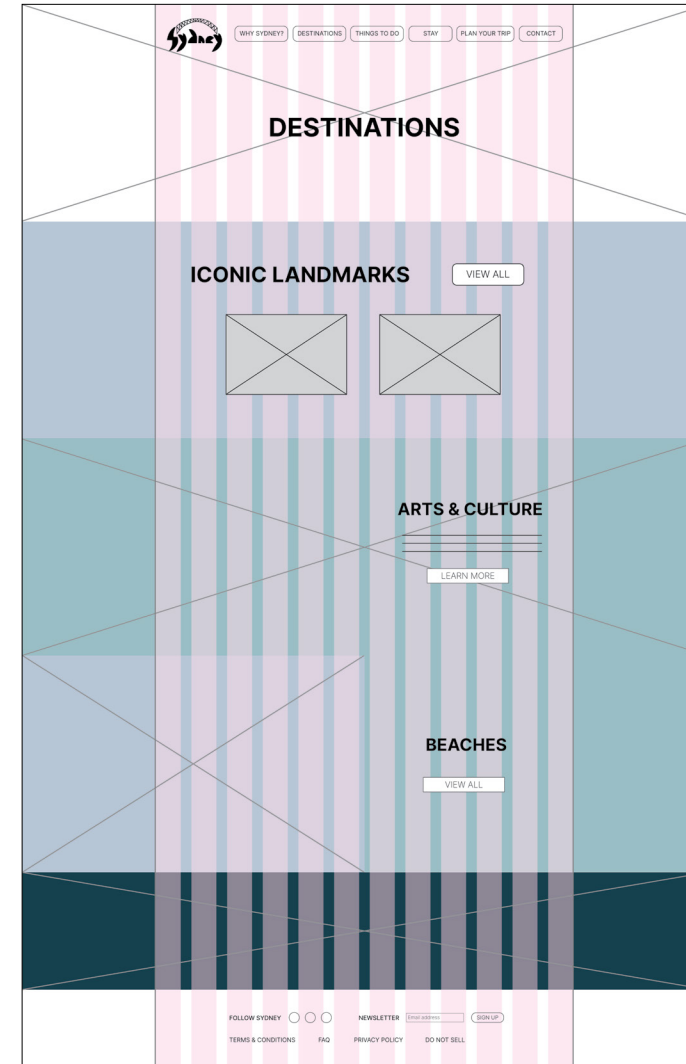
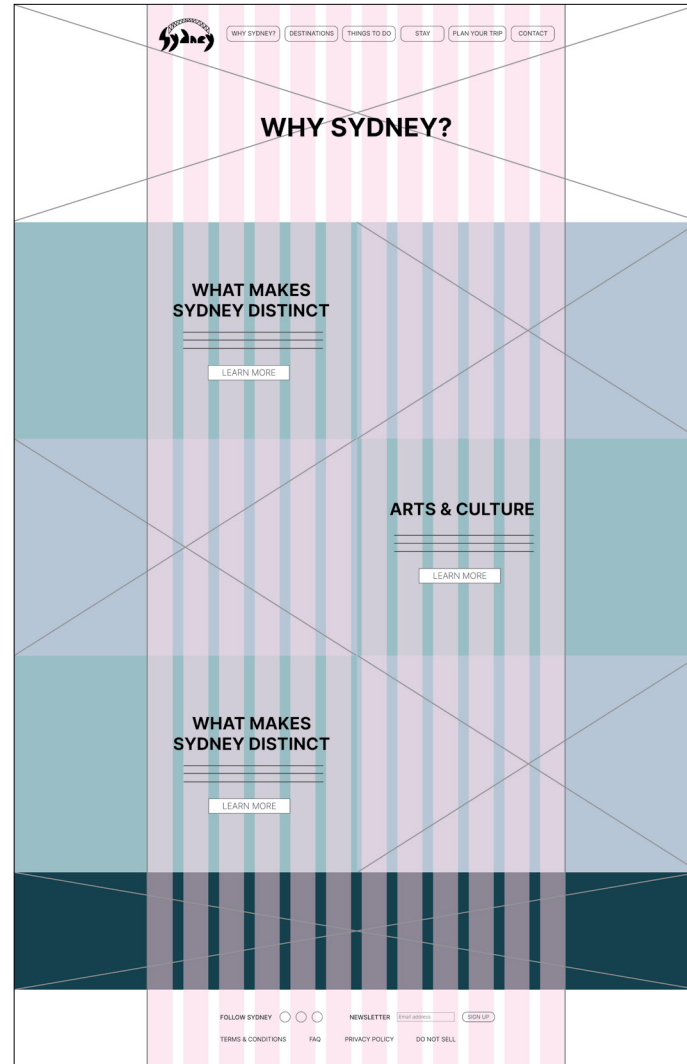
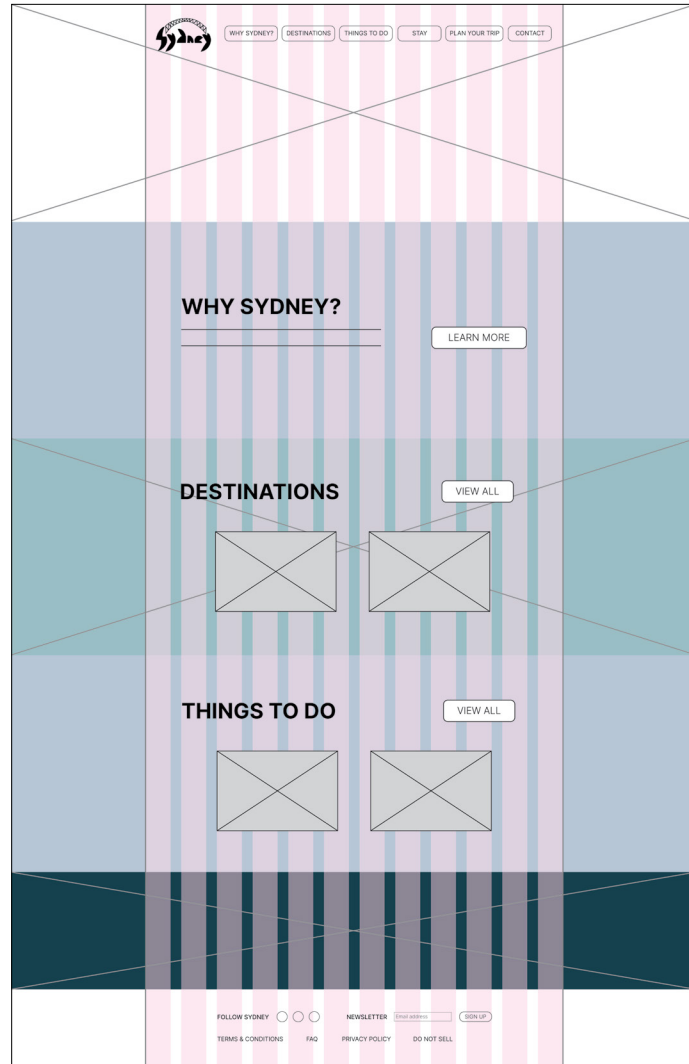
I conceptualized several different ideas for potential logo designs that would include spelling out the word Sydney in a unique script-like way that would pay homage to the Sydney Opera House, whether it was fitting the typography inside the architectural design of the Sydney Opera House, or shaping the lettering to the same curved angular architectural style aesthetic.



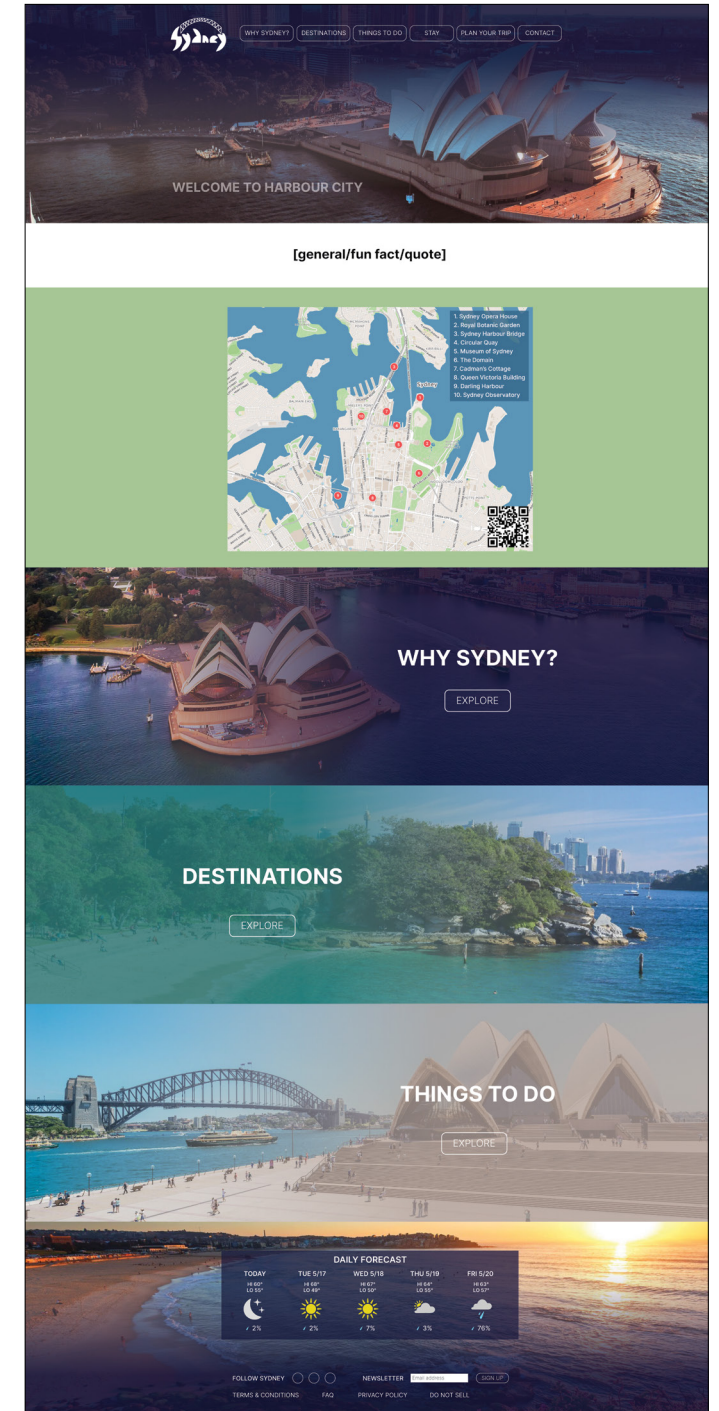
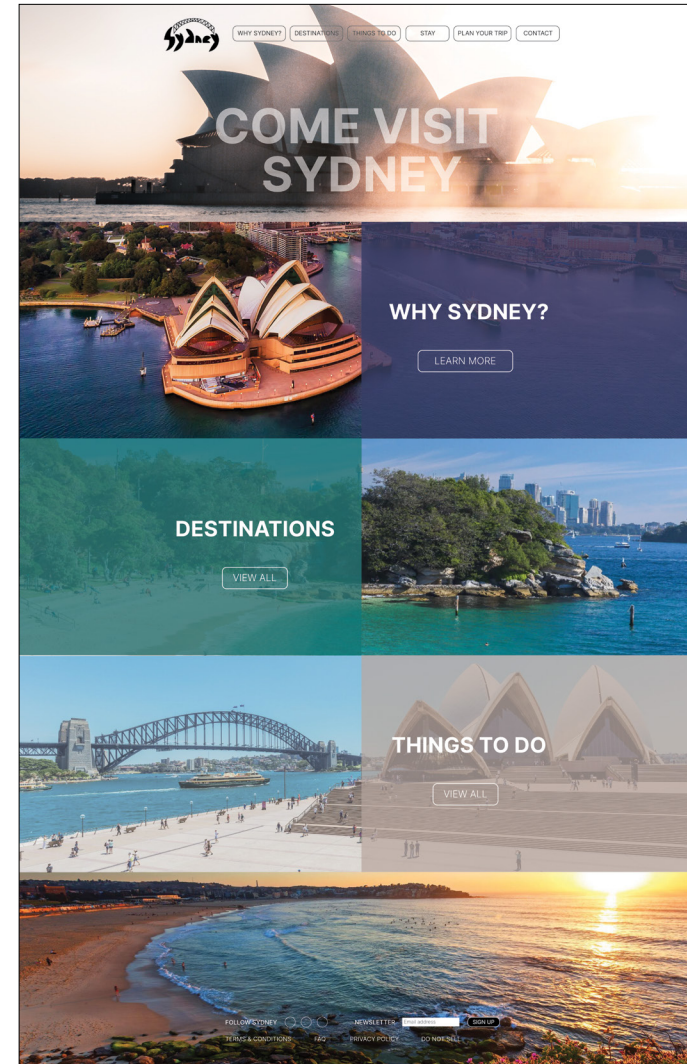
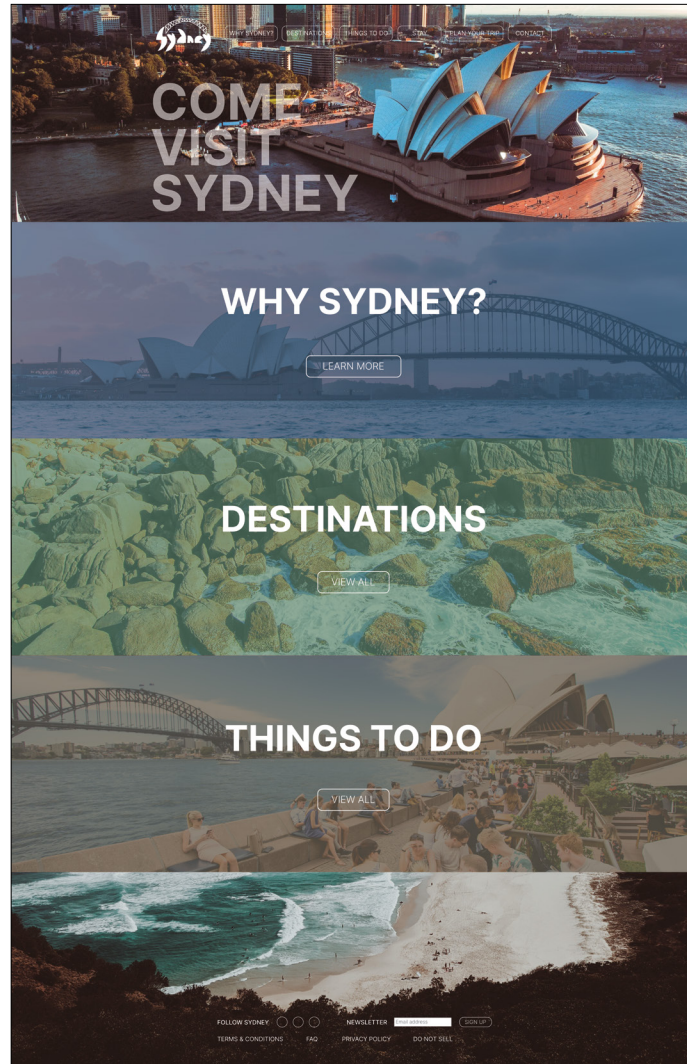
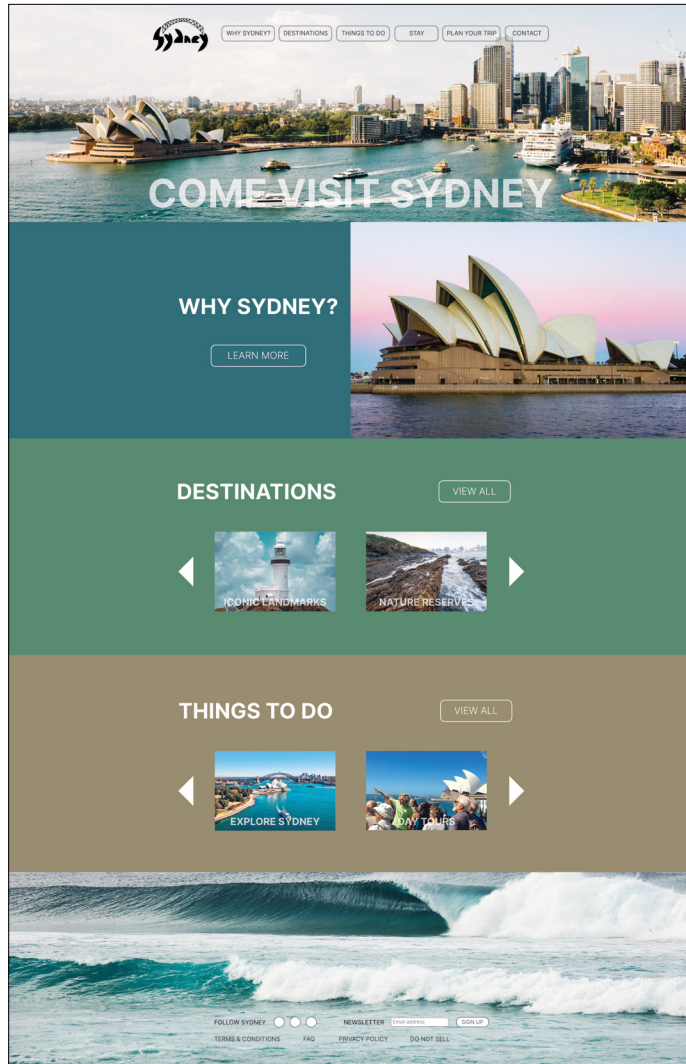
LOGO DIGITAL ROUGHS



SITEMAP DIGITAL ROUGHS



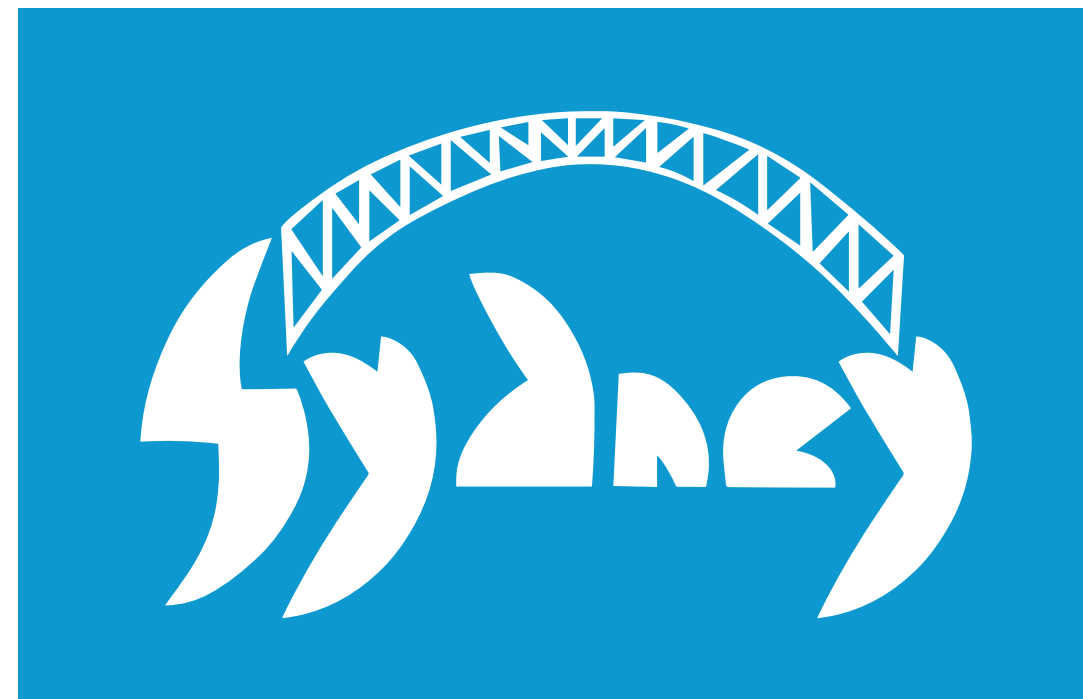
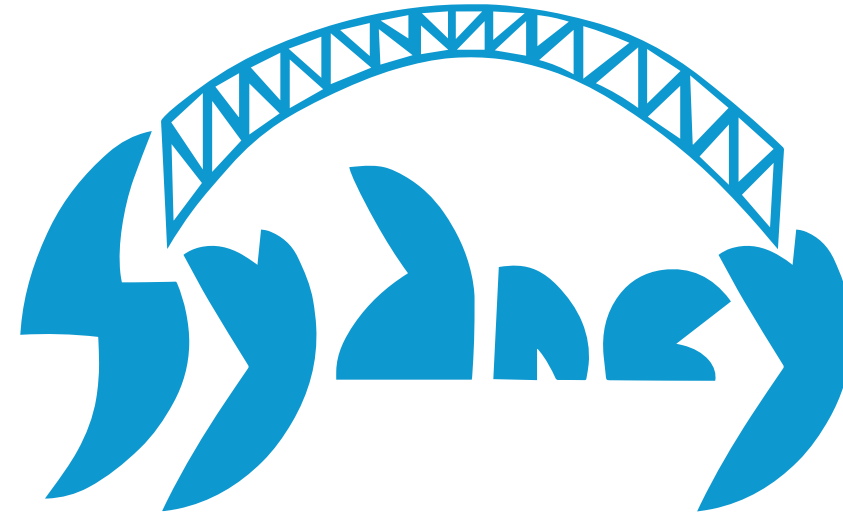
SITEMAP DIGITAL ROUGHS



FINAL SOLUTIONS

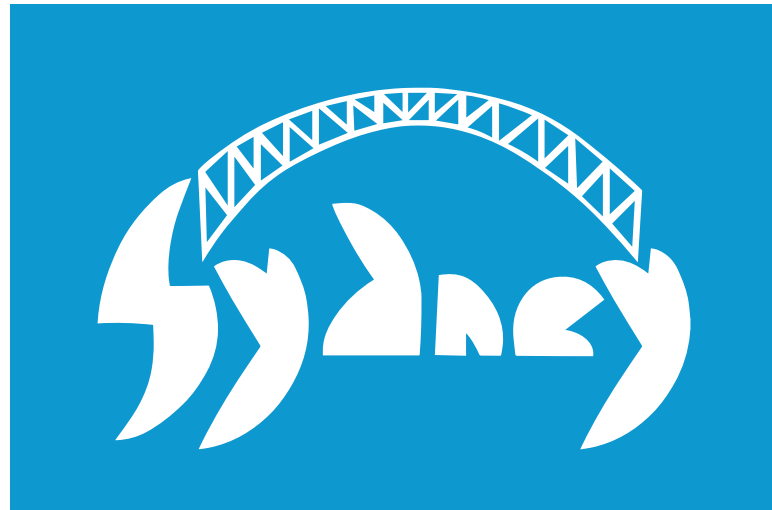
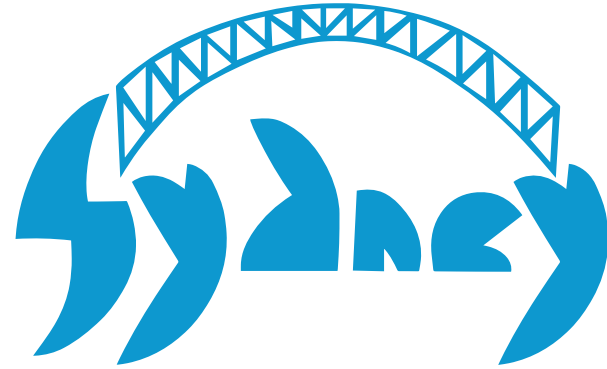
I eventually developed a brandmark that had the letters spell out the word Sydney designed in an angular bold fashion to pay homage to the Sydney Opera House's architecture, in addition to incorporating the Harbour Bridge as the cherry on top. Plus out of all the logo designs, this one in particular was the most concise in terms of having the least amount of negative space, as well as being the most legible.

Additionally, what made this logo enjoyable was the fact that it had the option of a selectable color palette, as well as the option of being transparent with having stroke outlines, so that it could have zero limitations with its appearance across a multitude of mediums for highlighting and promoting tourism amongst Sydney.



BRAND IDENTITY SYSTEMS

PRIMARY



SECONDARY



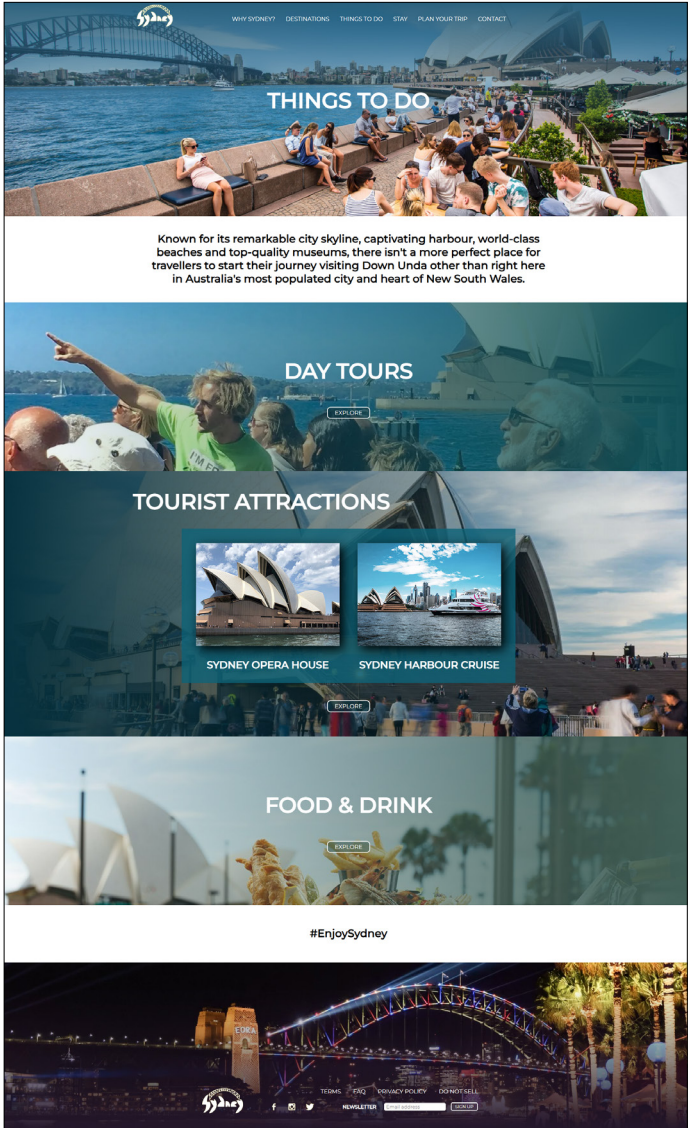
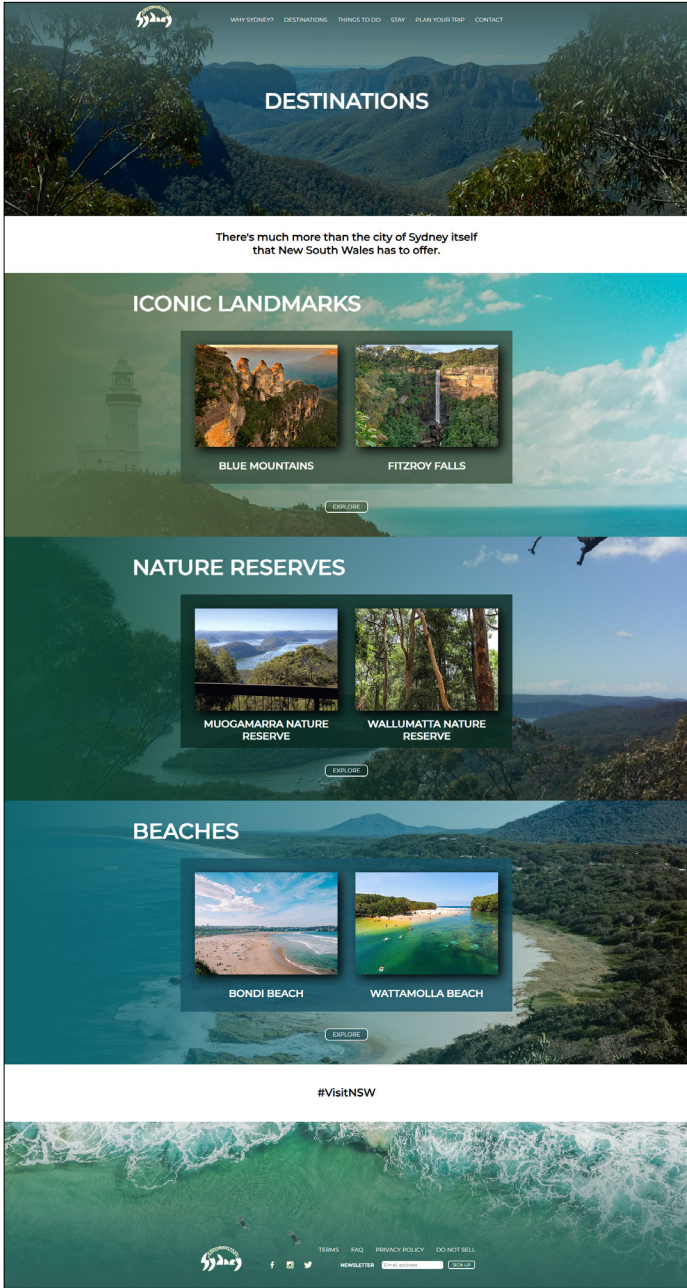
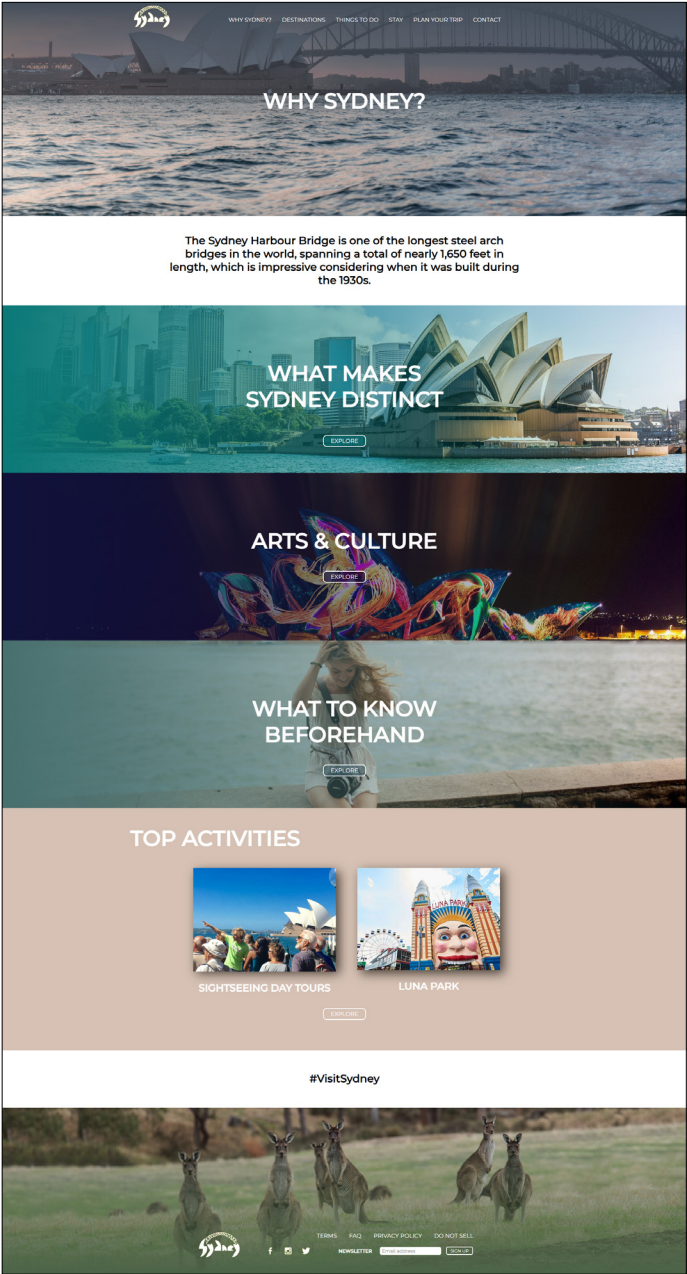
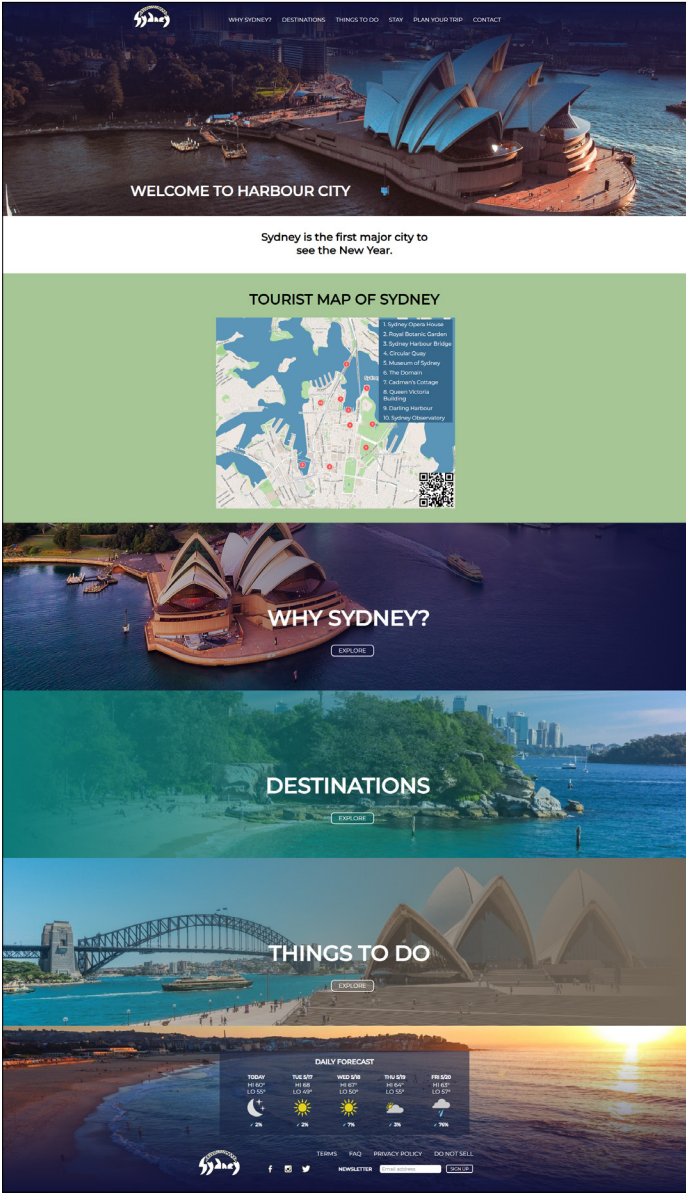
FINAL SOLUTIONS

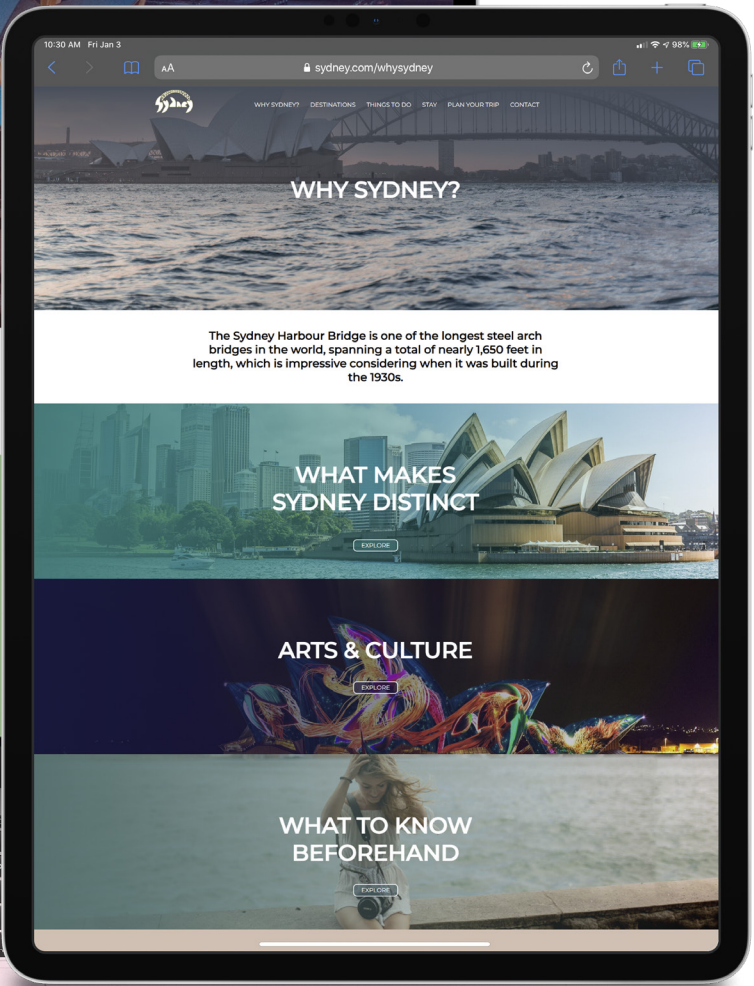
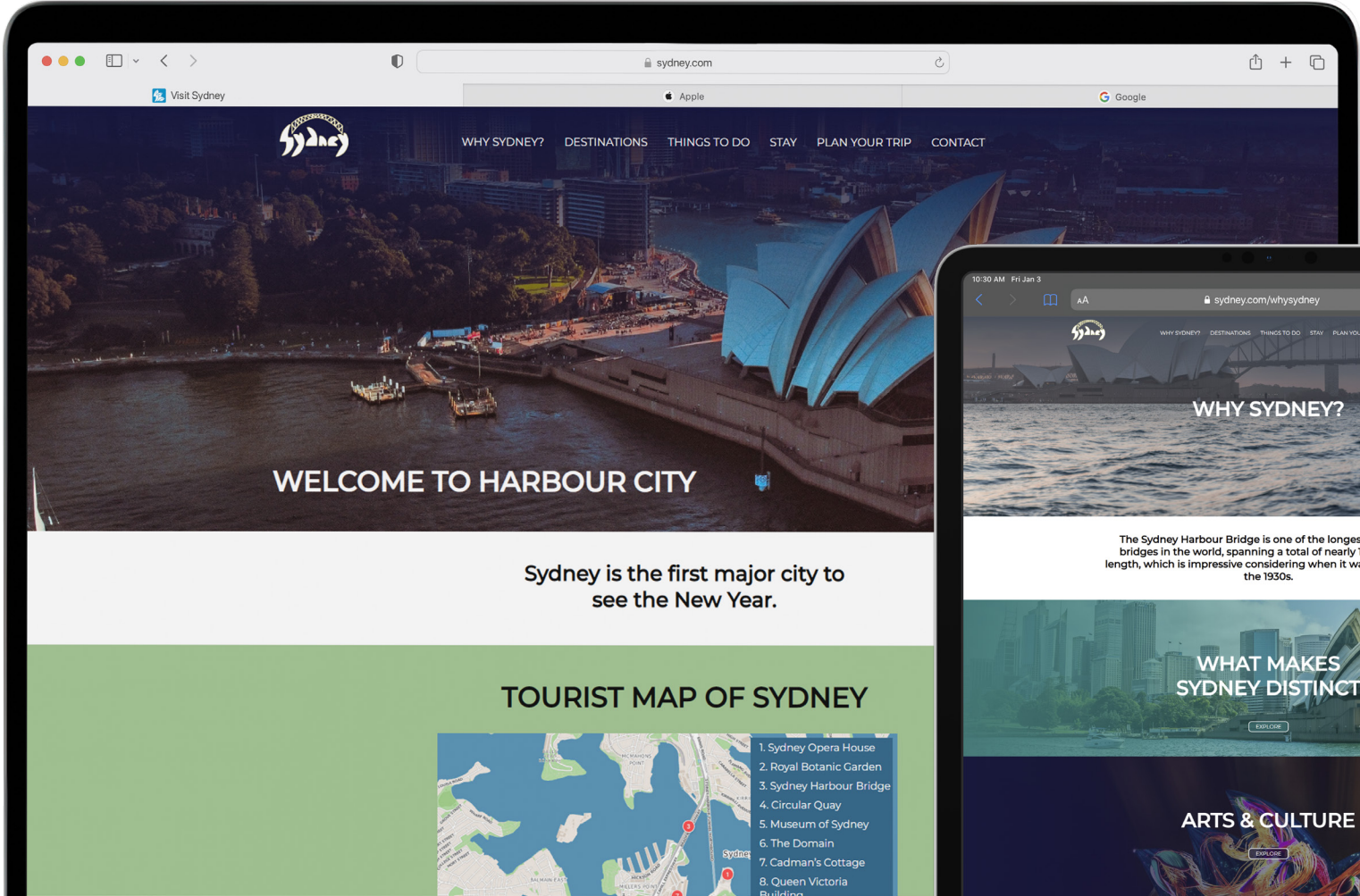
It was imperative for the brand identity system to be applied to digital, print and environmental mediums. The overall web layout needed to be as strictly concise as possible in terms of straightforward accessible navigation and display, along with consistent formatting on each page, because what ended up being designed on both paper and digitally using Adobe Illustrator and InDesign would soon be translated into the framework of the actual web design using HTML and CSS inside Adobe DreamWeaver.

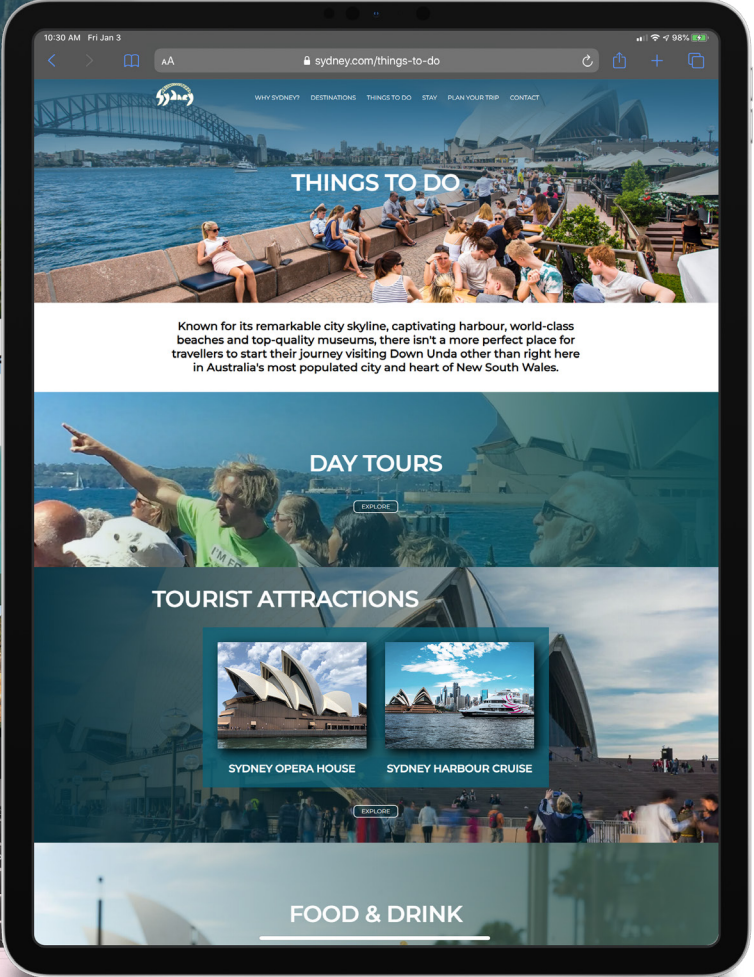
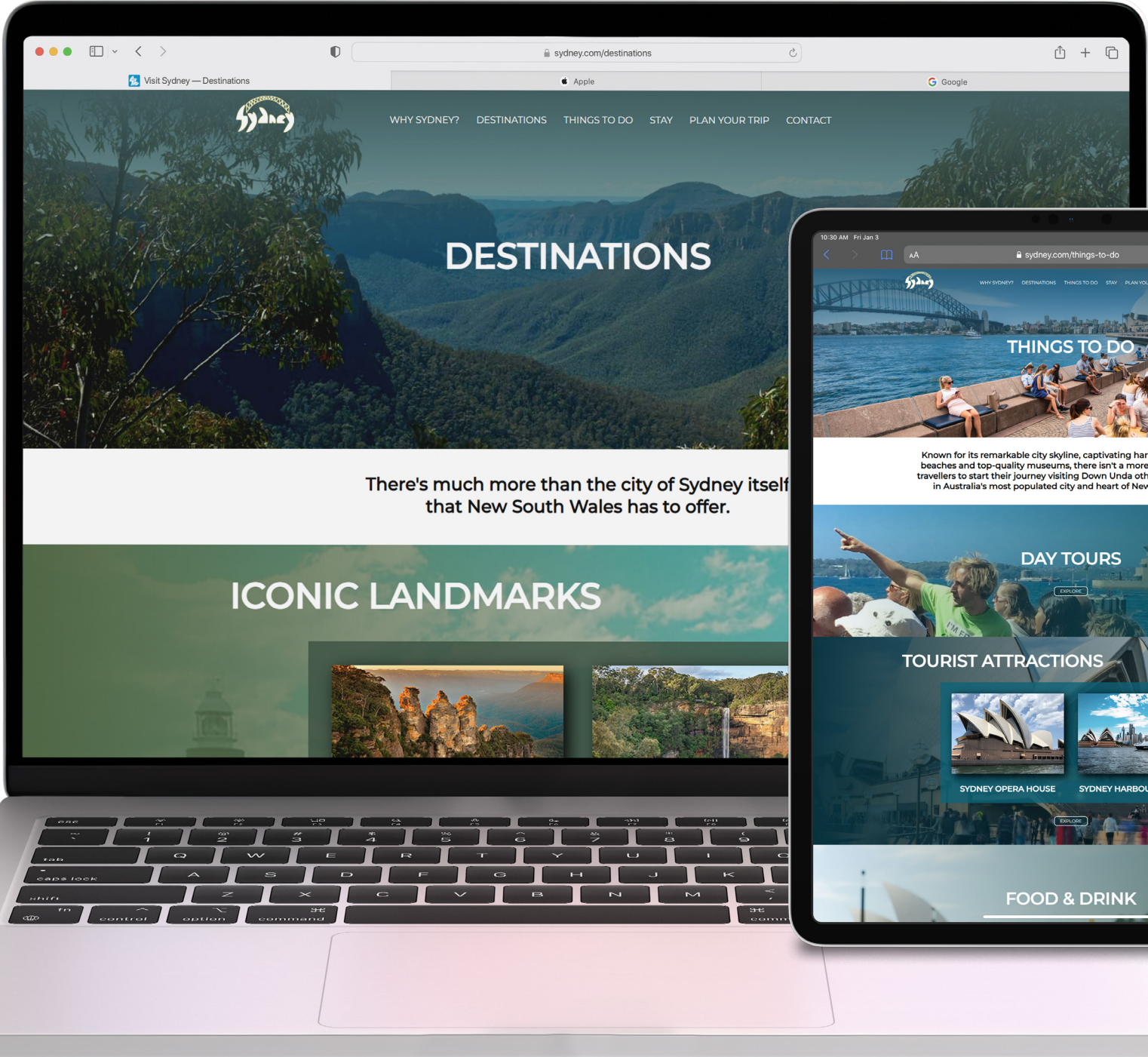
Additionally, I thought the use of sideways color gradients overlaying above the background images for each title section below the header in the body of each webpage would look super elegant design-wise, mainly because it would not only help with the legibility of the text, but it would also help retain the visibility of the background images without being entirely faded.



FINAL WEBPAGE LAYOUTS











LIGHT RAIL



Discover Somewhere New

orce Tower





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