



POSTER SERIES & MOTION SYSTEM

Projects 02 & 03 Process Book
GRDS 353 | Winter 2026 | Isabella Berkoff

PROJECT OVERVIEW

This project explored the design of an expressive typographic poster series for an event or festival. The goal was to allow typography to act as the primary visual rather than relying on imagery.

My concept centers around a fictional Polar Night Festival celebrating the beauty, mystery, and cultural traditions of the Arctic winter.



STATEMENT OF INTENT

The goal of this project was to create a typographic system that captures the emotional atmosphere of the Arctic during polar night.

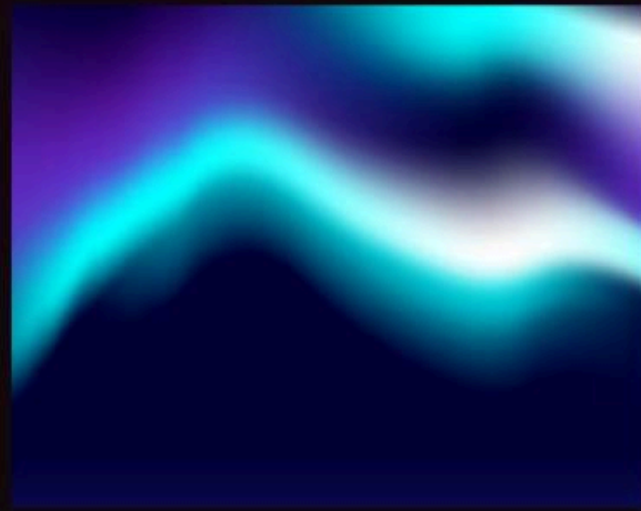
My posters aim to evoke the quiet intensity of northern winter landscapes while celebrating the vibrant spectacle of the aurora borealis.

Each poster explores a unique dimension of the northern experience – the meeting of darkness and light, the untamed spirit of the wilderness, and the warmth found within harsh environments.

Through expressive typography, aurora-inspired gradients, and stark landscape silhouettes, the series communicates a sense of awe, wilderness, and cinematic beauty.



MOODBOARD



VISUAL DIRECTION

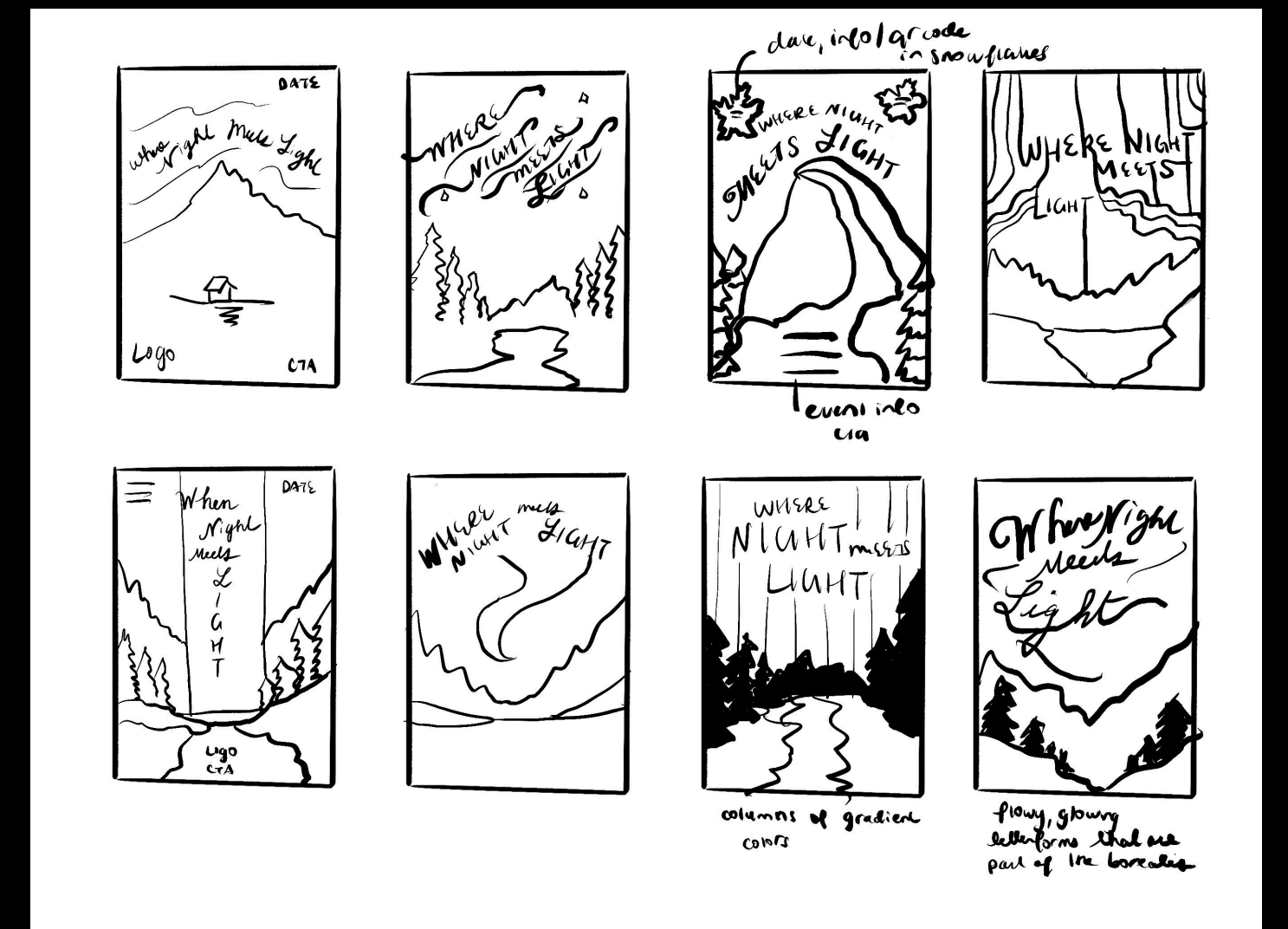
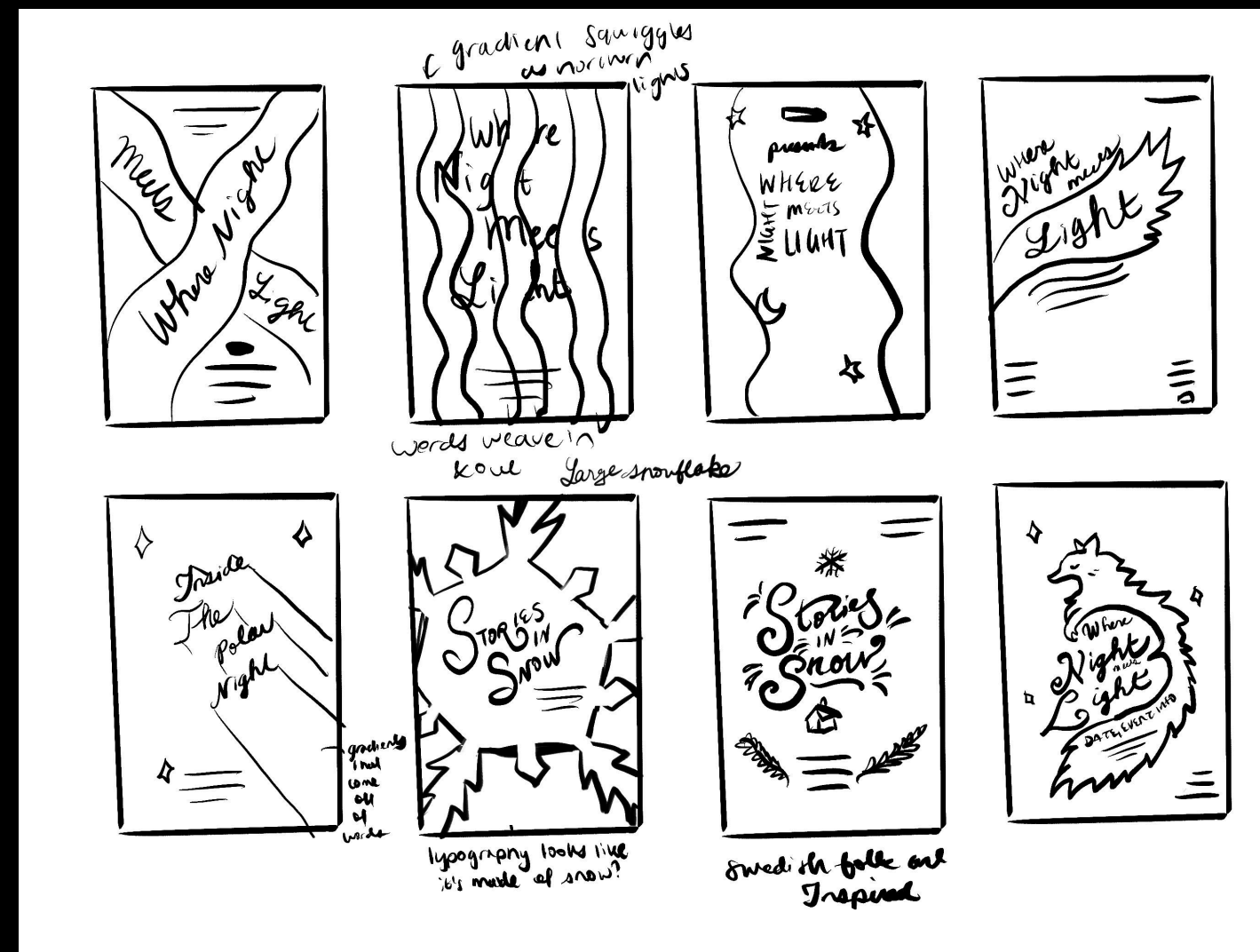
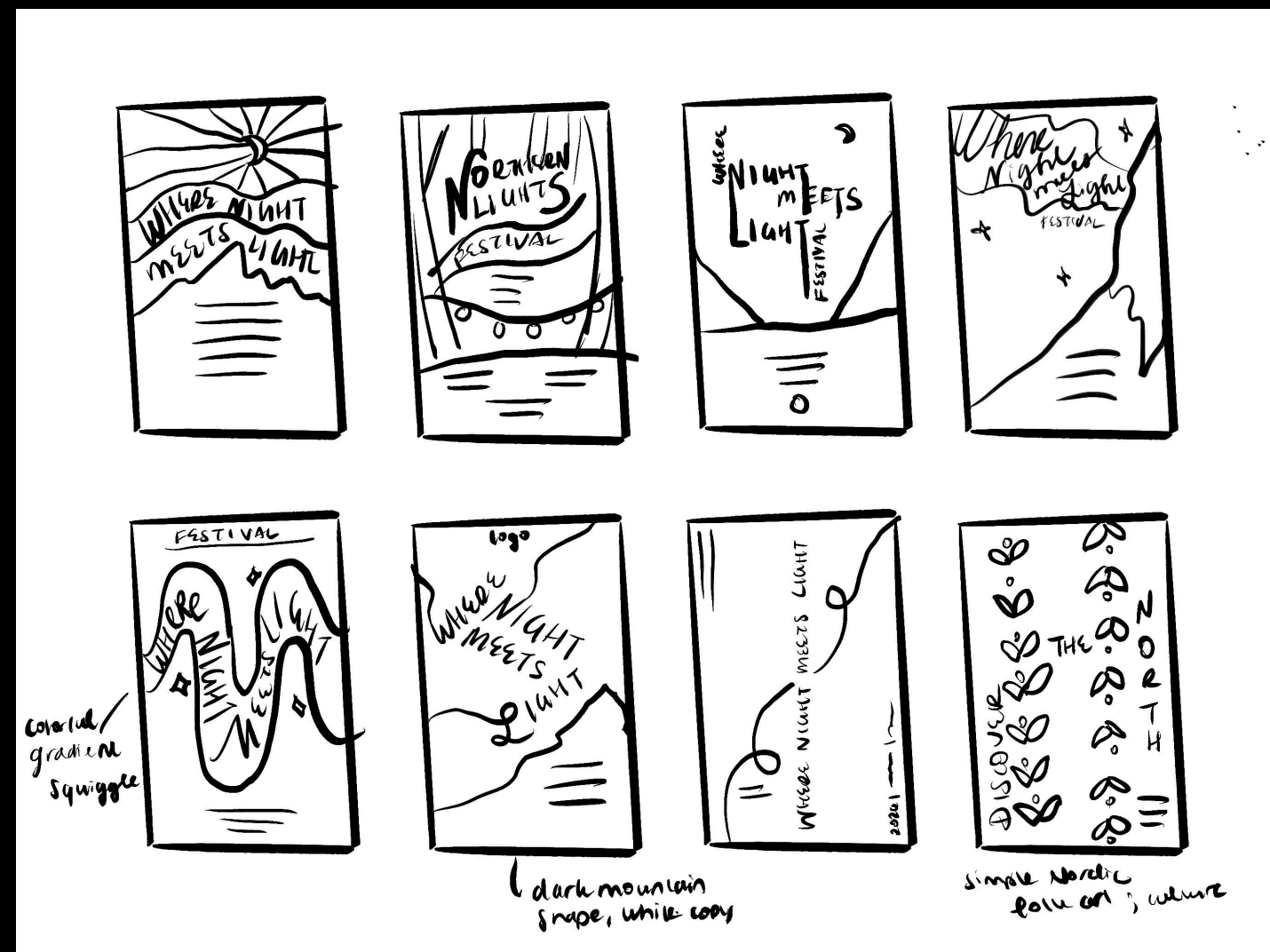
Visual direction of the posters was inspired by several key themes associated with the Arctic:

- Contrast between darkness and luminous aurora lights
- Stark mountain landscapes and Nordic forests
- The quiet location of polar night
- Arctic activities and wildlife
- Cinematic winter imagery

References helped guide choices around color palette, mood, composition, and typographic expression.



THUMBNAILS



TYPOGRAPHIC SYSTEM

KEY PHRASES

Each poster in the series is built around a key phrase that captures an aspect of the Polar Night experience:

WHERE NIGHT MEETS LIGHT

- Representing the aurora borealis and the meeting of darkness and illumination.

THE NORTH RUNS WILD

- Representing wildlife, untamed landscapes, and the spirit of the Arctic wilderness.

WARMTH WITHIN THE WILDERNESS

- Representing human connection, cultural traditions, and warmth found within extreme environments.

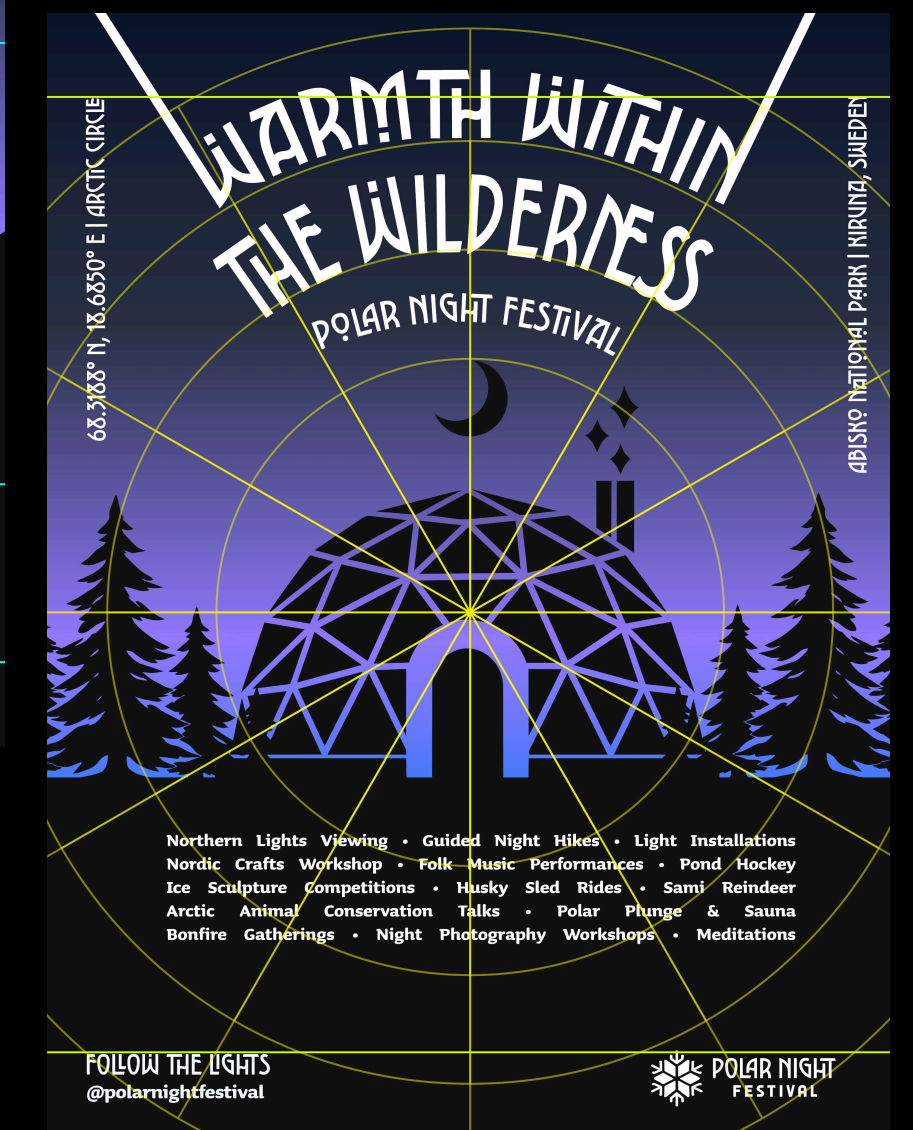
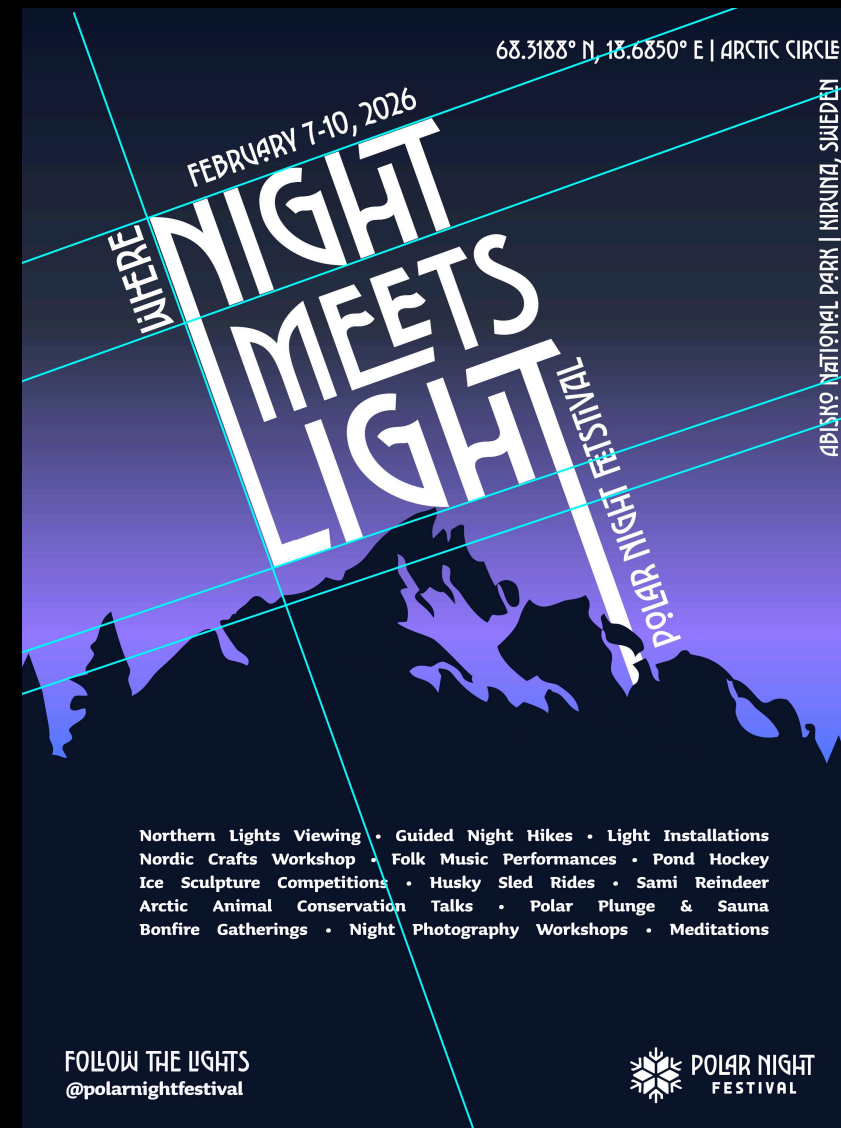
FEBRUARY 7-10, 2026
WHERE NIGHT MEETS LIGHT
POLAR NIGHT FESTIVAL

THE NORTH
RUNS
WILD

WARMTH WITHIN
THE WILDERNESS
POLAR NIGHT FESTIVAL

GRID SYSTEM & LAYOUTS

- Radial: supports circular typographic arrangements and directional compositions, while axial grids allowed for strong diagonal movement and dynamic visual flow.
- Exploring these grid systems ensured each poster felt energetic and expressive while still remaining structured and readable.
- Early layout explorations tested multiple arrangements to figure out how the phrases could interact with the visual landscape elements.
- Explored ways for the typography to feel integrated into the landscape rather than simply placed on top of it.



COLOR SYSTEM

The color palette was inspired by the natural colors of the aurora borealis and the Arctic night sky.

Deep navy creates a sense of vast winter darkness, while gradients of purple, blue and green represents the glowing movement of the northern lights.

Gradients were applied selectively within landscape elements and subjects to simulate the way aurora light reflects in an Arctic environment.

Creates a sense of luminosity and atmosphere without overpowering the typographic compositions.



TYPOGRAPHY

TYPEFACE SELECTION

- 2 Typefaces were used throughout the series:

CARILIANINE SOLID

- Used for main headlines and key phrases. Its expressive, slightly irregular letterforms create personality and visual energy, helping the typography feel dynamic and atmospheric. It also has qualities similar to Nordic Runes.

SAUNA PRO BOLD

- Used for supporting info such as event details and activity lists. Its clean, modern forms provide clarity and contrast, ensuring secondary info remains readable while supporting the overall aesthetic.

AA

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N O P Q R S T U V W X Y Z

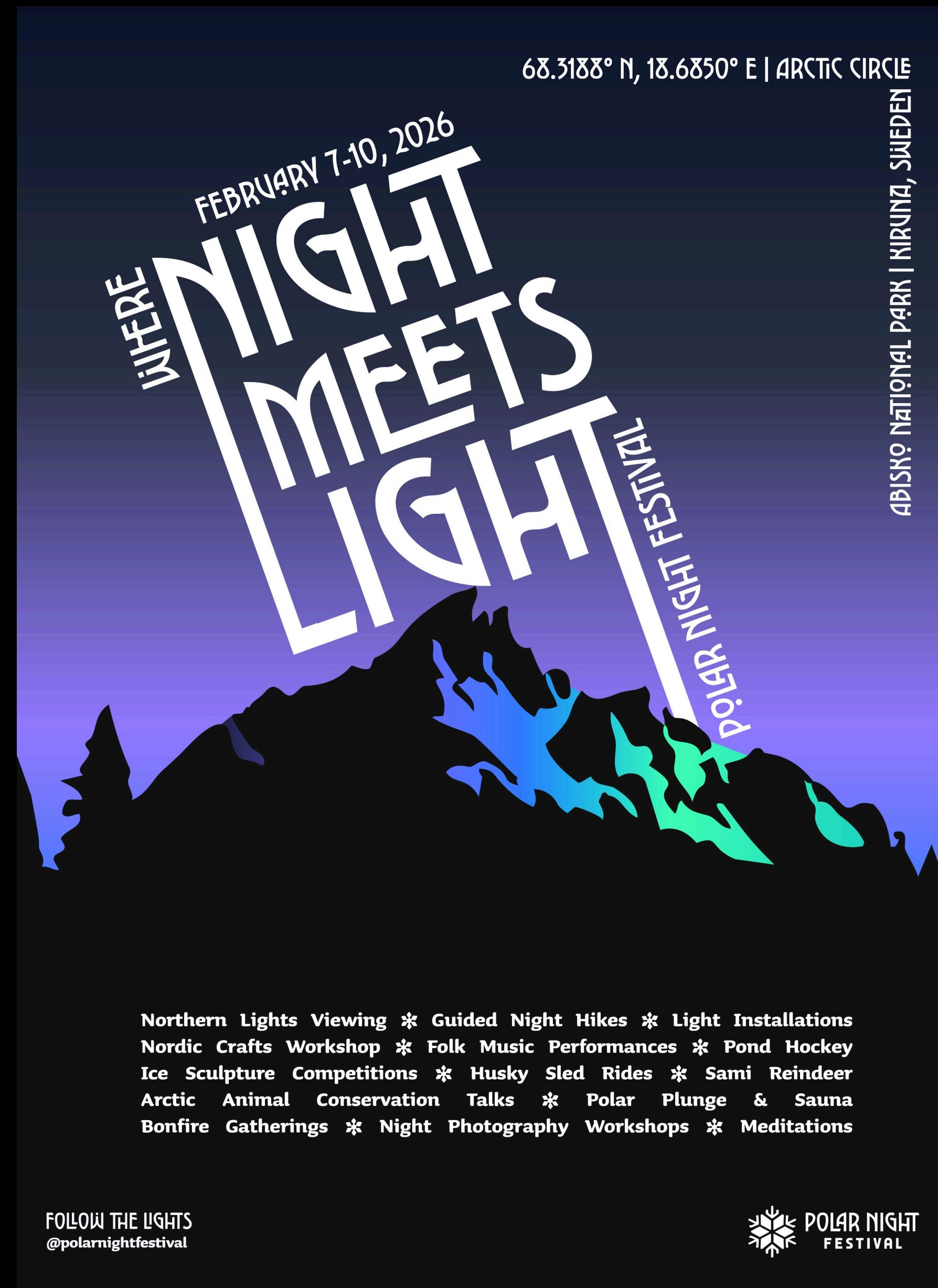
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FINAL POSTERS

POSTER 01: WHERE NIGHT MEETS LIGHT

- Visual moment when darkness and aurora lights intersect.
- Diagonal composition allows the phrase to feel expansive and atmospheric, echoing the sweeping movement of northern lights across the sky.
- The mountain silhouette anchors the composition while the aurora gradients introduce color and motion.



FINAL POSTERS

POSTER 02: THE NORTH RUNS WILD

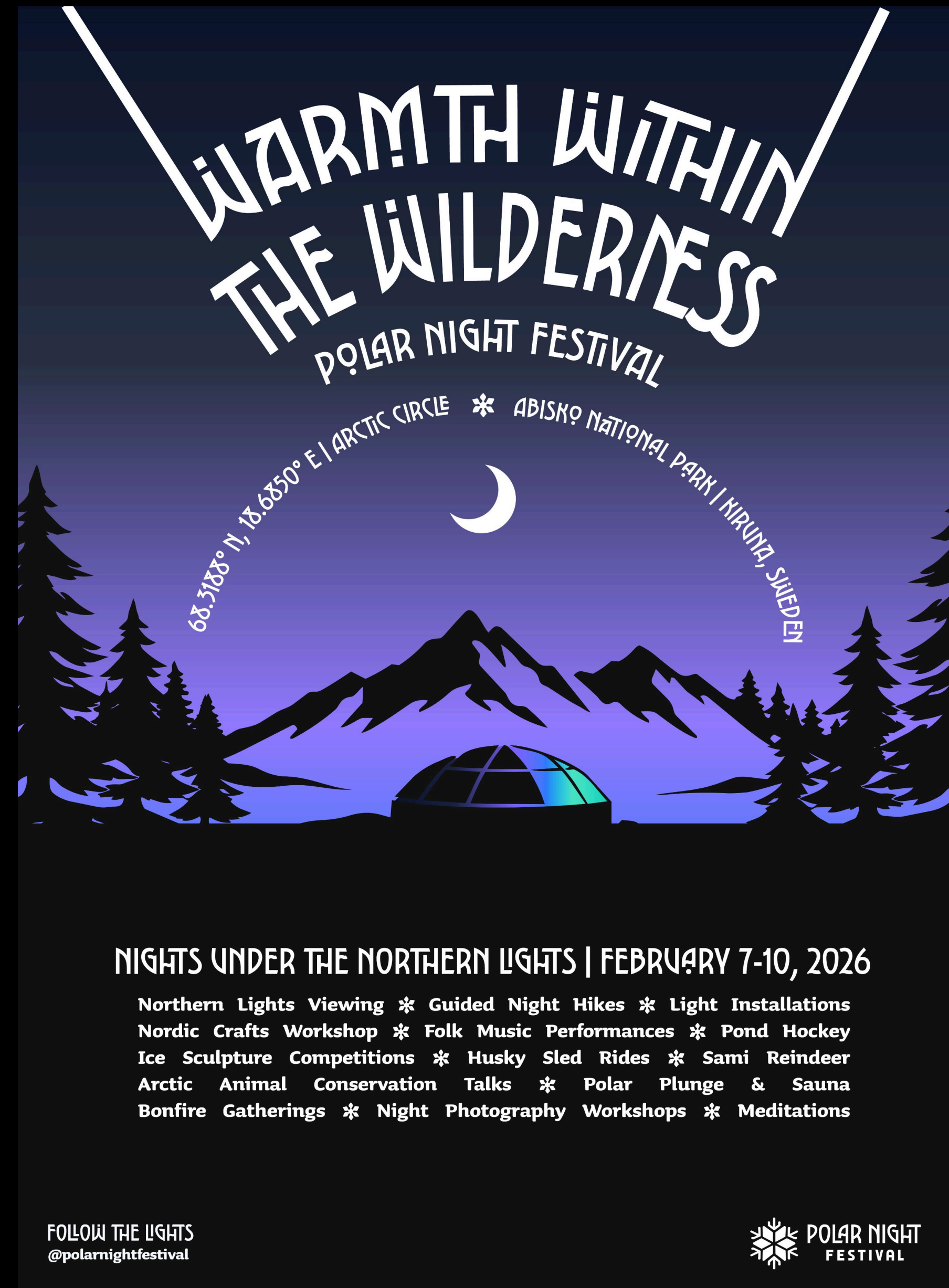
- Emphasizes the untamed spirit of the Arctic through the image of a husky – an animal deeply associated with northern landscapes and exploration.
- The typography interacts with the figure, framing the animal while reinforcing a sense of motion and wilderness suggested by the phrase.
- Aurora gradients within the illustration connect the piece visually to the rest of the poster series.



FINAL POSTERS

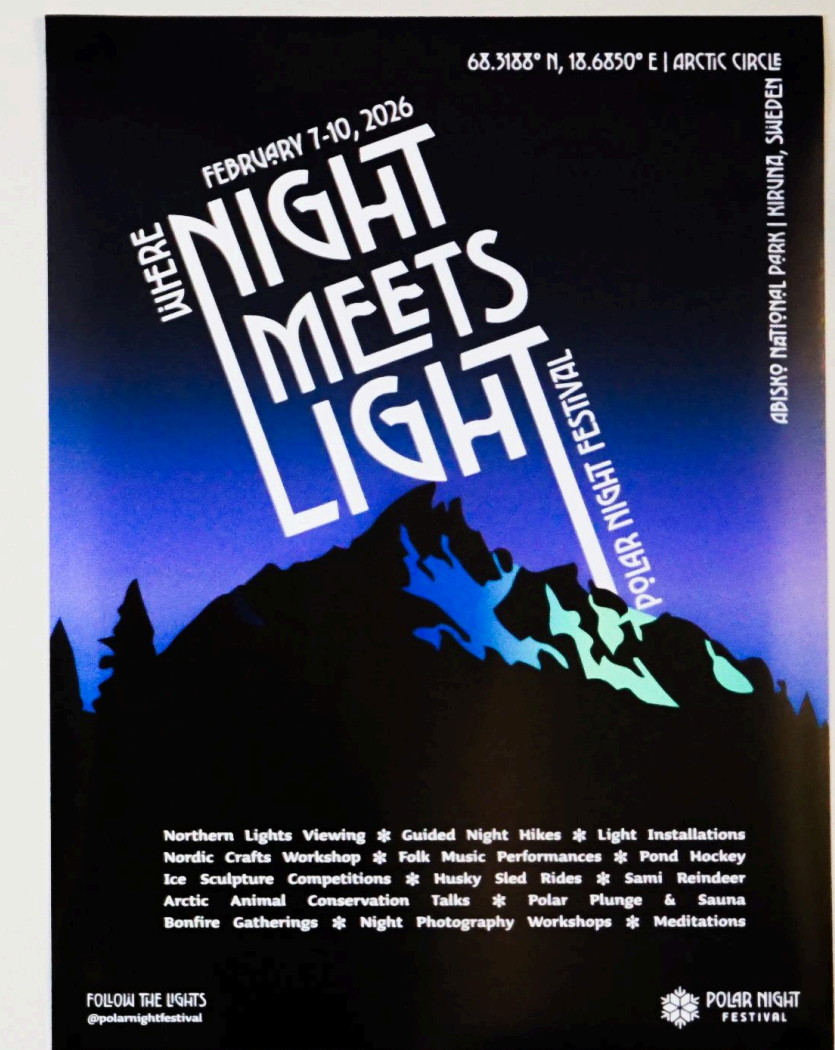
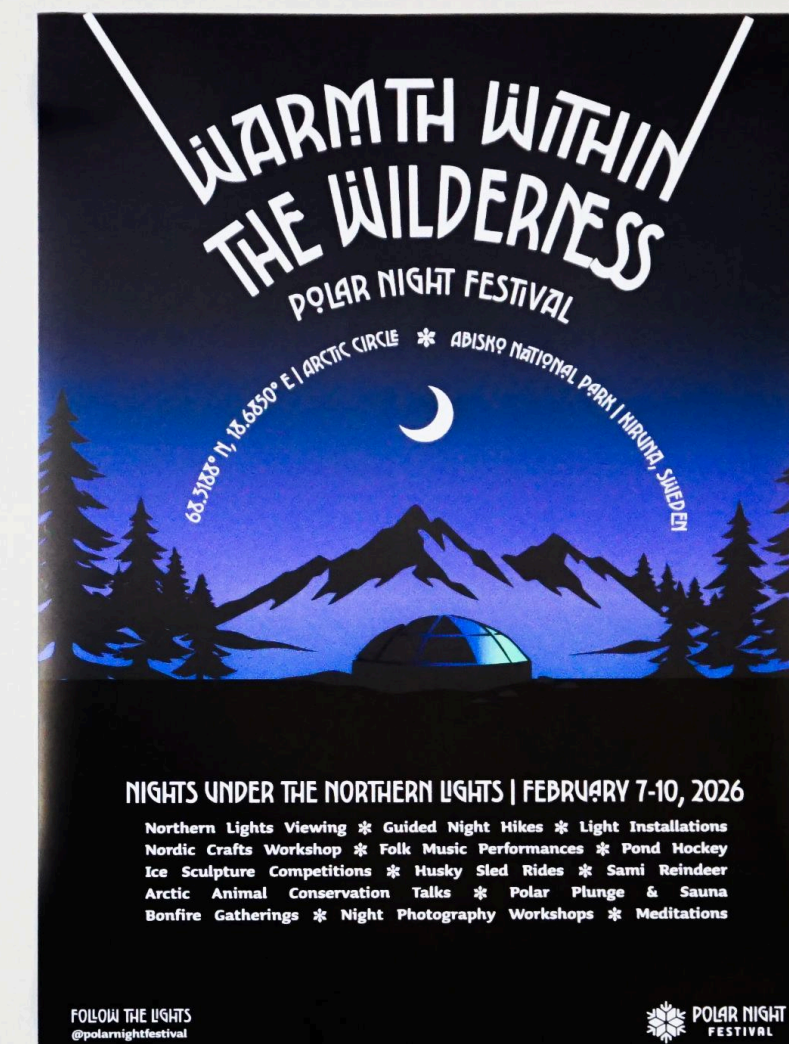
POSTER 03: WARMTH WITHIN THE WILDERNESS

- Represents the human experience within Arctic environments: igloo suggests warmth, shelter and community within the vast surrounding landscape.
- Curved type echoes the circular glow of the moon and reinforces a sense of calm, balance, and quiet reflection.

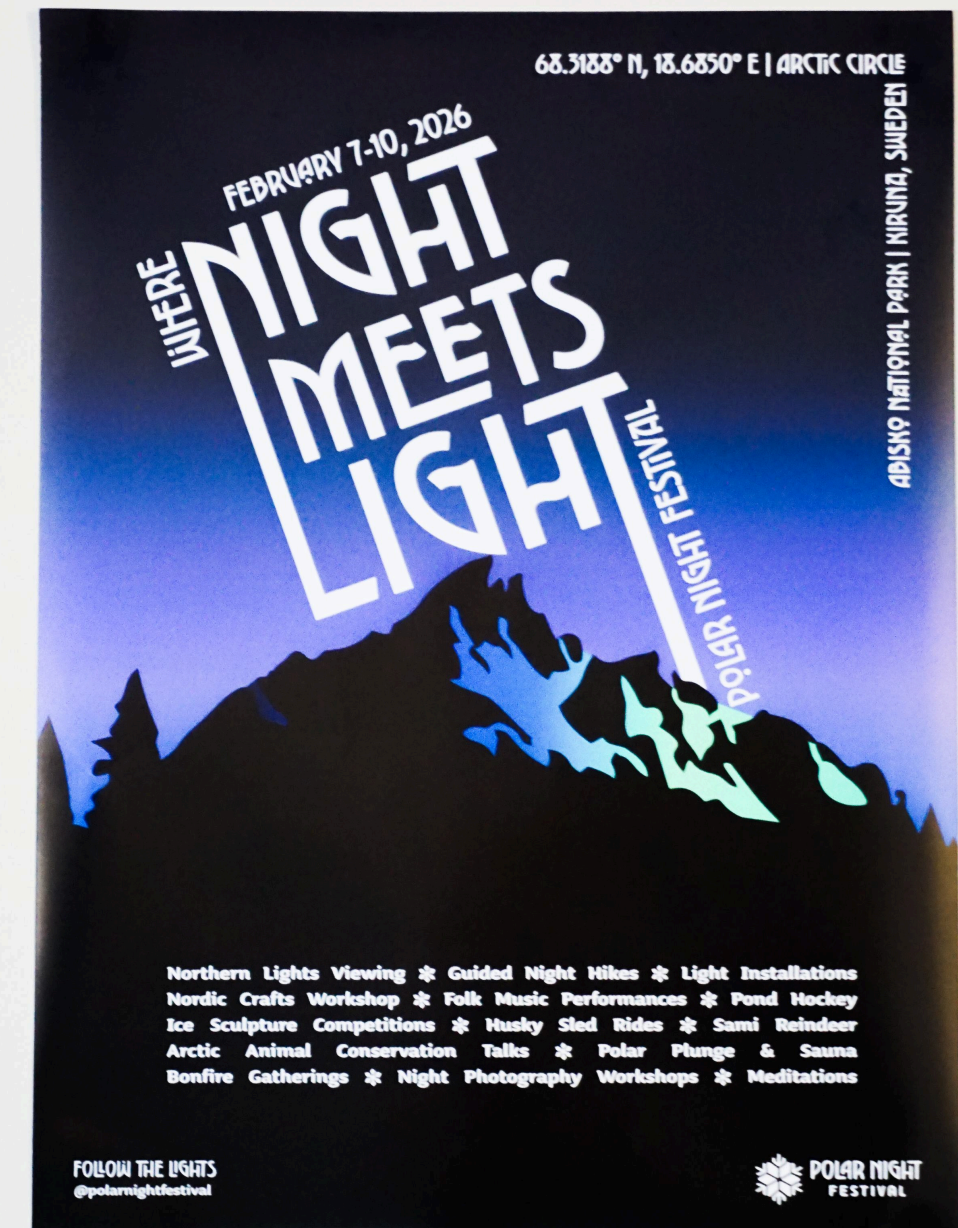
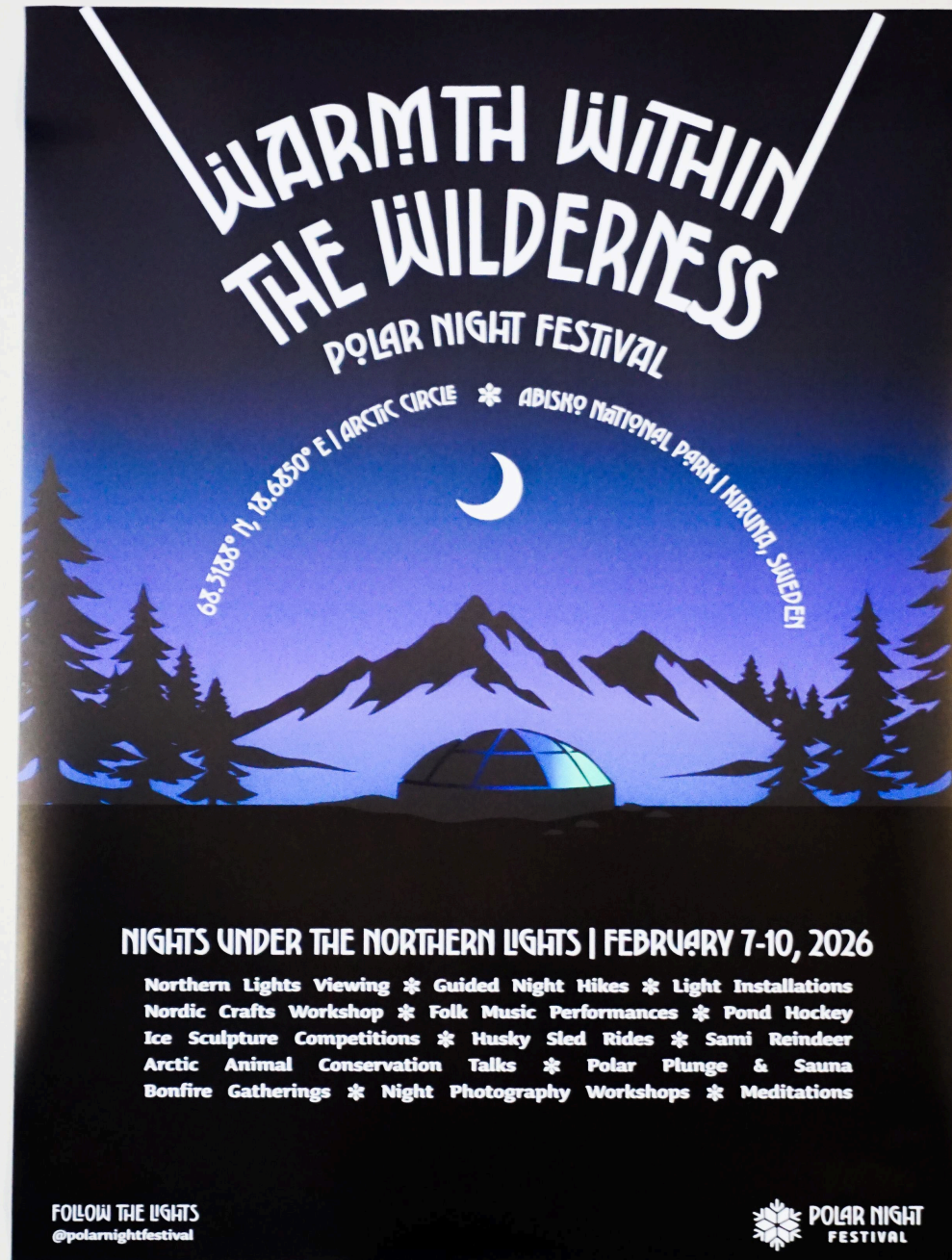


PRINTED POSTERS

- Posters were printed at 18x24” on satin paper, perfect for the deep night tones and luminous gradients
- Satin paper was chosen since it preserves color richness while minimizing glare, allowing the gradient transitions to appear smooth and atmospheric



PRINTED POSTERS



MOTION SYSTEM

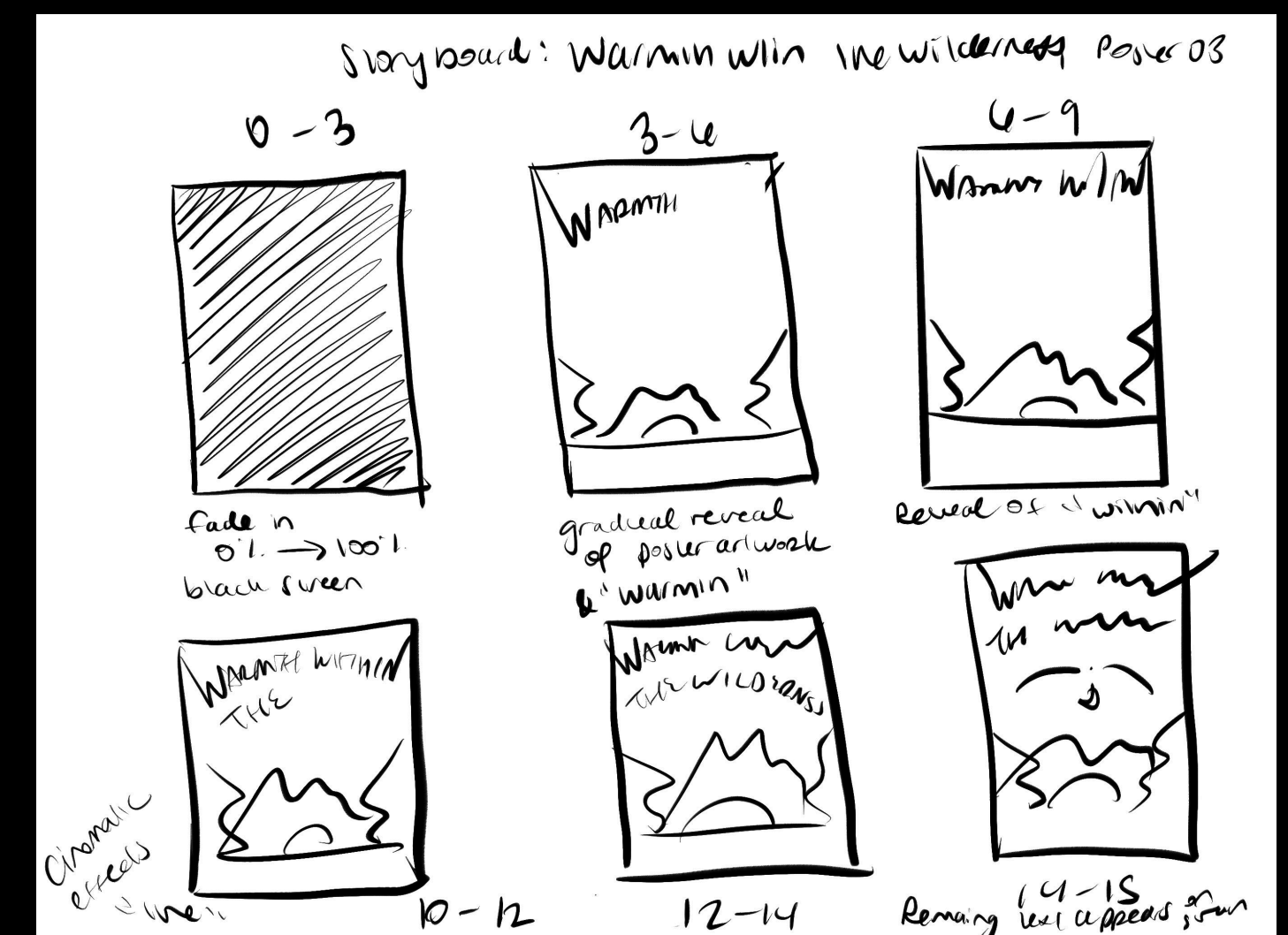
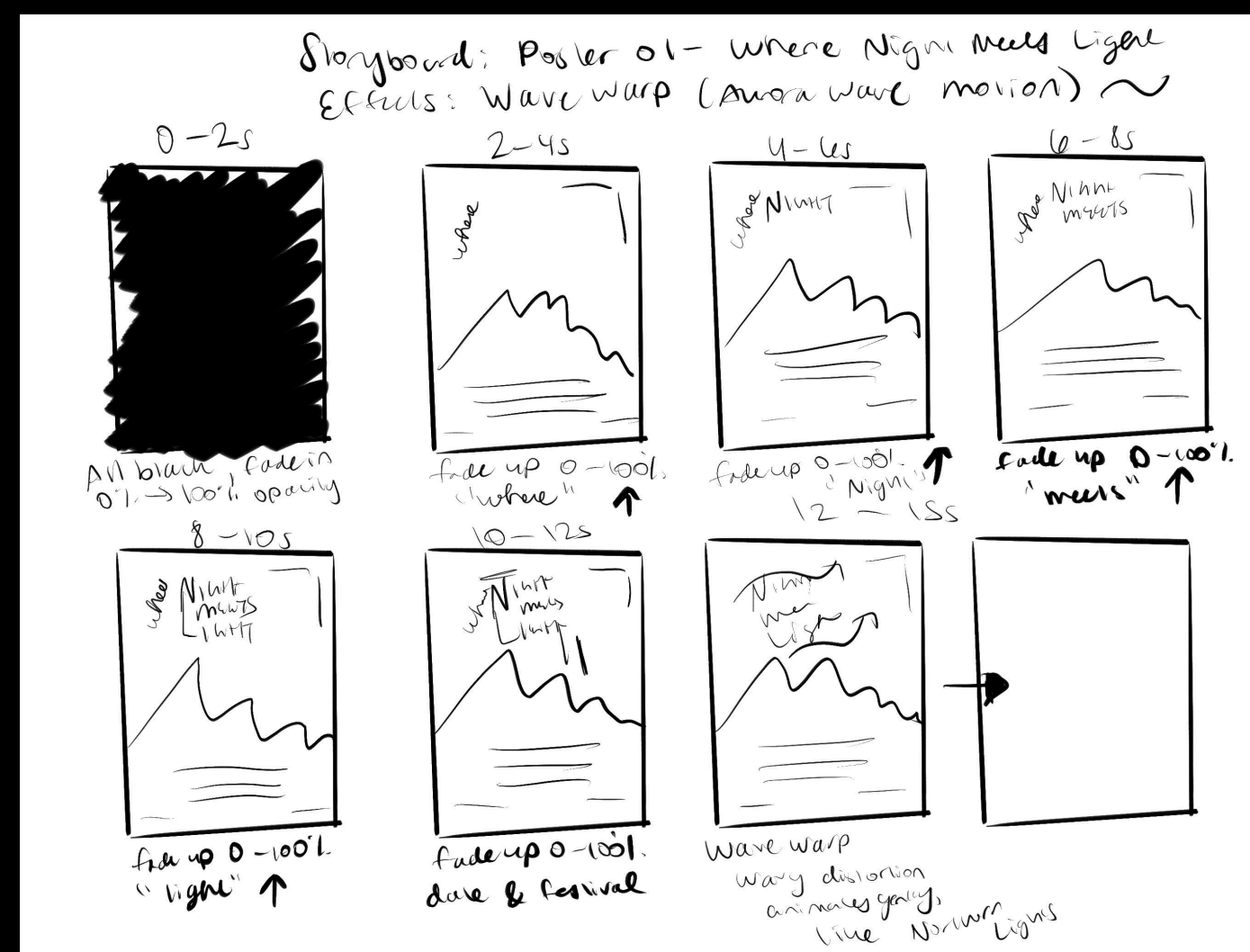
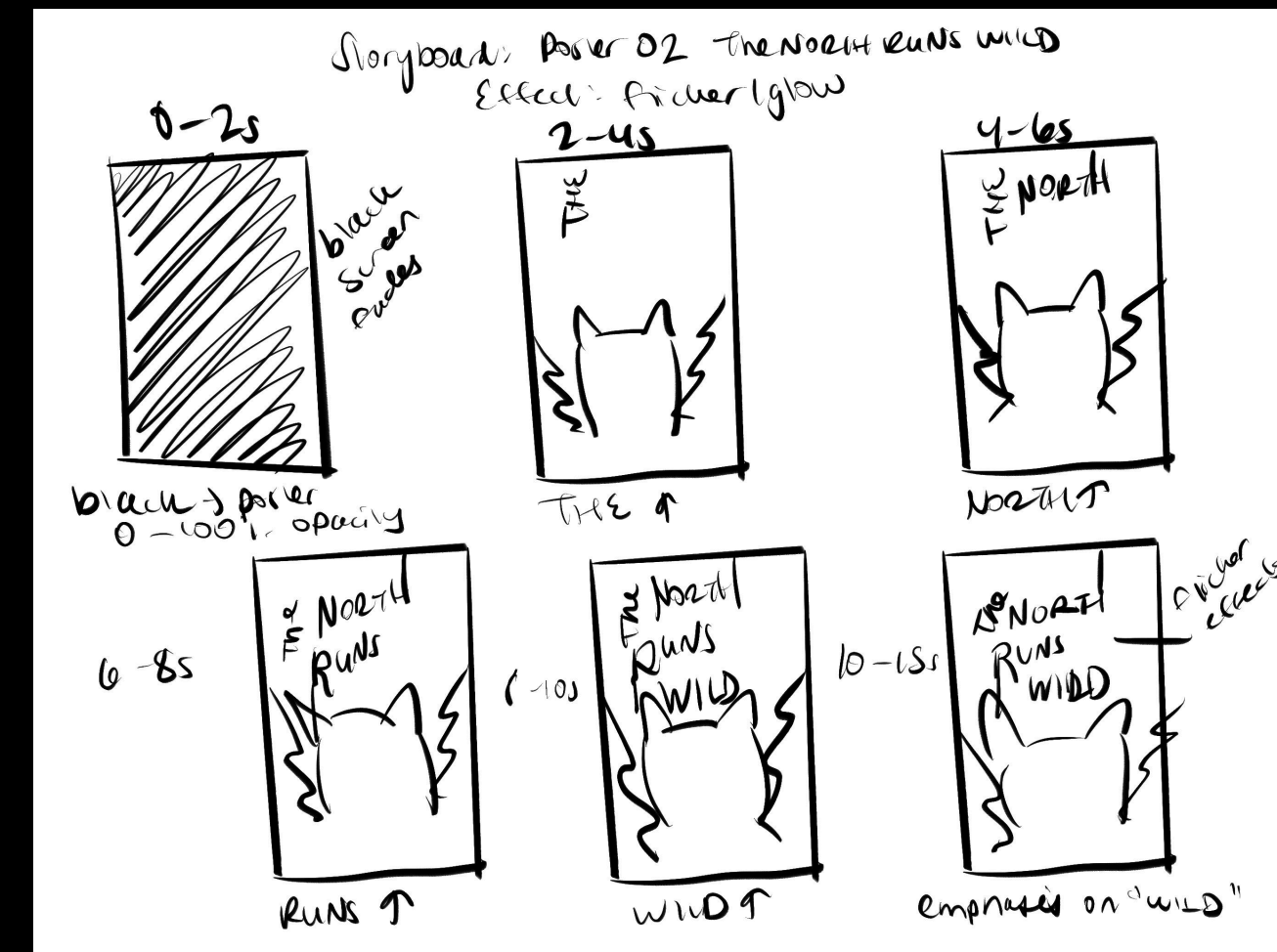
MOTION DESIGN EXPANSION

- To expand the typographic system into time-based media, I created two animated pieces using Adobe After Effects.
- Goal was to translate the visual language of the posters into motion while maintaining the same typographic hierarchy and atmosphere.
- Movement, timing, and scale were used to emphasize the expressive qualities of the typography and evoke the flowing movement of the aurora borealis.



STORYBOARDS

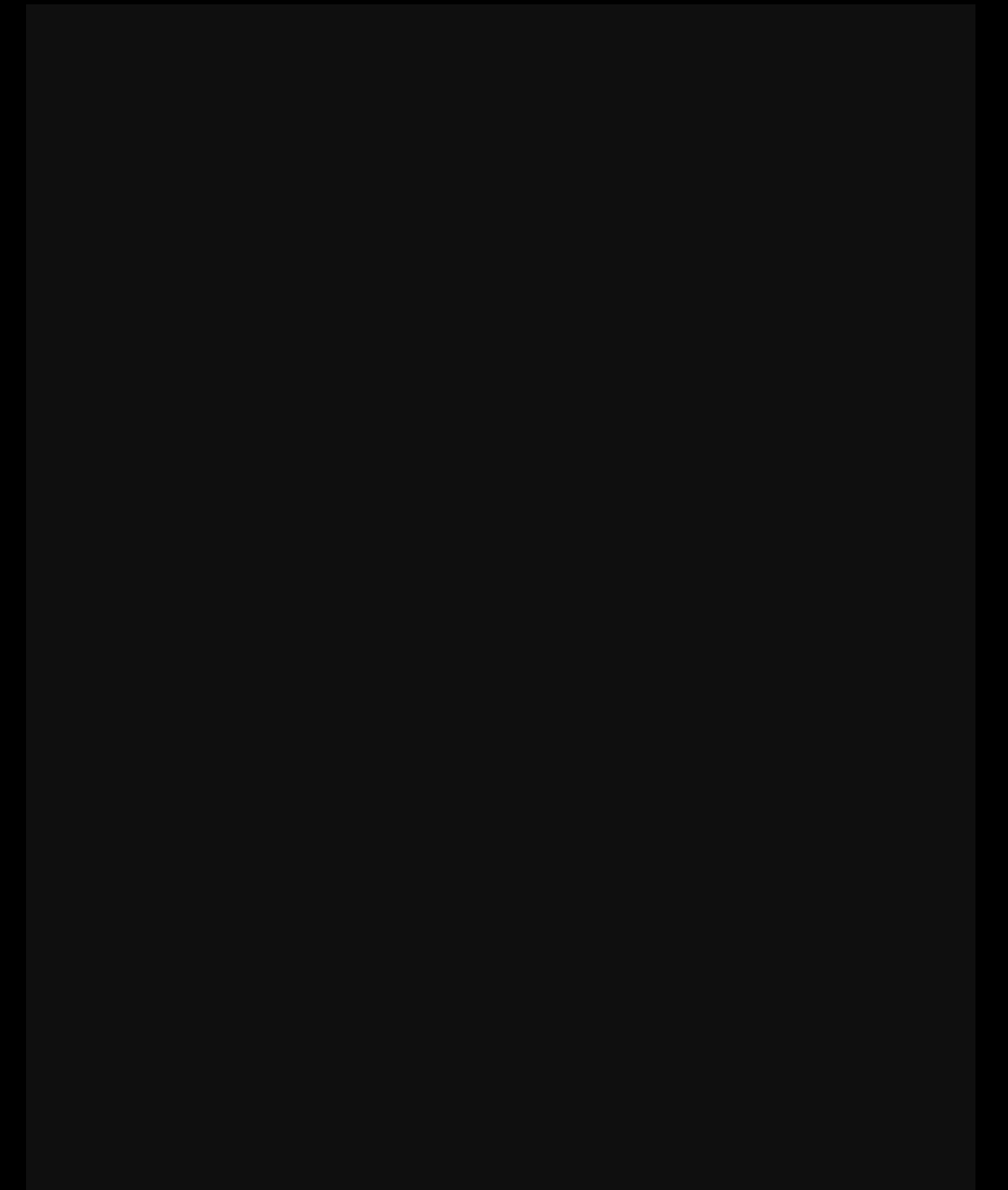
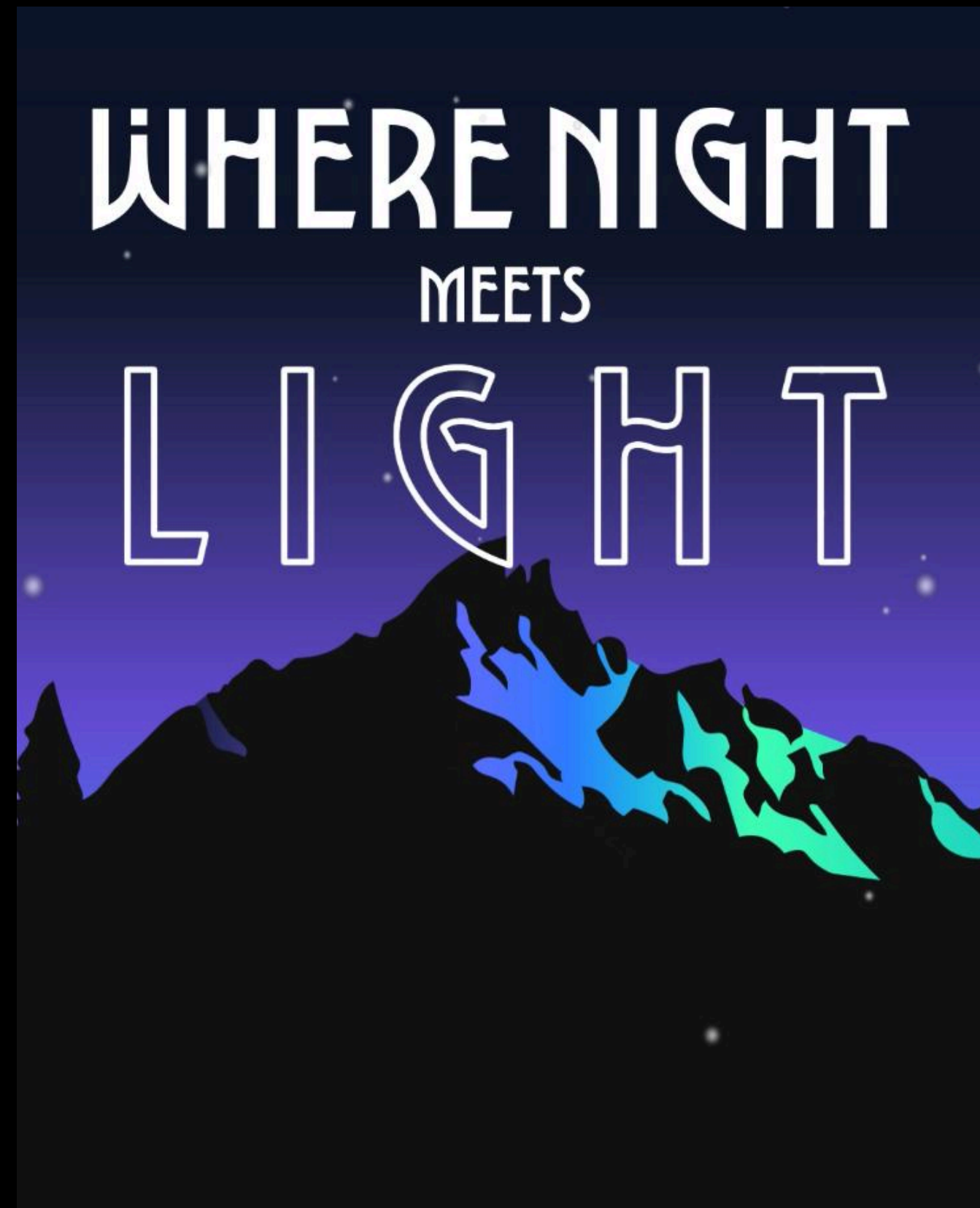
- Sketches helped figure out how typography would appear, move, and transition while maintaining clarity and rhythm.
- The goal was to ensure the motion felt intentional, cinematic, and restrained rather than overly decorative.



ANIMATION 01

LANDSCAPE ANIMATION

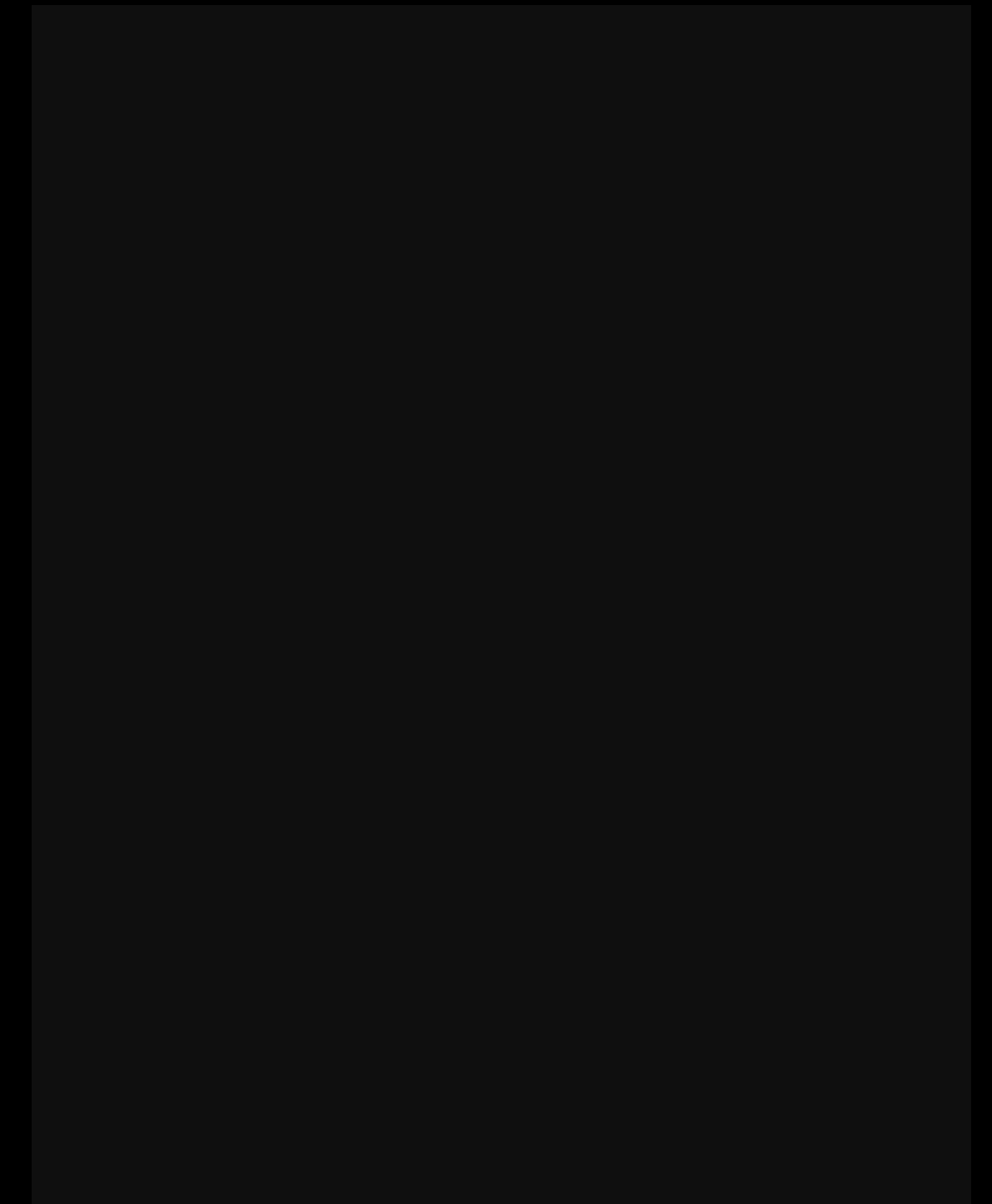
- Focuses on the mountain poster and functions as a social media-style promotional piece.
- Typography gradually reveals itself with a cinematic glow effect, reinforcing the phrase “Where Night Meets Light.”
- Motion is slow and atmospheric to reflect the quiet, immersive experience of an Arctic environment.



ANIMATION 02

HUSKY POSTER ANIMATION

- Focuses on the husky poster and brings the composition to life.
- Subtle motion and scale shifts emphasizes the expressive type.
- Flicker effects and audio reinforce the theme “The North Runs Wild”, while maintaining the cinematic, ethereal tone of the series.



MOCKUPS



MOCKUPS



TYPOGRAPHIC BOOK PHOTOS



REFLECTION

PROJECT REFLECTION

This project challenged me to think about typography as a primary storytelling tool rather than simply a supporting element.

One of the biggest challenges was balancing expressive compositions with readability. Because the typography was doing so much visual work, it was important to carefully refine spacing, hierarchy, and alignment to maintain clarity.

I also learned how subtle visual systems (such as color gradients, silhouette forms, and grid structures) can help unify a poster series even when individual compositions vary.

Expanding the posters into motion was particularly rewarding, as animation allowed the typography to more directly evoke the movement and atmosphere of the aurora borealis.

Overall, this project strengthened my understanding of typographic systems and how design can translate across both static and motion formats.



POSTER SERIES & MOTION SYSTEM

THANK YOU