

# Design Series

POSTER SERIES

# PURPOSE & IDEA

This design series portrays control, obedience, and conditional affection through the metaphor of pets. On the surface, it reflects how people often show love to animals only when they are behaved and acting how they want them to, when they are easy to control. But the message is layered, connecting this same concept to human relationships and the way power and fear shape domestic behavior.

The work ultimately represents the theme of forced obedience connecting to domestic violence, where love becomes conditional and freedom is punished, the same as in human-pet relationships. Symbolizing how in some cases we are no different than animals.

Through this series, I wanted to show how control and manipulation can hide behind the appearance of care, and how both animals and humans can become victims of affection that exists only when they submit.

# AUDIENCE

## **Artists**

People who appreciate symbolic and metaphorical visual messages and storytelling as well as activist artists who fight against these issues, who will find motivation in these series.

## **General audience**

People who may first be drawn in by the visual softness of the images but are then confronted with the uncomfortable reality behind them, prompting self-reflection.

## **Those who connect**

People who witnessed or have been part of domestic violence, emotional abuse, or animal abuse, who can connect with the layered message and even seek for help.

# SKETCHES

This started as a simple idea where I wanted to include images of my cats into my design. However, it became much more the deeper I was going into ideas.

layer one → mistreatment of pets in closed off environment  
layer two → captivity and forced obedience  
layer three → domestic violence symbolized by first two layers.

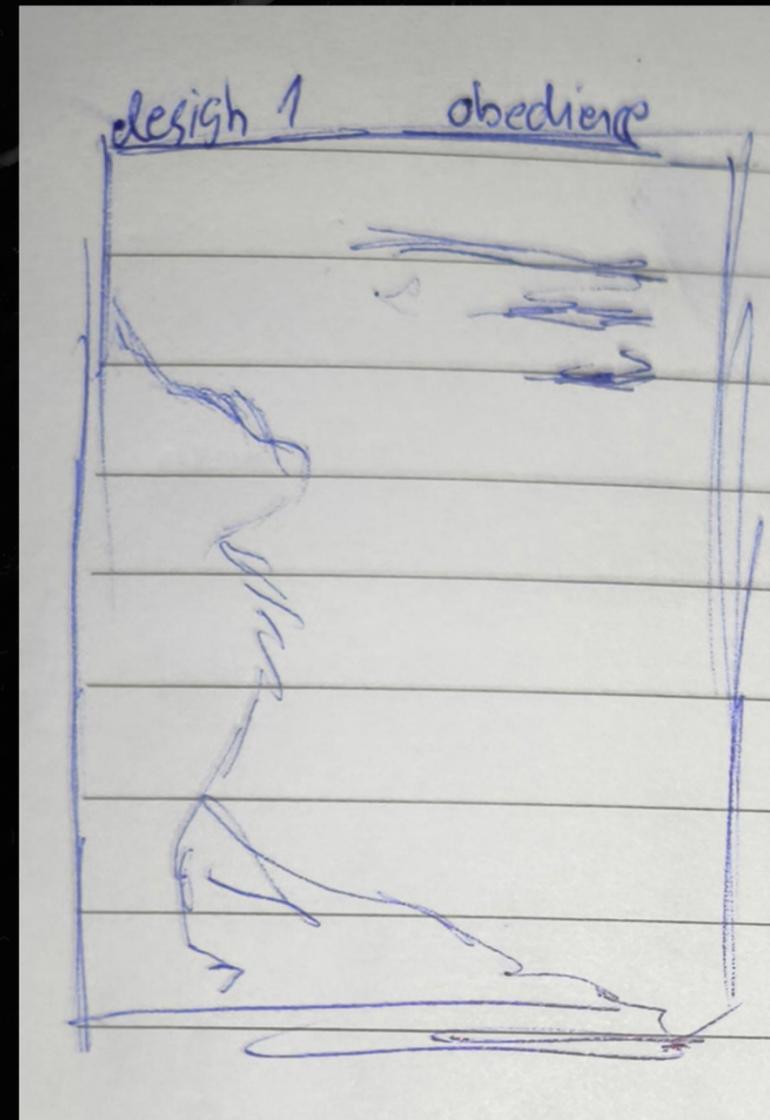
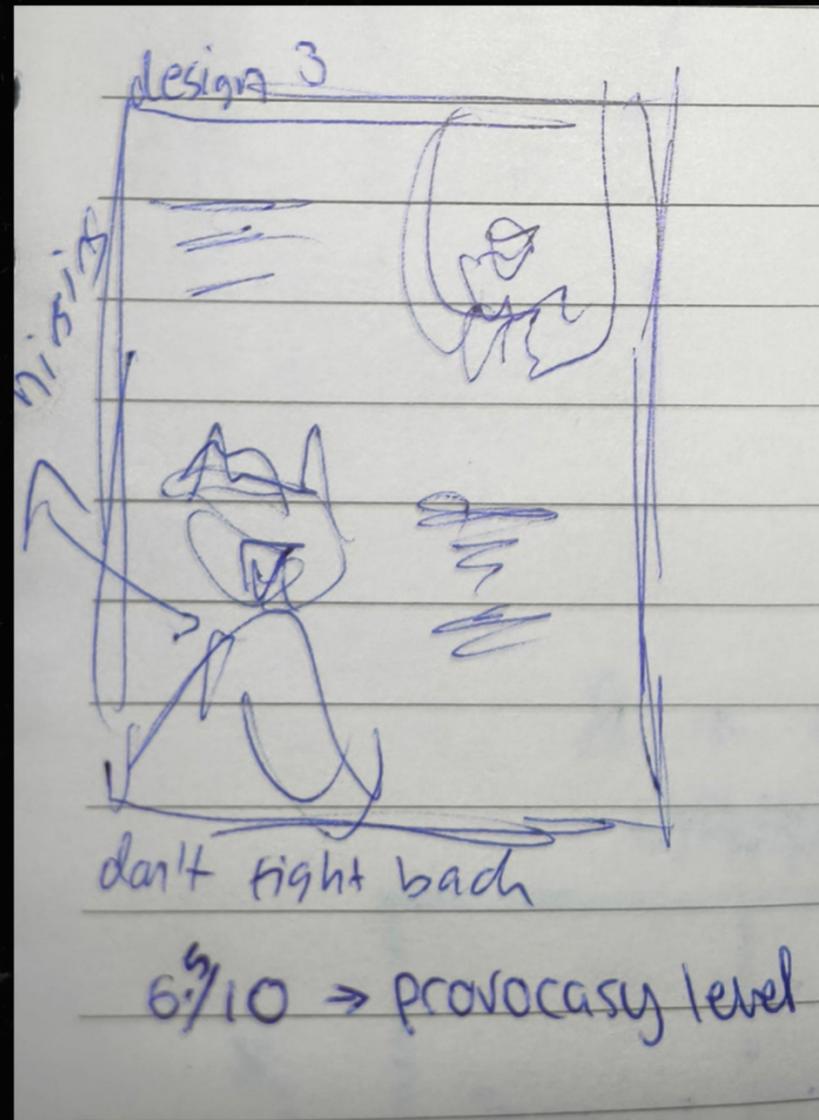
colors: reds and blues  
static/noise  
surreal

red background → black and white photos

layer one → mistreatment of pets in closed off environment

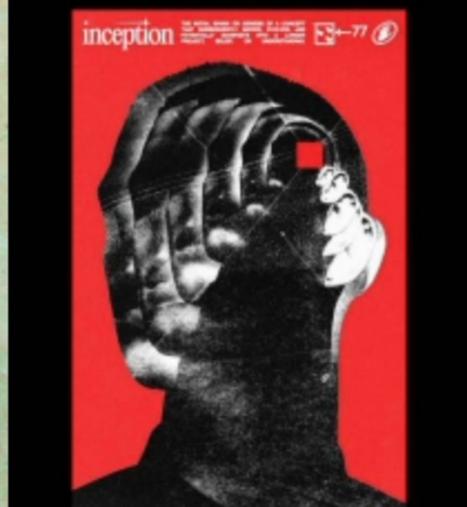
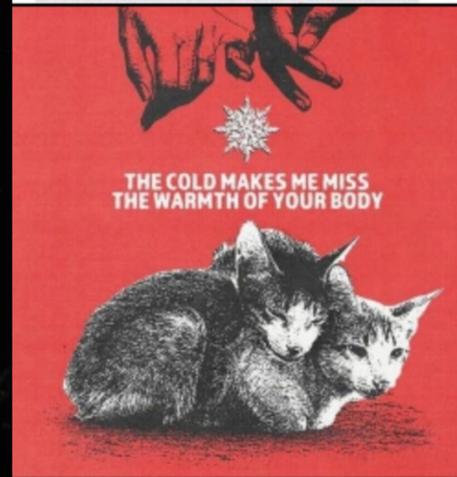
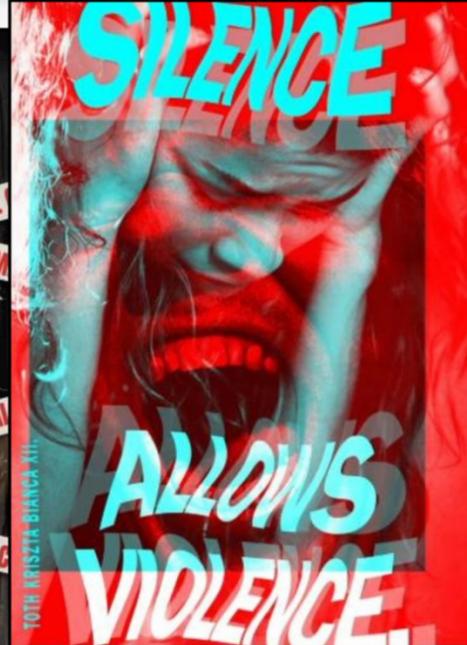
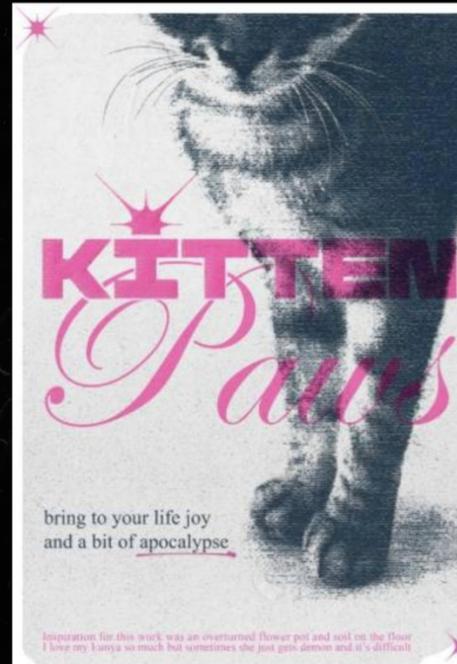
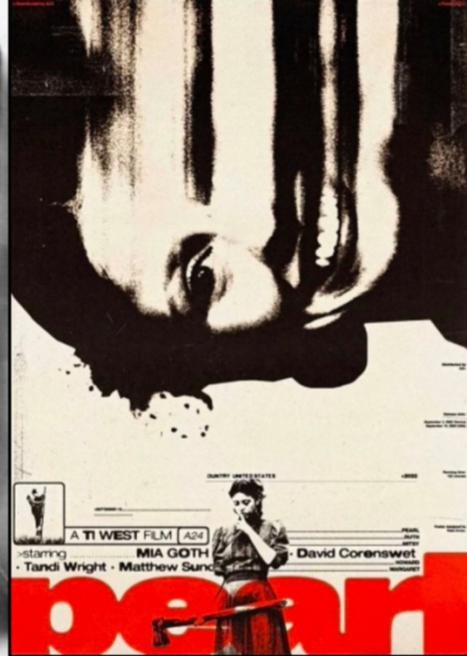
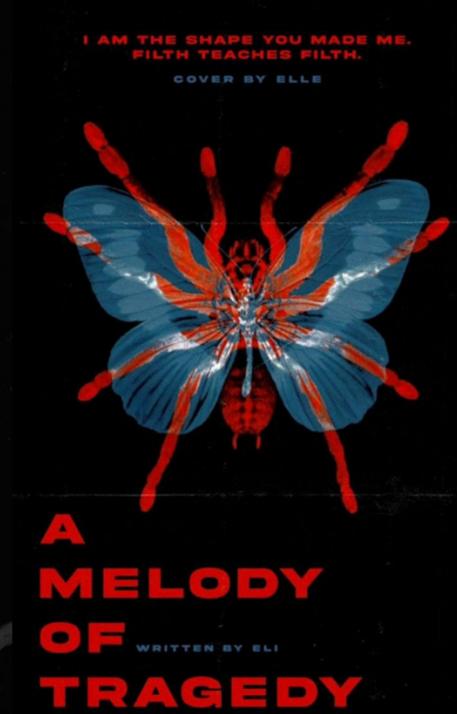
layer two → captivity and forced obedience

layer three → domestic violence symbolized by first two layers.



# MOODBOARD

I decided to do layered image effect to reflect the structure of the concept itself. Since the posters carry multiple layers of meaning, the literal layering in the design was the only way to go. The overlapping elements represent how the message isn't meant to be read in one clear way, but through several layers that reveal more the longer you look.

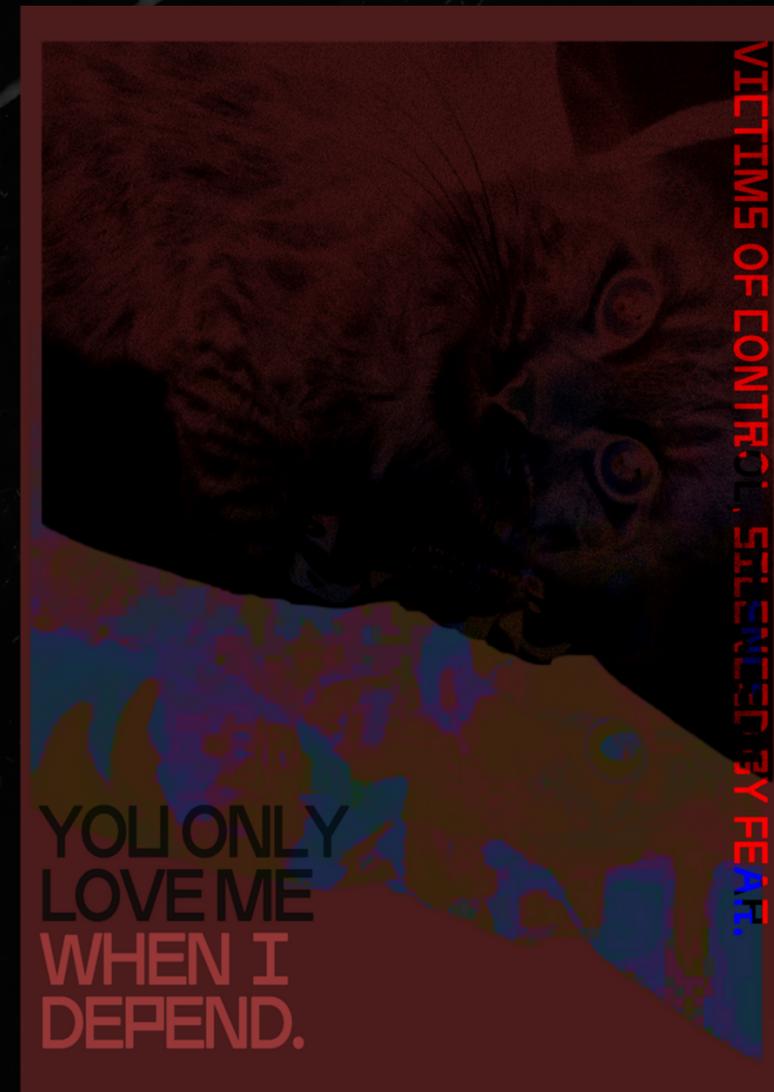




# EXPLORATION OF FIRST COLOR PALETTE

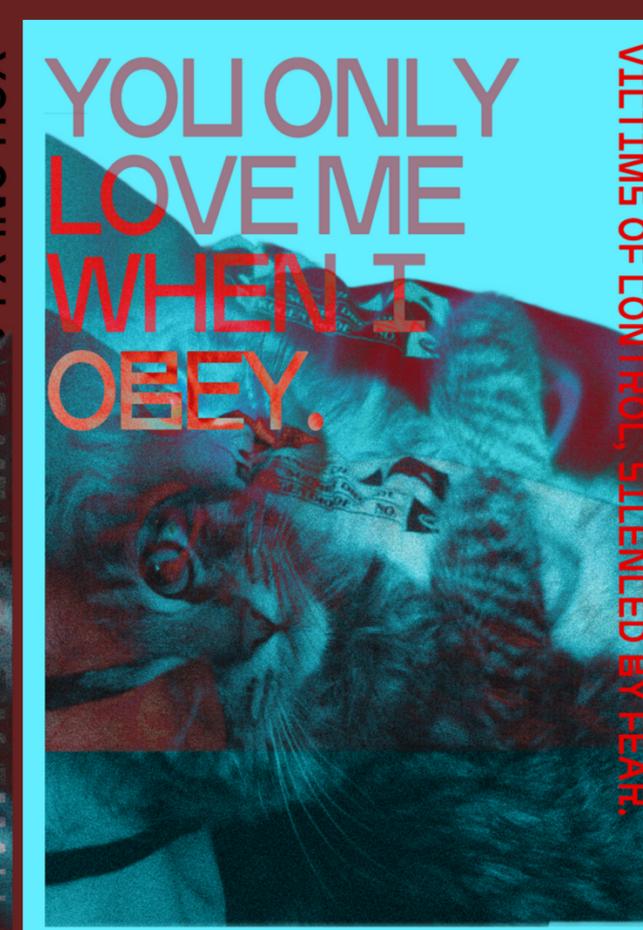
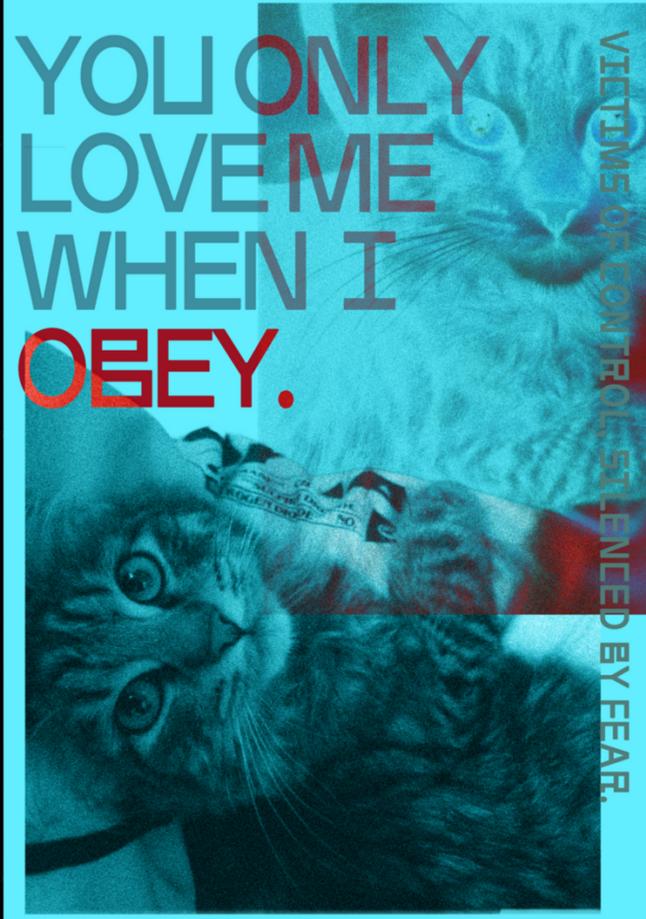
**Why it doesn't work:** The images are too dark to understand what is going on, smaller repetitive text takes away the focus from the main text since the scale is smaller compared to the final design series.

(Other reasons regarding colors are stated in the slide prior)



# SOME MORE FAILED ATTEMPTS

The first exploration in the second row was the start of my final design that inspired the layout.



# DESIGN ELEMENTS

## Fixed

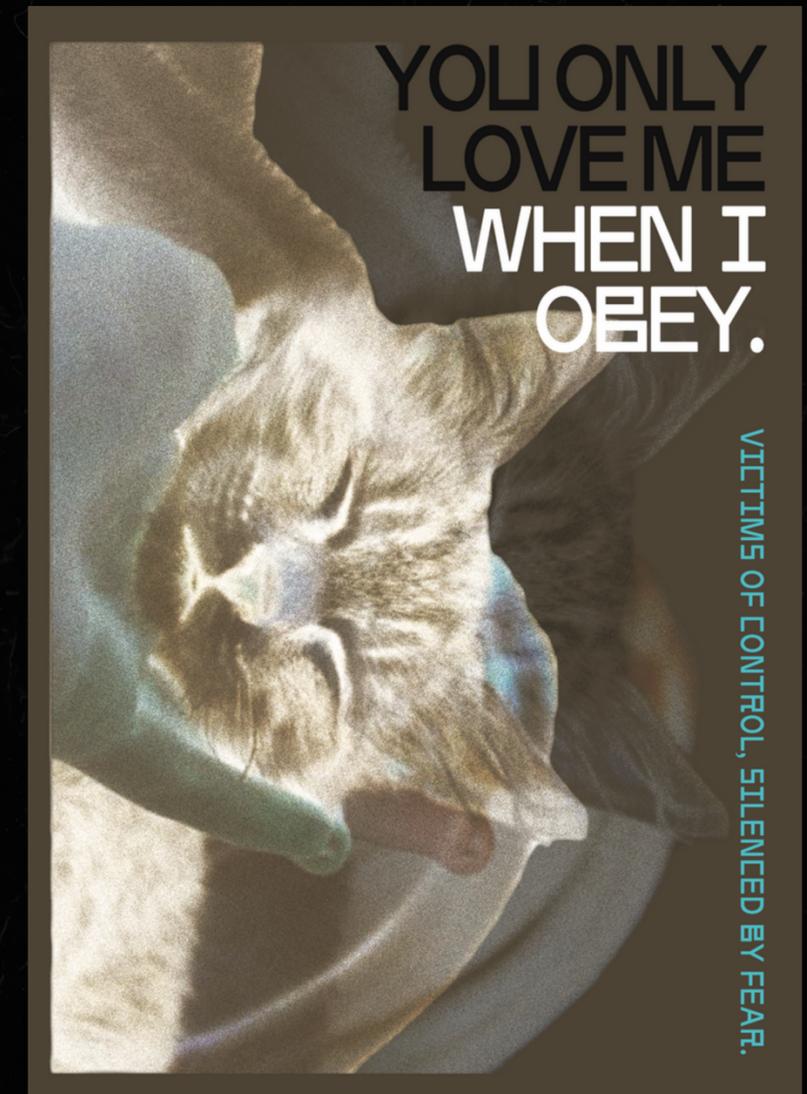
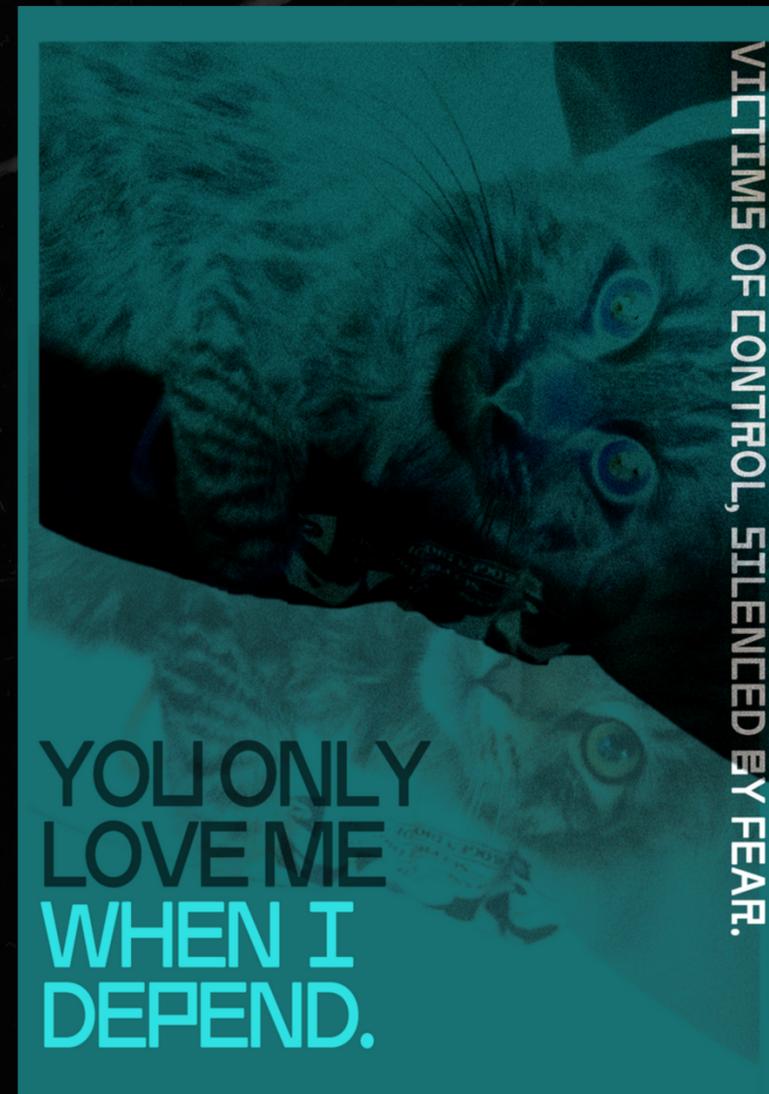
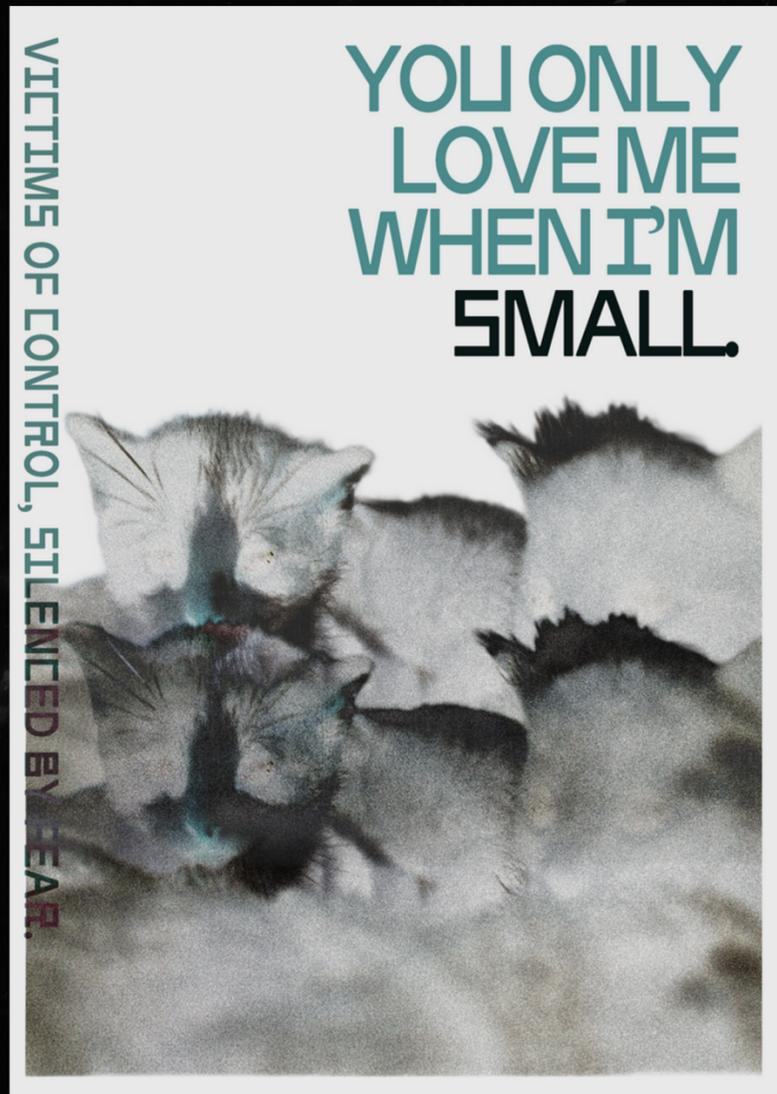
- Typography style
- Core slogan pattern
- Text in the second level of hierarchy
- Texture and visual effects
- Theme of images (cats)

## Changable

- Text layout
- Core slogan endings
- Image subjects
- Color palette
- Contrast

# FINAL DESIGN SERIES

**Why it works:** It has a clear hierarchy and the text is much easier to read. The color palette is accessible to everyone (except blind I guess). Contrast is clear and it works better as a series compared to individual designs.



# MOCKUPS

The poster series is meant to be displayed in areas where large amount of people pass, since the intended audience is mostly general and made for everyone.



YOU ONLY  
LOVE ME  
WHEN I  
SMILE  
I DON'T  
KNOW

YOU ONLY  
LOVE ME  
WHEN I  
SMILE  
I DON'T  
KNOW

**THANK YOU FOR ATTENTION!**

LARA DUHOVIĆ

YOU ONLY  
LOVE ME  
WHEN I  
SMILE  
I DON'T  
KNOW