

# SHORT STATEMENT



**Designer:** Ivy Hong

**Project:** Positions through iterating

**Critical question:** Amidst global warming, how can graphic communication design effectively communicate the importance of London's springtime flora and fauna to promote environmental awareness among the public?

**Specific topic:** Spring in London, Flora and fauna

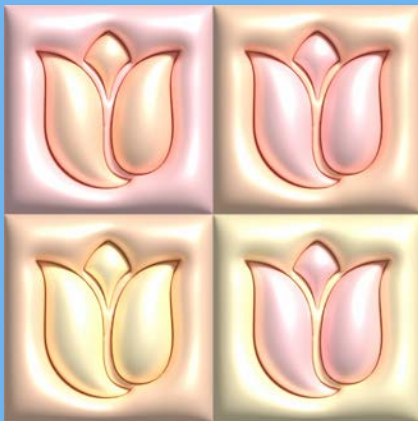
**Method:** Iteration

**Medium:** Adobe Illustrator 3D

In the first week of developing the "Positions through iterating" project, I observed the particularly cold and delayed spring in London this year, and deeply contemplated the impact of global warming on the local ecological environment. Using cherry blossoms as a visual language, I used Adobe Illustrator 3D as a design medium to create 100 iterations and compiled them into a book, aiming to challenge a more vibrant design style. The experiments involved different color schemes, color graphics, and color languages.



In the second week of the project, I expanded my exploration and research on London's flora and fauna affected by global



warming, such as peach blossoms, tulips, camellias, roses, bluebells, butterflies, and swans. Through continuous iterations and design experiments, I selected and applied a color palette that complemented the unique features and symbolic meanings of each element, making the graphics not only visually attractive but also emotionally resonant with people. Finally, I created a series of spring posters with all the elements to promote the importance of nature.

However, upon receiving feedback and reflecting on my work during the third week, I realised that my design work lacked attention to the ecological issues that these flora and fauna face due to global warming. In my research, I drew great inspiration from the abundant creative spirit and daily practice habits exhibited by David Hockney and Yui Takada. Therefore, I need to reassess my research methodology, conduct extensive readings on relevant literature, and explore and critically think about these issues more deeply and interestingly to achieve effective communication.