

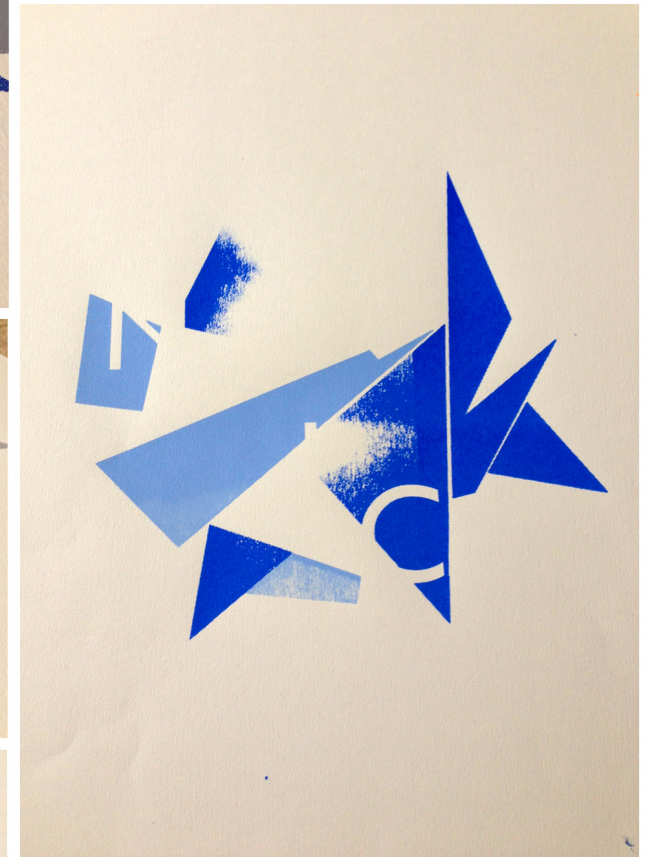
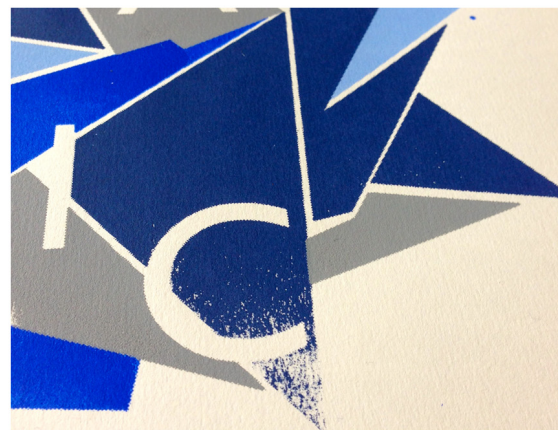
This sheet shows a range of items that would be used for the Titanic, including luggage tags and tickets that I would have had to have spot varnished if I had the time and money but with this type of printing being so expensive the possibility of such a short run wouldn't have been cost effective. Both designs carry the same water effect texture as the posters tying in all the other paraphernalia.



The above poster makes a light hearted joke about the Titanics first failures but ensuring that the new ship wont follow the same fate.



The same poster with added water effects and textures to create more interest and depth like my screen prints created.



The screen prints of my designed poster came out a little short sometimes, however, this turned out for the better and allowed me to experiment further with different textures and layers on the digital versions.

The miss alignment and limited ink gave the look of ice and washed up broken metal with a rust like finish which I felt sat nicely within the whole theme of the project.

NEARE
R.MY.G
OD.TO.T
HEE.

LIGHTNI
NG.NEV
ER.STRI
KES.TW
ICE.

REARRA
NGE.TH
E.DECK.
CHAIRS.

COCKTA
ILS.AT.
23:40.

BREAK.
THE.ICE.

Nearer My God To Thee.

This was the song that was last played as the Titanic sank to the bottom of the ocean. I feel this strikes the right balance to the tongue in cheek attitude I am taking with this project.

Lightning Never Strikes Twice.

The saying 'Lightning never strikes twice' is one of the more comical of the posters, by not drawing too much information from the Titanic itself but by using a common phrase that should engage with the audience.

Rearrange The Deck Chairs.

A phrase and saying that is highly linked with the Titanic meaning to do something pointless or insignificant that that contributes nothing to the solution of the current problem. By partaking in such a mundane task as such, it is simply allowing the mind to think of something else rather than the Titanics inevitable sinking.

Cocktails at 23:40.

This was the time when the Titanic finally sank. By advertising cocktails at this time, it could be seen as tempting fate.

Break The Ice.

This is another comical poster, by using the well used phrase 'break the ice' I am trying to break the stigma attached to the Titanic but by also referencing the cause of the Titanics failure when hitting an iceberg.

A sentence is read by relying entirely on the punctuation. By using a full stop in between each word the reader will read it word, by word as a broken sentence, eventually piecing together the sentence drawing similarities into how I am repiecing and the broken Titanic and its marketing campaign.



I have super imposed the posters I designed for the mass marketing campaign onto a range of bus shelters, billboards and other marketing implements.

This is to show how the designs would work in their natural and purposed surroundings as I believe this makes a significant difference to how the design is viewed. I believe that the scale also has a large part to play with viewing angles and legible text needed.



These designs have been adapted slightly to fit in the purposed space. I decided to keep them simple and thought provoking by not mentioning the word Titanic. This would be the initial phase of the marketing campaign followed by a more in depth campaign that would then mention the Titanic, including websites and other forms of information.