



Process Book

Nine Arch Bridge Postcard

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Problem Statement & Project Goals



The goal of this project is to create a post card portraying a unique and specific place. The post card will contain a tagline and an imagery of that place that was chosen. In this case, the post card will be based on a landscape digital illustration of the Nine Arch Bridge along with its surroundings, which is located in Sri Lanka. The illustration will be done on Photoshop.

Competitive Analysis

W1. CHERRY BLOSSOMS, WITH CAPITOL IN BACKGROUND, WASHINGTON, D. C.



The images on the left are vintage post cards that includes landmarks from Washington. One of them was a landscape image of the U.S. Capitol and the other one was the Washington Monument. The two post cards stood out to me because the landscape image was breathtaking due to the use of colors palettes which includes various tones of pink and white. They were also accurate color choices to represent the cherry blossom season that takes place in Washington.



The presence of type was not that visible on both of the post cards due to the fact that the font size is small and they're in areas where it is barely noticeable in the viewers eyes, such as the corners or the very top area of the post card.

Research

History of the Nine Arch Bridge

The Nine Arch Bridge was built in Sri Lanka during the British colonial time in the early 20th century. It is considered a viaduct bridge which spans over the land in Sri Lanka instead of water. The significance of the Nine Arch Bridge was that it is one of the landmarks which marks the railroad development during the industrial and colonial era. One unique thing about this bridge is the material used for its construction, which does not include the use of steel and metal to support the bridge. Instead, the bridge was built using cement, bricks, and rocks. This leads to another unique feature of this bridge, being the fact that it has been around for about 100 years since its construction. There is also a folklore that discusses the inexpensive yet efficient method used to build this bridge on top of a jungle and in between two mountain ranges, with the characters being a man named Appuhami who assisted a British official with the construction of the bridge.

Biome Surrounding the Bridge

The biome in Sri Lanka contains lowland tropical and sub tropical rain forest with the climate being warm and humid throughout the year. They are also known as tropical evergreen forests. The annual rainfall in Sri Lanka gets is more than 200 centimeters.

Due to the bridge's location being right on top of the rain forest, the nine arch bridge receives a lot of tourism annually and is considered a popular tourist destination today.

The Nature near the Bridge

Sri Lanka contains mostly rain forests and various terrains. It is the home to one of the most diverse ecosystems in the world, with the rain forest housing a large variety of amphibians and deciduous trees. Not only that, the rain forest also has a large variety of wild flowers and carnivorous plants. There is also a large number of endemic plants that only grows in Sri Lanka due to their poor ability to adapt to other environments. Around 66% of the tree species are considered to be endemic.

Research- Native Plants & Animals

Cocos nucifera (Coconut Palm Tree)



The coconut palm tree is a common species of trees that resides in different parts of the world with Sri Lanka being one of them. They are commonly seen in tropical biomes. In some places, they're considered to be invasive. They're known to be tall and they also produce coconuts.

Magnolia Nilagirica



Magnolia Nilagirica is a tree that is native to different parts of India. Because of its high quality wood, this species of trees are being cut down often to the point they're considered an endangered species. Another thing this tree is known for is the white flower it produces.

Pandanus Tectorius



Pandanus Tectorius is another tree species that resides in different parts of the world. They're often seen on lower parts of valleys in humid places and is known being a short tree. It also produces fragrant fruit that's edible.

Research- Native Plants & Animals

Saraca Asoca



Saraca Asoca is a bright red plant that grows in the rain forest region of Sri Lanka. This plant plays a significant role in Indian Culture, both religiously and culturally. This plant also has its associations with various folklores in India and it is also said to be related to the birth of Shakyamuni Buddha.

Wild Jasmine



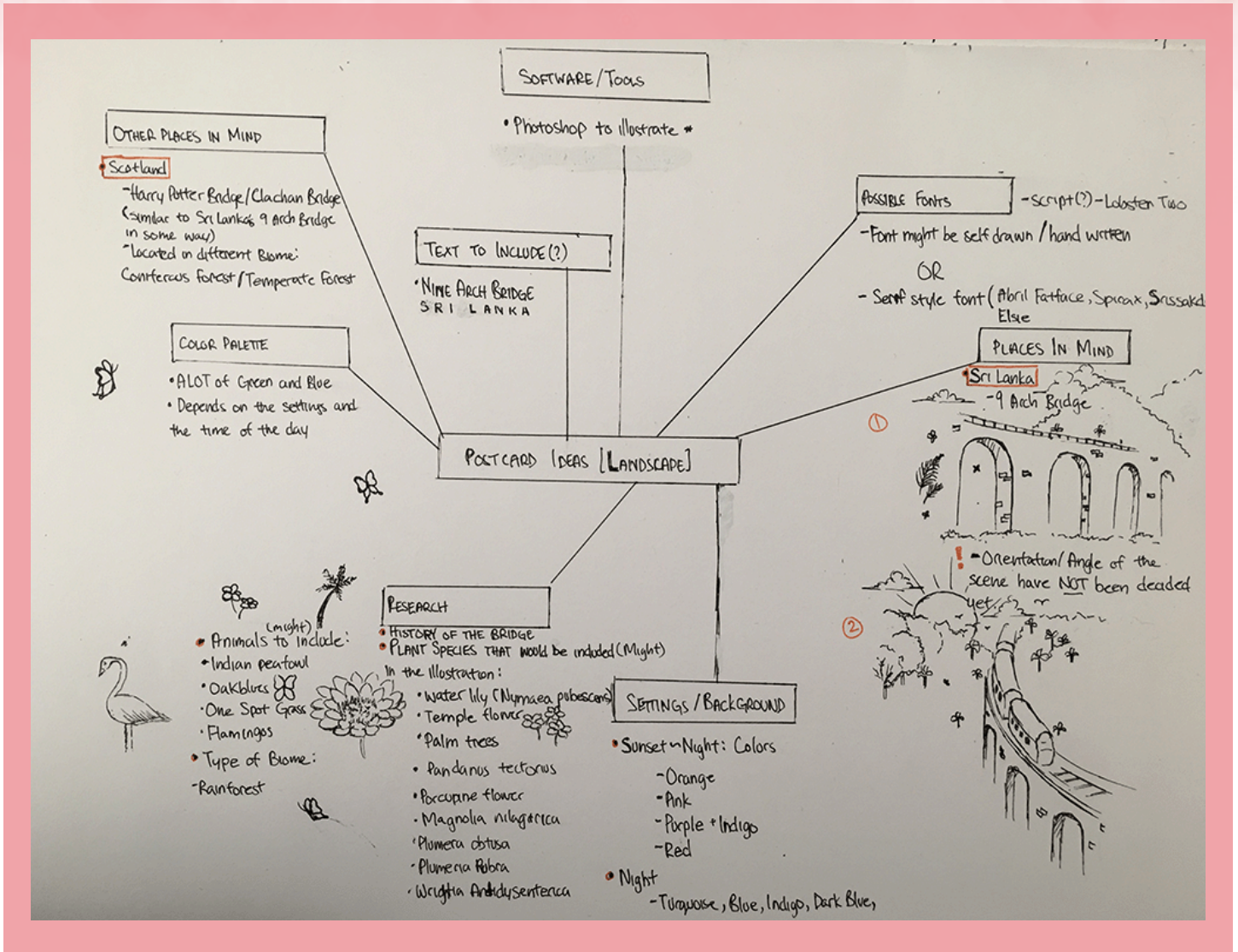
Wild Jasmine(also known as the Jasminum Augustifolium) is a common flower native in India. This specific species of Jasmine grow in tropical evergreen forests(tropical rain forest) and they are commonly used as offerings in Hindu and Buddhist temples. Wild Jasmine grow in shrubs and they are usually small in size. They have medicinal properties for treating tuberculosis and mouth ulcers. The flower can be used to create perfumes.

Tree Nymph Butterfly



The tree nymph butterfly is a species of butterflies native to Sri Lanka. It is known for it's slow flight and are usually seen near ponds and streams.

Mind Map



Mood Board



Aside from looking through landscape postcards, and researching about plants native to Sri Lanka, I also looked at some landscape photos for some additional inspiration. One thing I realized about landscape under a sunset is that aside from being breathtakingly beautiful, they're also very romantic in a sense due to its warm colors, like a mixture of orange, red, yellow, etc.

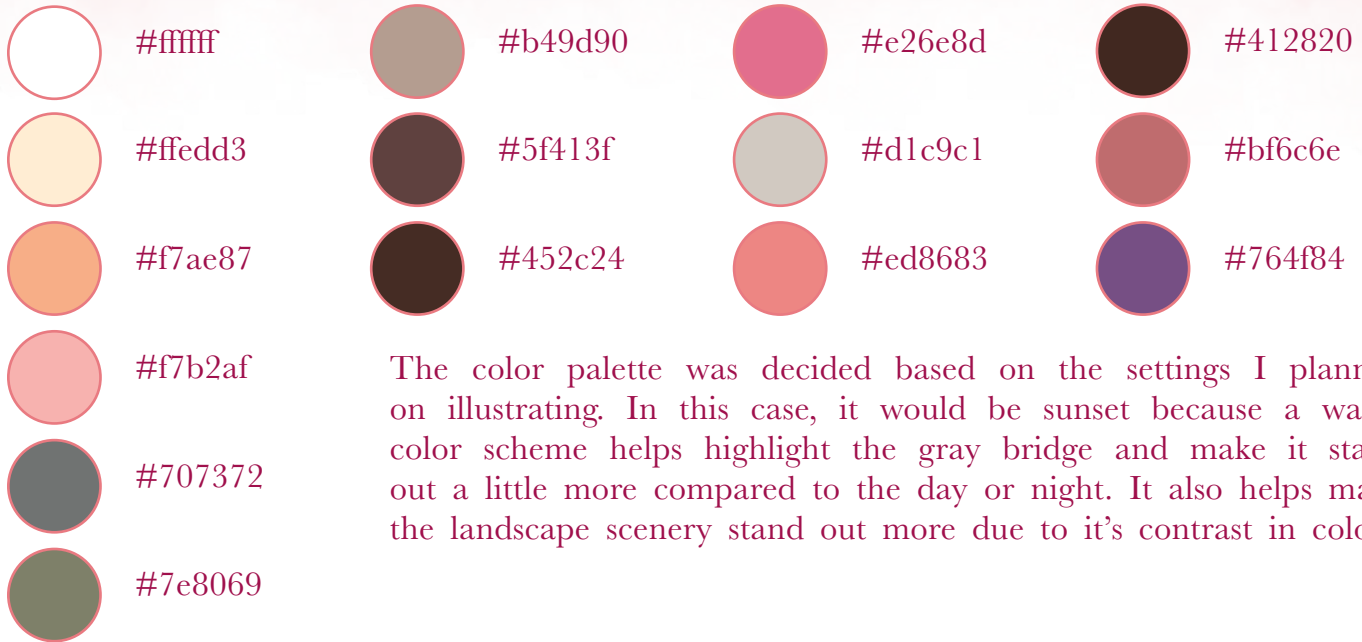
When looking at these images, I also got some ideas on color palette for my piece for both the landscape and the background. Because plants need to be included for the piece, they can't be completely dark to the point where the details can't be seen(like the image on the top and image to the right of this text.



The third image is more like what I was aiming for, where the it is most detailed in the foreground and progressively gets less detailed towards the background. In other words, the details on the landscape becomes less visible as it is further away from the viewer's eyes.

Ideation

Color Palette



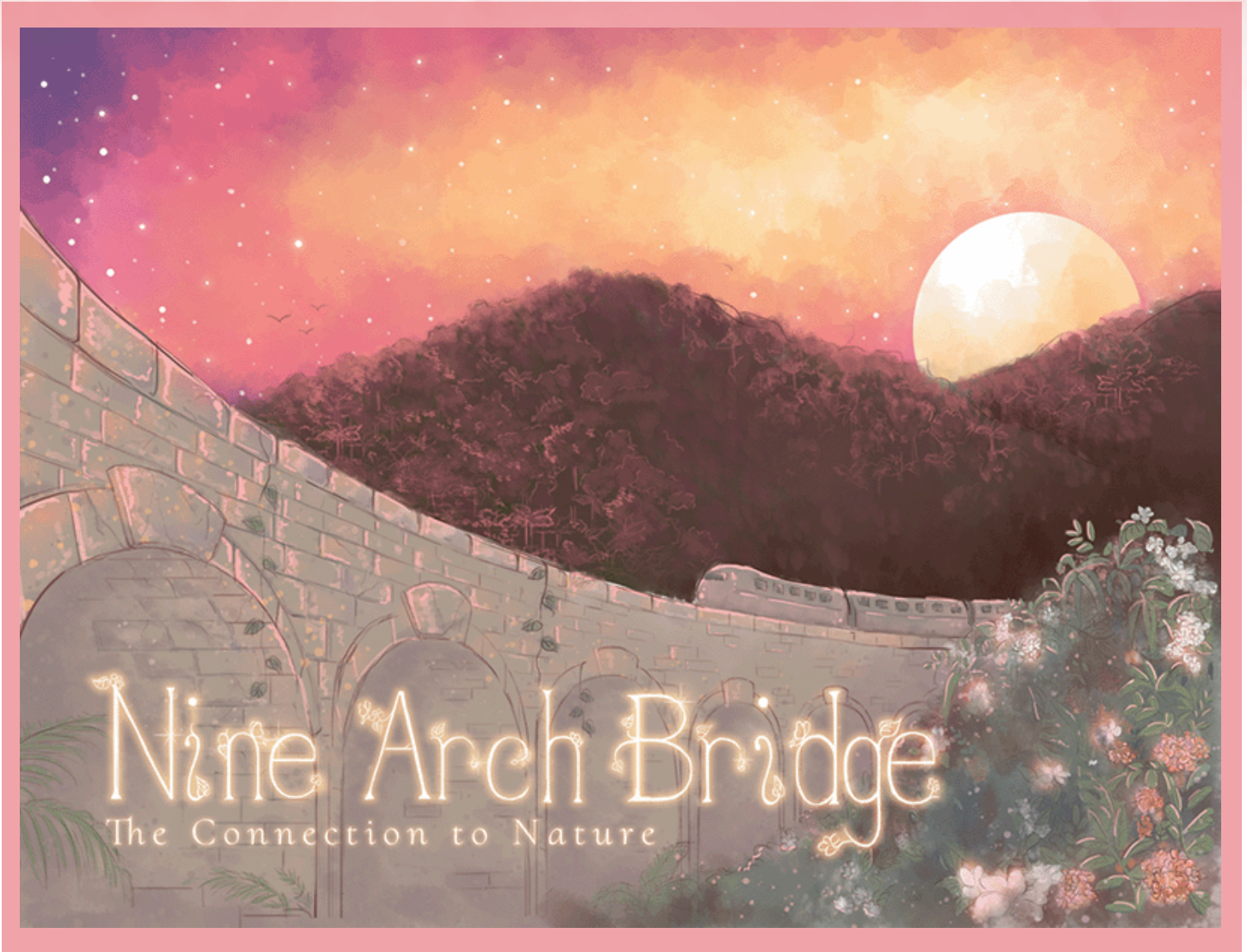
The color palette was decided based on the settings I planned on illustrating. In this case, it would be sunset because a warm color scheme helps highlight the gray bridge and make it stand out a little more compared to the day or night. It also helps make the landscape scenery stand out more due to its contrast in colors.

Font

My initial idea for the title was to go with a Serif font. After illustrating part of my project, I realized that Serif or San Serif font won't work so well with the piece. Serif font is looks too professional and formal, which isn't the style I was aiming for in this project. San Serif font also wouldn't work because it didn't suit with the atmosphere I was trying to create in this piece. San Serif tends to be more of a font for minimalism and simplicity. Because I was trying to emphasize the elegant/romantic aspect of the bridge being on top of a forest with a variety of exotic plants under a sunset, I decided to create a display font that is associated with those things. The font that was created contains imagery of plants and butterflies, along with a little bit of serif and script quality to show that the scene is not entirely playful, but elegant instead.

The font for the tagline was decided after the creation of the font for "Nine Arch Bridge." The font for the catch phrase wouldn't be a display font, but a much simpler font in order to show hierarchy for the piece. Not only that, it had to compliment with the font used for Nine Arch Bridge. The font that I chose for the text "The Connection to Nature" was Cormorant Upright.

Final Solution



Conclusion

Before starting on this project, one of the things I had to decide was choosing the orientation for the bridge. At first, I thought of doing a straight, bridge based off of one point perspective. I changed my mind soon after I realized that in that angle, it wouldn't make sense to render the plants in detail because the bridge in that angle would seem like the view is focused on the top area of the bridge rather than focusing on the bridge and the surroundings at the same time. Part of the factors that made the bridge so significant and a great place to visit is it's surroundings, not being able to render the plants in detail isn't a good idea. I end up deciding to render the bridge in the angle that was shown on my final post card because the dynamic view of the bridge helps emphasize the foreground, middle ground, and background of the imagery. This lead to a difficulty I had, which was illustrating the bridge because of the angle I decide to draw. One way to work around this challenge was to look at more images of this bridge from many different angles in order to get a sense of it's structure.

After finishing the first version of the postcard, I received some helpful feedback on how to improve the piece. One of the changes that was made was increasing the weight of the font for a better readability and the other being to darkening the train so that it wouldn't looked like the train fades into the bridge.

The project overall was a fun experience where I was able to get an opportunity to work on my hobby, which is illustrating digitally. I also didn't expect myself to pick the Nine Arch Bridge for my illustration until my roommate made this suggestion. After seeing some images of the bridge, I got convinced on picking this place for my illustration because of it's beautiful scenery. Not only that, the bridge is also unique due to the fact that it extends over a jungle.

Attributions and Citations

Images

Nine Arch Bridge, Sri Lanka. Kon Karampelas. <https://unsplash.com/photos/4xhHp4bDtuY>

Free light beam falls on hillside with autumn forest in mountain Stock Photo. Pellinni. <https://www.freeimages.com/photo/light-beam-falls-on-hillside-with-autumn-forest-in-mountain-1634497>

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Magnolia nilagirica.JPG. Sureshmagnolia https://en.wikipedia.org/wiki/File:Magnolia_nilagirica.JPG

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Sita-Ashok (Saraca asoca) flowers in Kolkata W IMG 4146.jpg. J.M.Garg. [https://en.wikipedia.org/wiki/File:Sita-Ashok_\(Saraca_asoca\)_flowers_in_Kolkata_W_IMG_4146.jpg](https://en.wikipedia.org/wiki/File:Sita-Ashok_(Saraca_asoca)_flowers_in_Kolkata_W_IMG_4146.jpg)

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Wild jasmine.jpg. Jeremy Weate. https://en.wikipedia.org/wiki/File:Wild_jasmine.jpg

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Vintage Washington DC - Cherry Blossoms Landscape. Yesterdays-Paper. <https://www.deviantart.com/yesterdays-paper/art/Vintage-Washington-DC-Cherry-Blossoms-Landscape-803744170>

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Night Scene Postcards - Cherry Blossoms. Yesterdays-Paper. <https://www.deviantart.com/yesterdays-paper/art/Night-Scene-Postcards-Cherry-Blossoms-713273132>

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Font Licensing

Font Name: Cormorant Upright

Font Designer: Christian Thalmann

Site: <https://fonts.google.com/specimen/Cormorant+Upright>

License: SIL Open Font License

License Site: https://scripts.sil.org/cms/scripts/page.php?site_id=nrsi&id=OFL

Font Name: Fredericka the Great

Font Designer: Tart Workshop

Site: <https://fonts.google.com/specimen/Fredericka+the+Great>

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