

CAMPAIGN DESIGN

WINTER 2026 SCHEDULE

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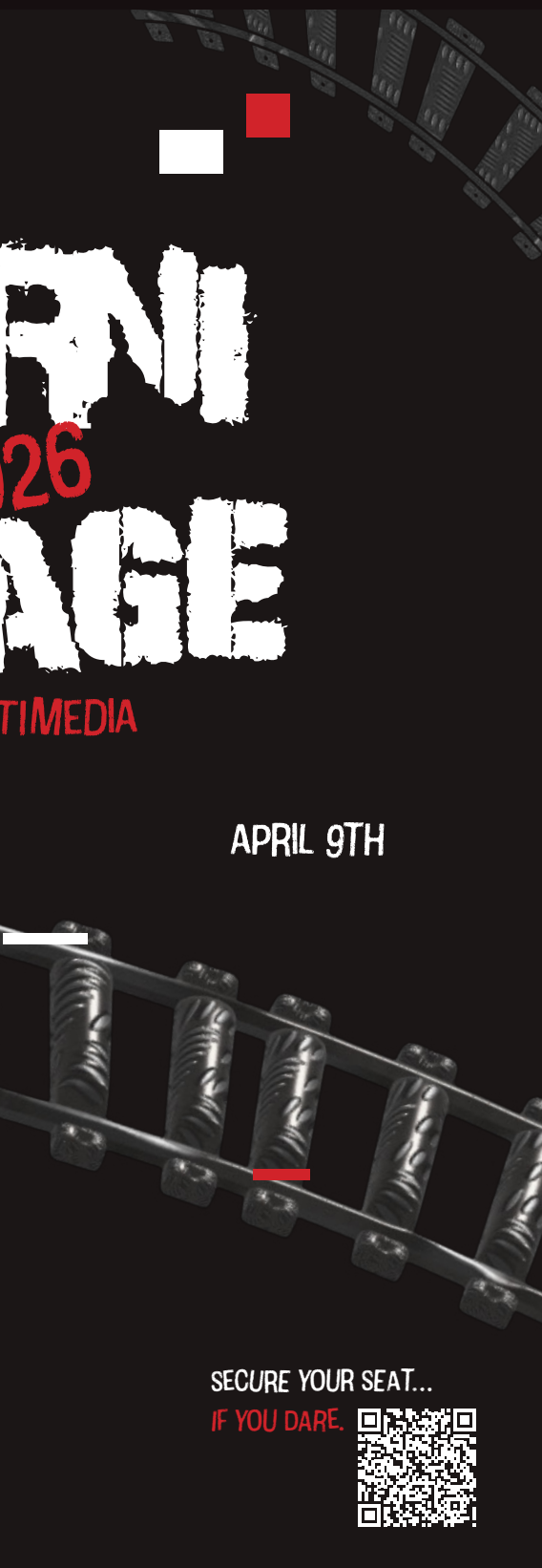
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POSTER

The final poster uses a macabre railway metaphor to represent risk and opportunity. A red track cuts through a black background, moving forward before disappearing into darkness. The path feels unstable, suggesting that opportunity is uncertain and must be taken without guarantees.

The call to action sits at the edge of the track, placing the viewer at the point of decision. The message is simple: step forward or miss the chance.





COLORS



C = 26
M = 26
Y = 26
K=95



C = 15
M = 100
Y = 100
K=0



C = 15
M = 100
Y = 100
K=0

I chose a dark palette of red, black, and white to create clear emotional contrast and reinforce the theme of risk. Together, the colors create a direct, high-impact visual language that supports the idea of stepping forward despite uncertainty.

CATALOG



PAIGN



