

## THE CAUSE

The humanitarian cause I have chosen to use for this task, is for “Leger uten grenser / Doctors without borders / Medecins sans frontieres (MSF)”, and my poster is for their campaign for women in Afghanistan <https://legerutengrenser.no/kvinner-i-afghanistan/>.

Doctors without borders does a huge job all around the world, and one campaign are as such not more important than any other. But like they say on their web page, about 4300 women die each year of complications related to birth. In Norway, the same number is only four. Afghanistan is one of the most dangerous places in the world to give birth, and I felt the need to address this matter.

## THE DESIGN

The task was to make an A4 poster inspired by modernist propaganda posters. We had to add pastiche to the design, but still create our own unique design.

I have chosen a swiss design inspired poster, using a grid and few strong colors and wording. I chose to keep it in red black and white, as I feel those colors suit the theme of death.

Red is the main color, the color of fire and blood, and so it is associated with energy, war, danger. The entire background is covered in a blood red color to add drama and a stop effect to the poster. And I also chose to have the baby in red.

The black is the color of death, so it was “natural” to make the female icons in black. And with the red baby I feel this give some emotions to the poster.

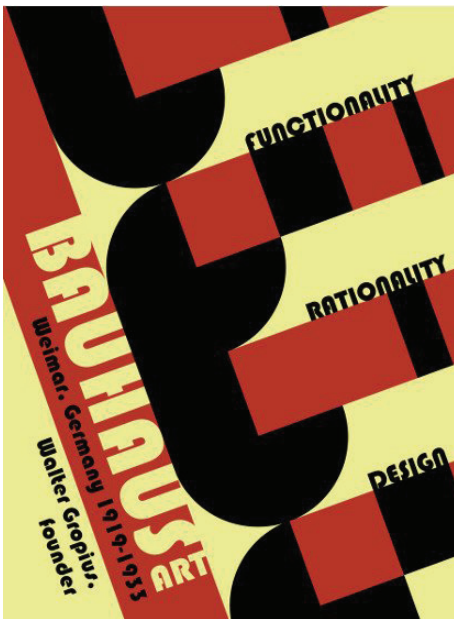
I've used the Futura PT (<https://www.myfonts.com/fonts/paratype/futura-book/>) font for this poster. It is a sans serif font created for Bauer company by Paul Renner in 1927 and represent the aesthetics of the Bauhaus school of the 1920-30s. Since the poster was made inspired by the swiss design, I think this font was perfect for the task.

## INSPIRATION

The poster is inspired by swiss design, and artists like Saul Bass, Joost Schmidt.



Saul Bass <http://www.eyemagazine.com/blog/post/punching-through-the-din>



Joost Schmidt <https://www.widewalls.ch/artist/joost-schmidt/>

I do feel that the way I have used red black and white, and also how the content is tilted 30o, makes these design inspirations applicable to my own design.