

**ELAINE LAI**

"Elaine for UAP". The message I am trying to communicate in this piece is, "Vote for Elaine for UAP (Undergraduate Association President)". I wanted to create a campaign poster that was eye-catching, something that would stand out in the midst of posters on a wall. The message is hidden but if you look closely, the letters of my name grow larger, as if they are coming out of the page. The collage within the large "E" are images from my image campaign sequence. The letters U, A, and P appear in red, as a contrast to the other letters on the page. The audience's eyes initially fall randomly on the page but are eventually drawn to the letters UAP. My goals were to create a piece that was visually appealing, interesting, and also conveyed a message with a little effort from the audience.

