



8 1/2 x 11 Brochure Cover & 17 x 22 Poster

Egypt/Symbol Design

Anubis is the jackal-headed god of Egypt. His head may actually be a mixture of dog and jackal, either one of which could have been found at the edge of deserts by the cemeteries. Anubis is believed to watch over the body during the mummification process and ensures a safe burial. After this is accomplished the Anubis ensures a safe journey onto the after life. The Ankh that is located on the chest of my design represents the symbol of life.

The god of embalming is probably associated with the jackal due to the habits of jackals to lurk about tombs and graves. One of the reasons the early Egyptians sought to make their tombs more elaborate was to keep the bodies safe from the jackals lingering about the graves. It is only natural therefore that a god of mummification would be connected with them.

The Ankh was a symbol of eternal life. The gods are often seen holding an ankh to someone's lips that is considered to be an offering of "the Breath of Life", the breath you will need in the afterlife.

Color Theory

For my background colors I used green and yellow. As you can see both shapes in the background create a triangle. Just as the "T" is continuing off the poster visually, yellow does as well. This is to resemble a close up angle of a triangle corner/side. The green in the background represents the land and agriculture in the country.

The skin of Anubis is often a very dark black or with a tinge of red. His flesh is a representation of the earthy energies with which he is connected. The color of his flesh is similar to that of the dark soil along the Nile. This rich, fertile soil was highly prized and gave the ancient kingdom the name Khen, which means "The Black Land". Green was the color of vegetation and new life.

Both the sun and gold were yellow and shared the qualities of being imperishable, eternal and indestructible. Anything portrayed as yellow in Egyptian art generally carried this connotation.

Red was the color of life and of victory. During celebrations, ancient Egyptians would paint their bodies with red ochre and would wear amulets made of cornelian, a deep red stone.

8 1/2 x 11 Brochure Spread 1

Type & Composition

Since EGYPT is the main concept here, I decided to use a larger font to infancies this. The TRAVEL text is smaller and has more space between the letters.

Having the large "E" coming to the edge of the cover resembles a combination/mergence the "T" in travel and the "E" in Egypt. This is why Travel Egypt is overlaying the "E".

Rockwell
 A B C D E F G H
 I J K L M N O P Q
 R S T U V W X Y Z

 a b c d e f g h i
 j k l m n o p q
 r s t u v w x y z

Rationale

The three pyramids at the bottom of the cover represent The Great Pyramid of Giza. For over four thousand years this was the largest building in the world. Pharaoh Khufu assembled more than a thousand people to built this astonishing structure. Each of the three pyramids had a complete monumental complex of mortuary temples, tombs, smaller subsidiary pyramids, in which members of the royal family and officials were buried.

The Anubis symbol on the front cover is looking over the pyramids. This represent the act of a peaceful burial and a safe transition into the after life.

The sun was the primary element of life in ancient Egypt. I added this to my design to represent the people and culture of Egypt.

8 1/2 x 11 Brochure Spread 2