

**BRIEF**

The Haapsalu Graphic Design Festival is an annual international poster competition in Estonia. The theme of the competition is different every year. The brief for 2020 was designing a poster under the tagline "INDIVIDUALITY 2020".



**Individuality '20** — poster design

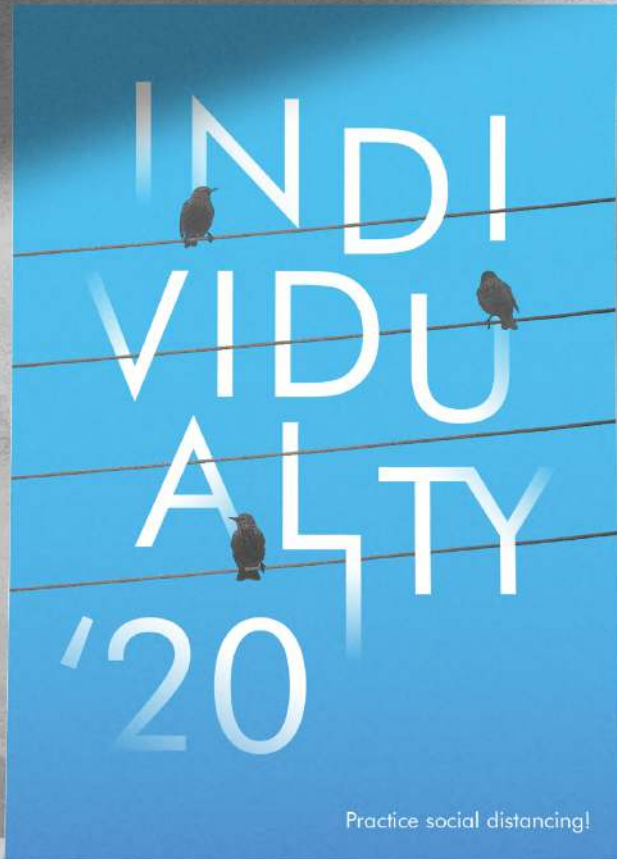


Submission A

The first poster refers to the year 2020 as a new milestone in our lives, displayed by a sea buoy as a navigational tool with '20 written on it.

The waves of the ocean look like ridges in a fingerprint associated with the individual ways we cope with the forthcoming in our lives.

Individuality '20 — poster design



Submission B —

- selected by the curators  
to be exhibited at the festival

The poster displays four transmission lines with three birds on them and incorporates the tagline as a defining visual element. The concept behind the design is to play on the tagline "INDIVIDUALITY '20" as a response to the COVID-19 pandemic (ongoing at the time of the poster competition). The three birds sit far from each other and a slogan at the bottom writes "Practice social distancing!", referencing the issue.