We have designed a series of different items to promote a cultural exchange event between National City and Baja California. Our solutions for the Taste of Baja project include a poster, a ticket, and a t-shirt as promotional items for the event. The objective was to advertise the event with visuals that reflect the culture and the different activities that would be taking place in National City. The event encourages everyone of all ages to attend and enjoy the family friendly festivities. The poster is inspired by the culture, food, and art that is found in Baja, and provides basic event information for attendees. They are bright, colorful, and composed of many mediums and styles like photography, patterns, hand lettering, and illustrations. The ticket serves two purposes, one being for admission, and the other for beer tasting activities. Finally, the t-shirt serves as a souvenir and a memory to take home from this fun cultural exchange event. These solutions will meet the requirements of the event since it will advertise the activities, but it will also draw people in of all ages with its fun and festive visuals.

The visual field serves as a mood board of inspirations based on art styles that currently exist, which allows one to explore the landscape where the project will exist within. The culture and lifestyle were the main subjects of the Visual Field and as the search continued, the designs began to develop and flourish to bright ideas that expressed the message of National City and Baja.
My design was inspired by the colorful colors and the well-known hand lettering of the country. The solutions include a poster, a ticket for the event and a promotional t-shirt. For the poster I decided to stage a photograph of a wooden table with plates of tacos and a bottle of craft beer, this would help me illustrate the event’s activities with the use of my photography. I added a bright pink layer, that would allow me to isolate and simplify the items on the table. I used hand lettering for the poster’s information, where I was able to explore different fonts that would give a unique personality to the poster. I continued using bright colors to create some contrast with the background, in order to translate the joy of the festivities. The ticket uses the same feel of the poster, trying to simplify the elements to keep a clean and readable structure. The t-shirt uses the hand rendered title of the event. Once again using a bright blue to contrast the dark textile of the promotional item.
Inspired by sign painting, an artistic and cultural Mexican street graphics, the branding for Fiesta de Baja expresses the rich culture and traditions of Mexico to north of the border. The branding encompasses and mimics the styles of sign painter artists in Mexico with this bold, hand-drawn, unique typography.

Branded apparel for the event allows the branding to exist even after the event has ended. Pairing the unique typography with common and popular “dichos,” or Mexican sayings allows for the participants to connect with the culture through something very Mexican as these dichos (sayings). The t-shirt displayed is only one from a series of custom lettered designs. This one reads: “Saca las Frias” which translates to “take out the cold ones.” The sayings give the audience an insight to the Mexican culture and allows them to become part of it also.
During our initial meeting with the Sage Project and creators of the Taste of Baja event, I could only think about how I would perceive a culture that I knew so little about. I remembered my favorite things about their art and was immediately drawn to the tile work that is so commonly seen in restaurants that feature traditional Mexican dishes. Since this is a tasting event I felt it was only appropriate to incorporate something of this nature. Inspired by the colors and patterns of the tile designs I hand drew the patterns and script type. The vibrancy of the bright tile colors and patterns are meant to remind viewers of the traditional Mexican foods, drinks and family traditions they experienced as children. Also, these colors have been known to spark the hunger sensor in the brain, subconsciously making the viewers more intrigued and craving the food that will be at this event.

I wanted to create a t-shirt that would not only represent the event, but that people would want to wear on a daily basis. From past events, it has been brought forward that consumers aren’t interested in purchasing event shirts if that is the only design focus. I replicated a tile pattern design using the same style as the other pattern work. Having the design hang off the t-shirt creates a more dynamic element than having the tile be placed in the center.

For the event ticket I created a traditional taste ticket that allows visitors to get stamps, stickers or marks at each of the different tasting and event stations. Using the same pattern that is on the posters, participates will know it is the same event and having that element run across the full bottom allows them to keep a part of the culture, even after they have gone home.

Cook, Chanel
The Taste of Baja event will combine cultures, food and beer tasting, and other family friendly activities into a city-wide celebration. I chose to use photography to depict what the main activity will be: a tasting. Baja is recognized for its delicious and fresh fish tacos and therefore I took a close-up composition of fish tacos and a beer accompanied by limes to capture the viewer's attention and immediately explain what the event will hold. I developed graphic icons of a margarita glass, limes, and a chili pepper and combined them into a pattern to create a cohesive and festive design that pertains to the Baja style, yet still remains general enough to appeal to all. The title uses a strong slab serif font to contrast the softness of the background pattern. A light lime green was chosen to reflect the flavor of the food and Mexican culture. The use of these design elements were carried over to the ticket/tasting card design and an event t-shirt.

The event ticket is divided into two halves. One side is to be ripped off and given to gain entry to the event, while the other side acts as a personal tasting card to be punched or marked off at each booth of the event. The tasting card uses one of the graphic icons, a lime half, to depict the different tasting booths. The ticket-side used to gain admission focused on photography to reinforce what will be tasted.

A t-shirt design was developed to be sold at the event. The t-shirt is a soft lime green with the subtle and fun pattern used throughout. The title remains small and low on the shirt's corner to remind wearers of the good time they had at Taste of Baja.
Taste of Baja
Brick Row on Heritage Square
06 10 '15
909 A Avenue
National City
CA 91950
Nationalcity.gov

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Inspired by Mexico and the festive nature of traditions and gatherings, the design system created for the event expresses the culture through the use of fun original characters and lively colors. Different objects that one would recognize within the culture; like cacti, jalapeños, and beer, are personified within the characters in order to bring forth a bold and contemporary twist on tradition. A unique hand-drawn background was created with iconic imagery that reflects elements of Baja and the rich culture. A series of three posters were created, showcasing the different characters while using complementary colors that allow for a refreshing visual experience. Along with the poster, a ticket and t-shirt accompany the design as a way of enhancing the guest involvement with the event. The ticket is not only a keepsake, but it also functions as a way of participating in beer tasting activities. For apparel, the t-shirt displays all the characters in a fun but simple fashion which illustrates a taste of the event that one can actually take home and remember the celebration.

Soto, Francisco