

Rebecca Findlay's Pixel Pusher—Poster Abstract

Pixel Pusher represents a humorous symbol for all people who work with pixels on a daily basis such as teachers, students, or some other creative in the field relating them to the rigorous, time-consuming labor of a construction worker.

This poster is purposely designed and illustrated to achieve the look and feel of a construction sign you may see on the road, but tailored to look aesthetically pleasing using bright colors on a neutral white background. The idea is to make the audience who identifies with this technology feel connected and to enjoy the humor and unusual setting the symbol is implying. The poster represents a pictograph using simple illustrations for a quick, universal read. This approach is innovative because most people do not associate people who work digitally with construction workers because of the physical nature of the job. Pixel pushers do enjoy getting their hands dirty and wiping sweat off their brow in much of the same fashion as construction workers—just in a different environment.

This poster reflects my design philosophy using strong concepts, simple illustrations and exploration of different materials. I solely created the theme, concept and all of the illustrations in the poster while under the guidance and criticism of fellow colleagues and professors and expanded on this to create an actual three-dimensional sign.