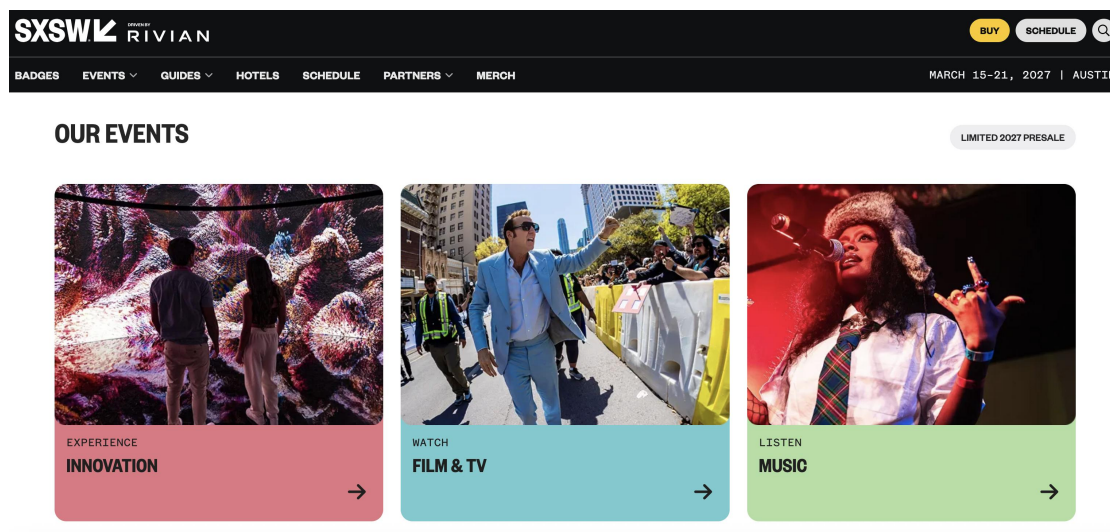


For the Residuum conference, I designed a series of promotional posters created with the help of artificial intelligence. Before starting the design process, I conducted a digital ethnographic observation of various international conference websites and promotional campaigns, with a particular focus on the SXSW conference platform. Through this research, I noticed several recurring visual and communication patterns. Many contemporary conferences use bold typography, immersive digital aesthetics, and highly distinctive visual identities to position themselves as future-oriented and interdisciplinary events. I also observed that conference language often strikes a balance between professionalism and passion, conveying innovation, creativity, and a sense of global participation through concise and energetic messaging.



SXSW conference platform

These observations deeply influenced my design decisions for Residuum. Instead of creating a purely academic or minimalist visual identity, I experimented with more visually dynamic compositions that incorporate abstract graphics, futuristic colour schemes, and digital textures. I wanted the conference's visual presentation to communicate themes like creativity, technology, cultural transformation, and visions of the future, while remaining accessible to audiences from different disciplinary backgrounds.

The AI image generation process also became an important part of my reflective design practice. My prompts were directly informed by my research and visual analysis of other conferences. For example, I used prompts that combined phrases such as experimental conference poster, digital future aesthetics, creative industries, glitch art typography, and immersive visual identity. Through repeated testing of prompts, I learned how subtle changes in descriptive language could significantly affect composition, atmosphere, and legibility.

Overall, this project helped me understand conference branding not just as a promotional tool, but as a form of cultural positioning. It also broadened my view of artificial intelligence as a collaborative design tool within contemporary visual communication practice.

My posters:

