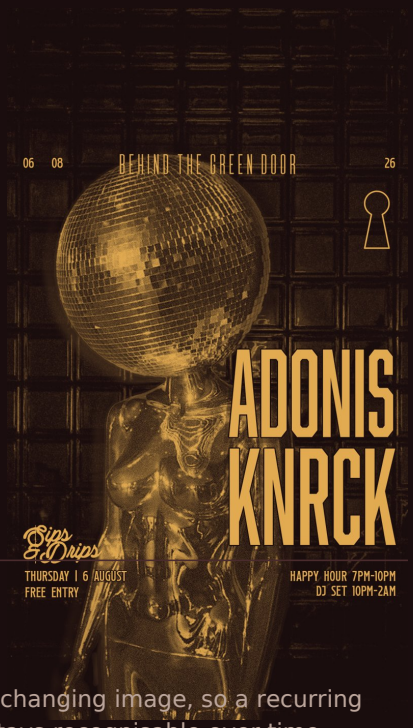
VICTORIA SPINA

One-pager
victoriaspina.com

Poster design, collage and type-led series work — for nightlife, live music, and any brief that needs to be seen across a room.

The work has to be read from across a room, on a phone screen, and still look good taped to a wall. Most of it starts as a picture and a line of type. I build the rules around those two things, so a series can run for weeks and never repeat itself. Most poster work leans on a stock photo or a template and calls it done. I don't start there. Most of the imagery on this site is shot, cut or built by hand first, then treated, so the poster has something in it nobody else's poster has. The systems thinking comes second: once an image exists, I build the frame around it that lets a client reuse the idea for months, not just one night.



WHAT I MAKE

Poster design
Posters for events, releases, campaigns and one-offs, nightlife included. Built to be read on a phone in two seconds, and still worth taping to a wall.

Series systems
A fixed frame with a changing image, so a recurring event or campaign stays recognisable over time without looking copy-pasted.

Story and social graphics
Vertical layouts made for stories first, then adapted to feed formats when the brief needs them.

Collage and image-making
Cut-out, halftone and texture work for when the image has to be made rather than found.

HOW IT WORKS

01 — Brief
What the piece is for, who it's for, and what has to be on it. Dates, names, copy and small print get collected first.

02 — Direction
One image idea and one type idea, tested in rough before anything is polished.

03 — Build
Layout, cut-outs, texture and type, built directly in the final format.

04 — Refine
Contrast, hierarchy and small print checked on a phone screen and at arm's length.

05 — Deliver
Final files in the formats you need, plus a reusable layout if the piece is part of a series.

SELECTED WORK

Sips & Drips — Same frame every Thursday. A different picture each time.
Durio — One night, two directions.
Grace on Tour — A tour poster with the photograph doing the talking.
RAW Café — A calm list to order from, and food pages that sell the signatures.
Collage and personal work — Where the tools get tested without a date on them.

HAVE A PROJECT IN MIND?

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Full portfolio and case studies:
victoriaspina.com