



The sheer grandeur and history of Russia's imperial capital never fail to amaze, but this is also a city with a revolutionary spirit.



A product of the imagination—and iron will—of Peter the Great, the city is a busy tableau of architectural whimsies (Neoclassical colonnades, palaces of yellow and mint green). Peter envisioned his imperial capital as a window into Europe, and it has long been a center of culture and sophistication, with some of the world's best art and ballet.

St. Petersburg is a Russian port city on the Baltic Sea. It was the imperial capital for 2 centuries, having been founded in 1703 by Peter the Great, subject of the city's iconic "Bronze Horseman" statue. It remains Russia's cultural center, with venues such as the Mariinsky Theatre hosting opera and ballet, and the State



The Window to Europe, the Venice of the North, the City of White Nights

# ST. PETERSBURG

# QUIZ EXPLANATION

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## Quiz Explanation

The document is set up with 6 rows and 6 columns. Most of the elements of my designs conform to sizes defined by the grid of the page. Text boxes and picture frames all fit into each other snugly. The hierarchy leads the viewers eyes down to the large, bright St. Petersburg title, which is aligned to the bottom margin. This is written in Futura Bdcn BT Bold. From there they go up to the sub head which is aligned to the main title. This is also written in Futura Bdcn BT Bold. The background image takes up most of the page and acts as white space. I chose to contrast the blue background with orange for the title and white for the sub head. I chose white instead of black for the sub head to give it more weight than the black I would use for the body copy. I made use of kerning and tracking in the title and sub head to make sure they aligned to each other, the body copy box, and the margins. The body copy, along with the rest of the pictures, sits in a vertical white stripe. This element marks the whole height of the page through the margins but breaking for the title to maintain the hierarchy. From top to bottom the stripe holds an image, then the call out, another image, the main body copy, and the final image. The call out is in orange to contrast and draw the eye. This is written in SST Bold. I chose the same color as the title to contrast the white background. The body copy is written in SST Light.