

# Nat 5 Graphic design essay

For your exam question you will be asked to answer a question on 3 of the following prompts...

<p><b>Tom Eckersley</b> b. 1914 -1997</p>  <p>Best known for... Public information posters, such as keep Britain tidy</p>	<p><b>THE DESIGNERS</b></p>	<p><b>Shepard Fairey</b> b. 1970 to present</p>  <p>Best known for... Poster images of Andre the Giant and the word <i>obey</i>.</p>
<ul style="list-style-type: none"> <li>• A lot of his work is stencil or woodcut so the shapes are definite and geometric</li> </ul>	<p><b>MATERIALS AND/OR TECHNIQUES</b></p>	<ul style="list-style-type: none"> <li>• A lot of his work was produced by using a stencil so shapes were kept simple so they were easy to re-produce.</li> </ul>
<ul style="list-style-type: none"> <li>• Tourists</li> <li>• Londoners/commuters</li> </ul>	<p><b>TARGET MARKET/ AUDIENCE</b></p>	<ul style="list-style-type: none"> <li>• American public</li> <li>• Voters during the presidential election campaign</li> <li>• Reaching out to younger voters who perhaps hadn't voted before</li> </ul>

<ul style="list-style-type: none"> <li>○</li> <li>• Limited colour palette</li> <li>• Bold, basic,</li> <li>• simple, geometric</li> </ul>	<p style="text-align: center;"><b>VISUAL IMPACT</b></p>	<ul style="list-style-type: none"> <li>• Bold</li> <li>• Striking</li> <li>• Strong focal point</li> <li>• Bold colour</li> <li>• Strong tone (light shining on him)</li> <li>• Limited colour palette (American flag colours)</li> <li>• Layout/text (placement of Obama directly above the word 'Hope' suggesting he carries hope)</li> <li>• Scale - the face takes up the whole space. The text is</li> </ul>
<ul style="list-style-type: none"> <li>• Bold</li> <li>• Simplistic</li> <li>• Geometric</li> <li>• Minimalist</li> <li>• Clear</li> <li>• Ahead of its time</li> </ul>	<p style="text-align: center;"><b>STYLE</b></p>	<ul style="list-style-type: none"> <li>• Contemporary/finished digitally</li> <li>• Minimalist</li> <li>• Graphic</li> <li>• Bold</li> <li>• Original</li> <li>• Punk</li> <li>• flat</li> <li>• Text - clear, scale (big)</li> </ul>
<ul style="list-style-type: none"> <li>• Art deco</li> <li>• Cassandre</li> </ul>	<p style="text-align: center;"><b>INFLUENCES/ SOURCES OF INPIRATION</b></p>	<ul style="list-style-type: none"> <li>• Punk music</li> <li>• Skate/street art scene</li> <li>• Pop art/Andy Warhol</li> </ul>
<ul style="list-style-type: none"> <li>• Easily read for passers by</li> <li>• Functional and aesthetic</li> </ul>	<p style="text-align: center;"><b>FUNCTION/ FITNESS FOR PURPOSE</b></p>	<ul style="list-style-type: none"> <li>• Promote his 2008 presidential campaign</li> <li>• Iconic image (Andy Warhol)</li> <li>• Easily read for passers by</li> <li>• Eye catching/memorable</li> <li>• Easily reproduced</li> </ul>