

For your exam question you will be asked to answer one prompt from each box...

For example, you could be asked to discuss the work of Fairey and Eckersley focusing on...

- Function
- Target Audience
- Style

Function
Fitness for Purpose

Materials and/or
techniques
Target market/audience

Visual Impact
Style
Influences/sources of
information

Essay starter...

- *For this design essay question, I am going to compare and contrast the graphic design work of Shepard Fairey and Tom Eckersley using the following prompts; Function, Target Audience, Style.*

I will begin by discussing function in Tom Eckersley's London Transport Conducted Tours Poster.