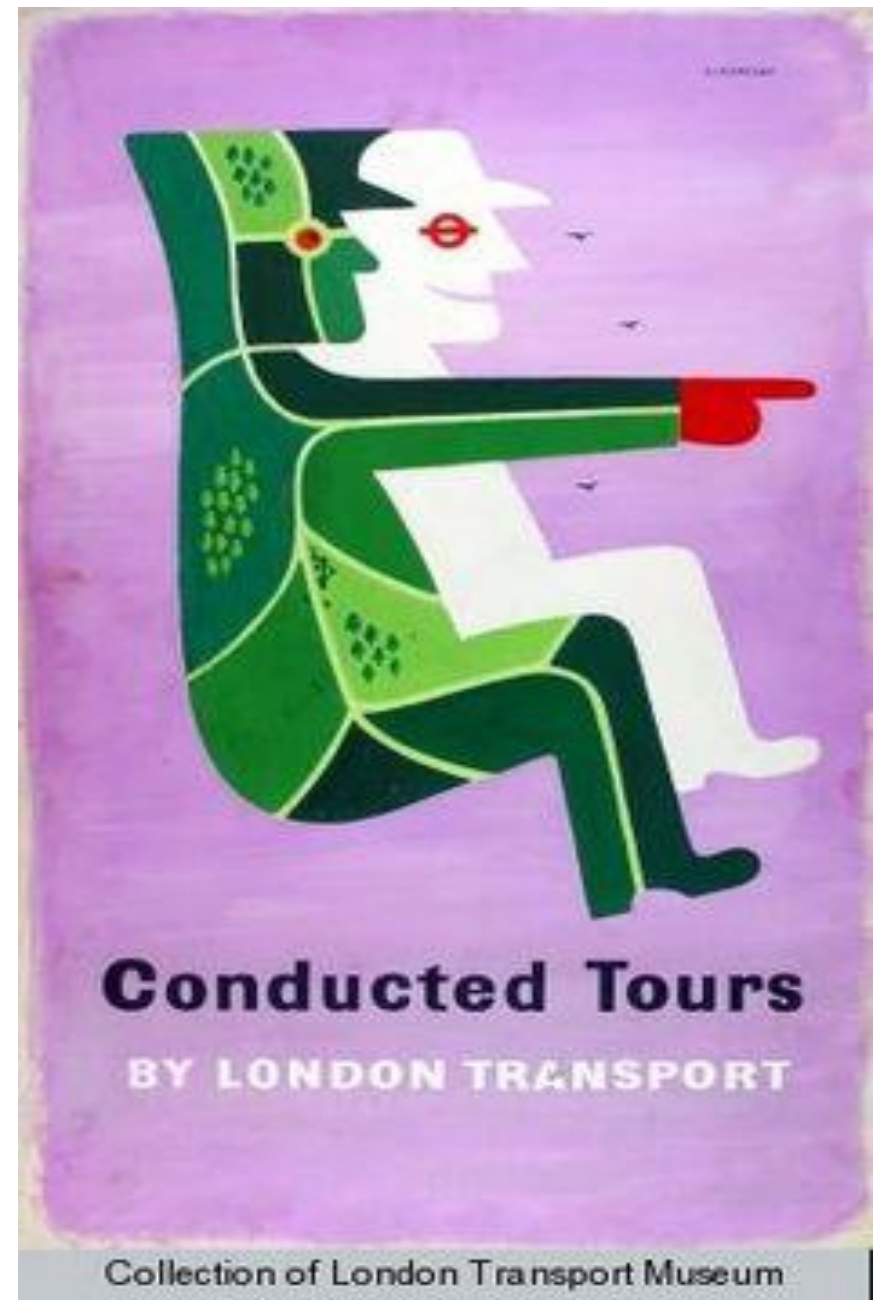


Tom Eckersley

'Conducted Tours'

b. 1914 –1997

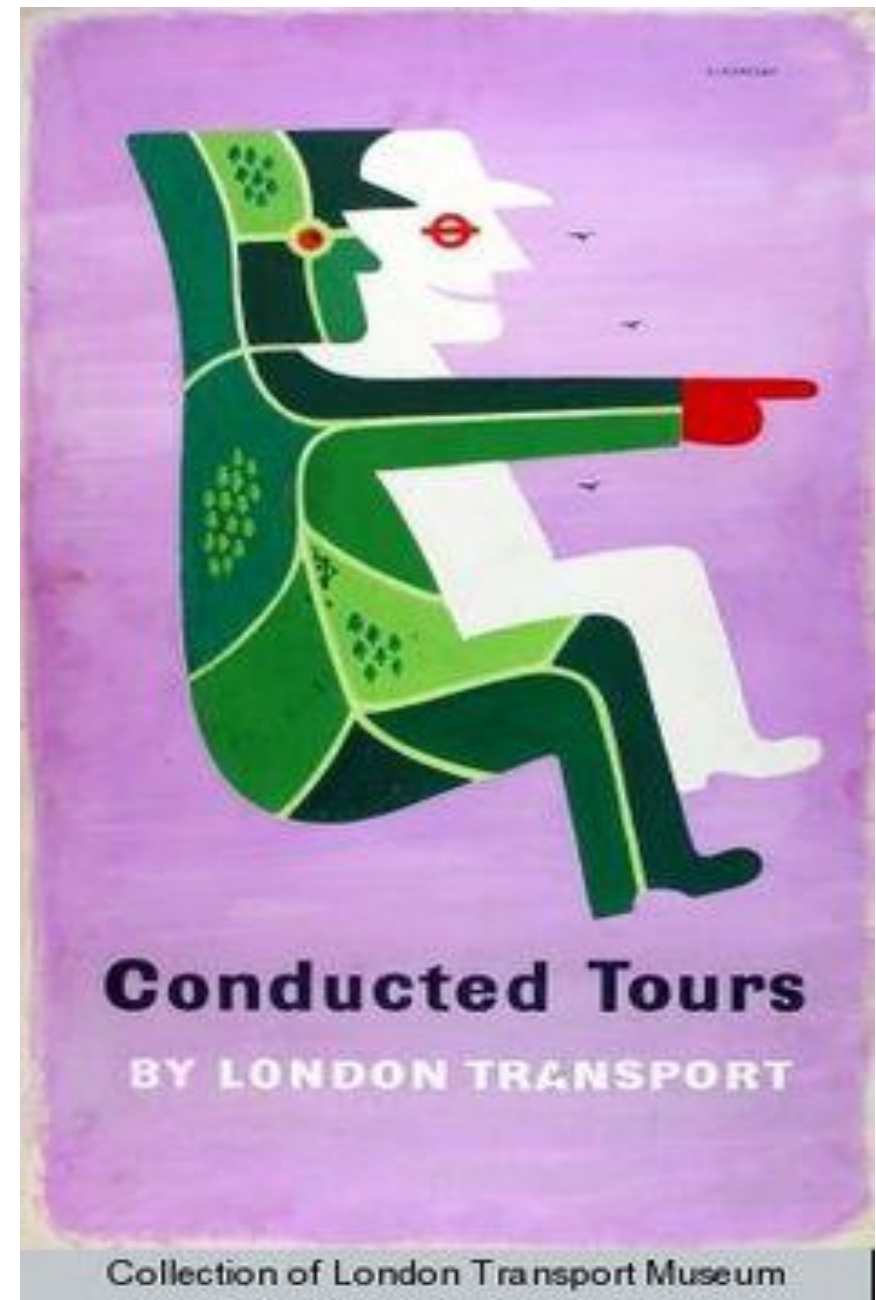


MATERIALS AND/OR TECHNIQUES

Screen Printing - (this is where ink is forced through a screen of mesh fabric to create a stencil).

What is the effect?

This technique helped to make the shapes more definite and geometric.



TARGET MARKET/ AUDIENCE

Tourists

How does the poster successfully meet this target market?

The use of imagery:

- Green trees/pastel skies/birds suggesting scenic tours.
- Figures are simplified – the message is clear (conductor and a passenger). Figures expression makes it friendly and inviting (figures smiling expression).

Londoners/Commuters

How does the poster successfully meet this target market?

The underground logo has been included, which will help commuters to identify it. Furthermore it stands out against the white.



VISUAL IMPACT

Bold use of green against purple (contrasting).

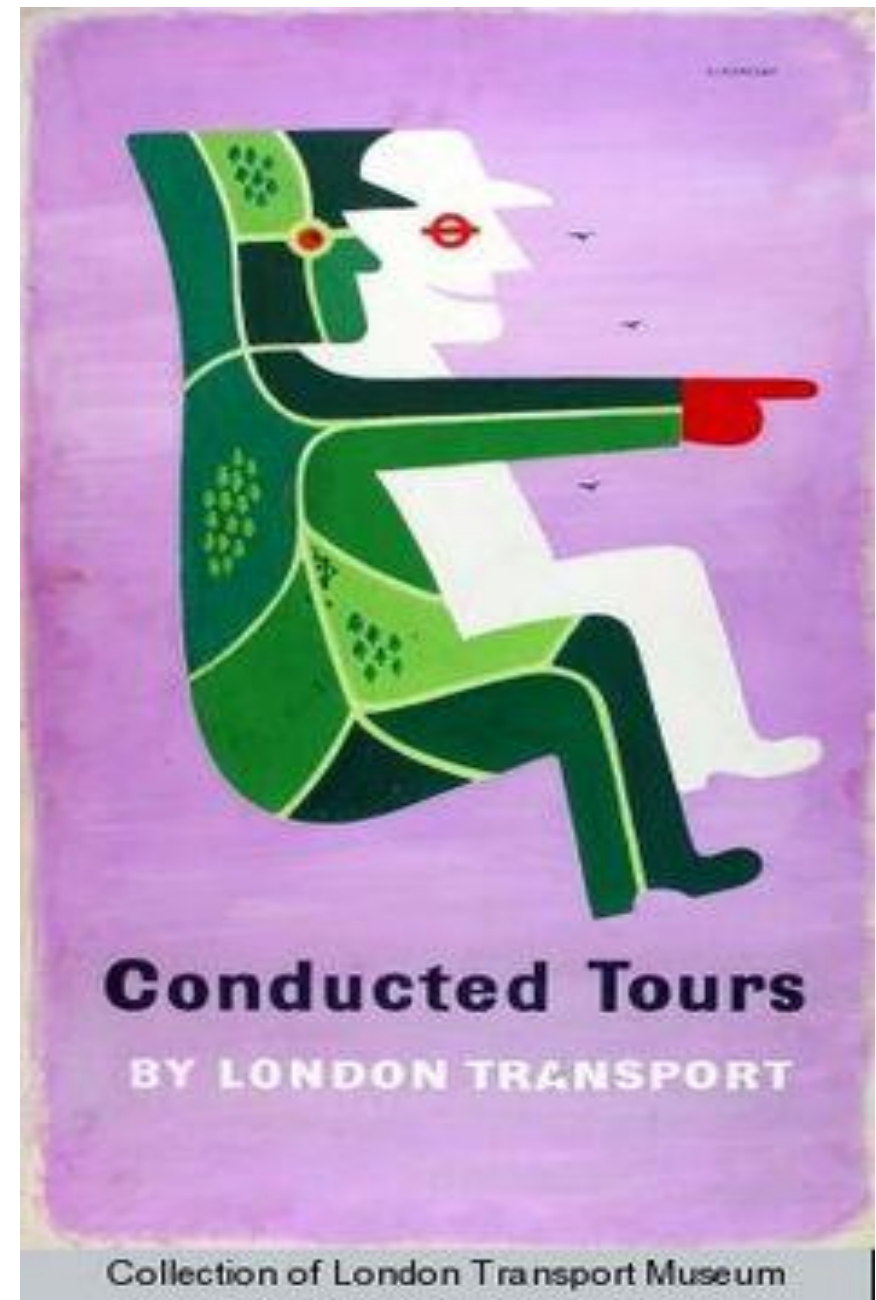
What is the effect?

Strong visual impact /eye catching.

Layout – figures large scale filling most of the poster. Negative space around the figures.

What is the effect?

Creating a fun first impression and overall visual impact. Your eye is drawn to the figures – instantly. Seems like they are floating/flying (suggesting the movement of being on a train).



STYLE

Minimalist Style (Use of geometric and simplified shapes)

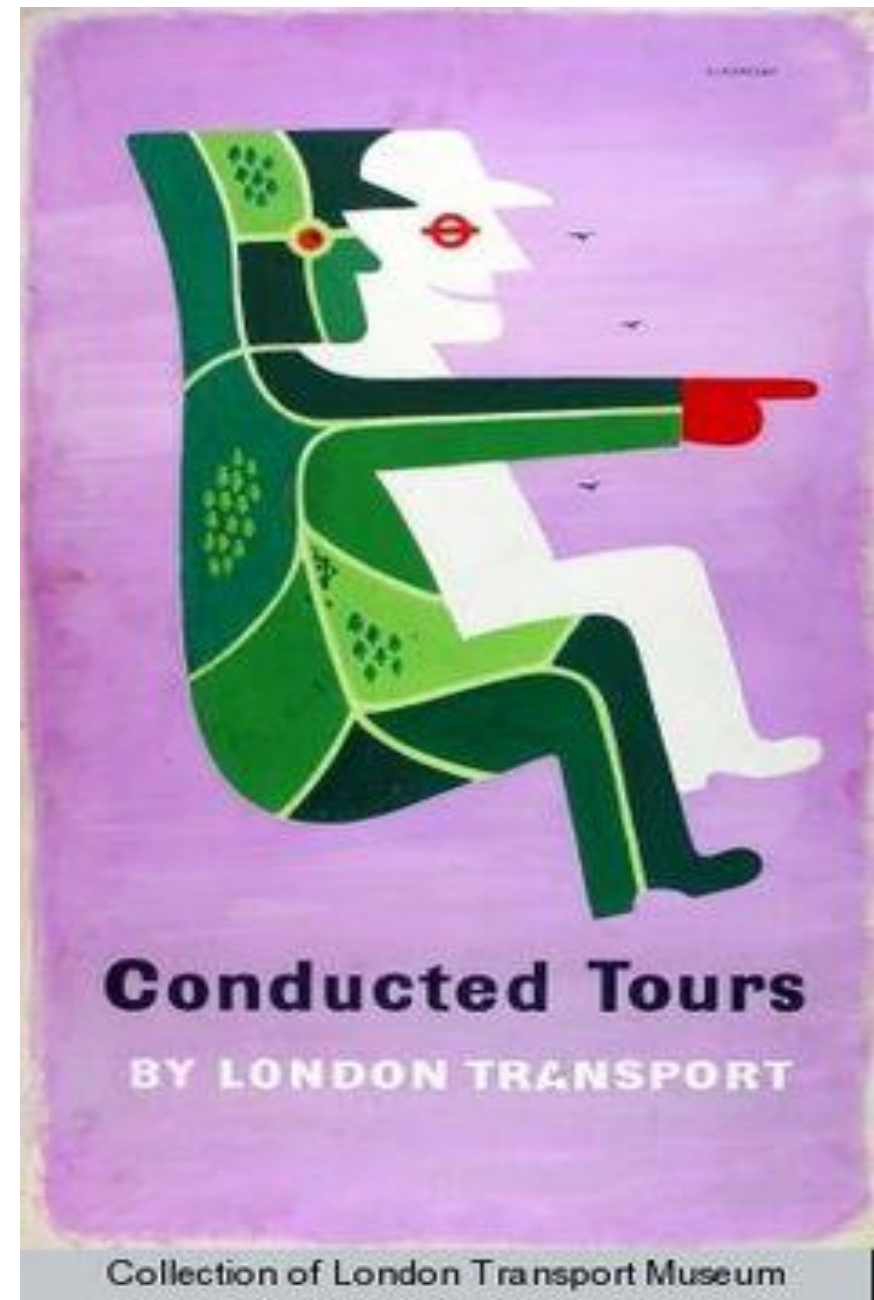
Creates the effect of...

More interesting or stylised/easily read/memorable/easily reproduced/the message is clear

Modern Style

Creates the effect of...

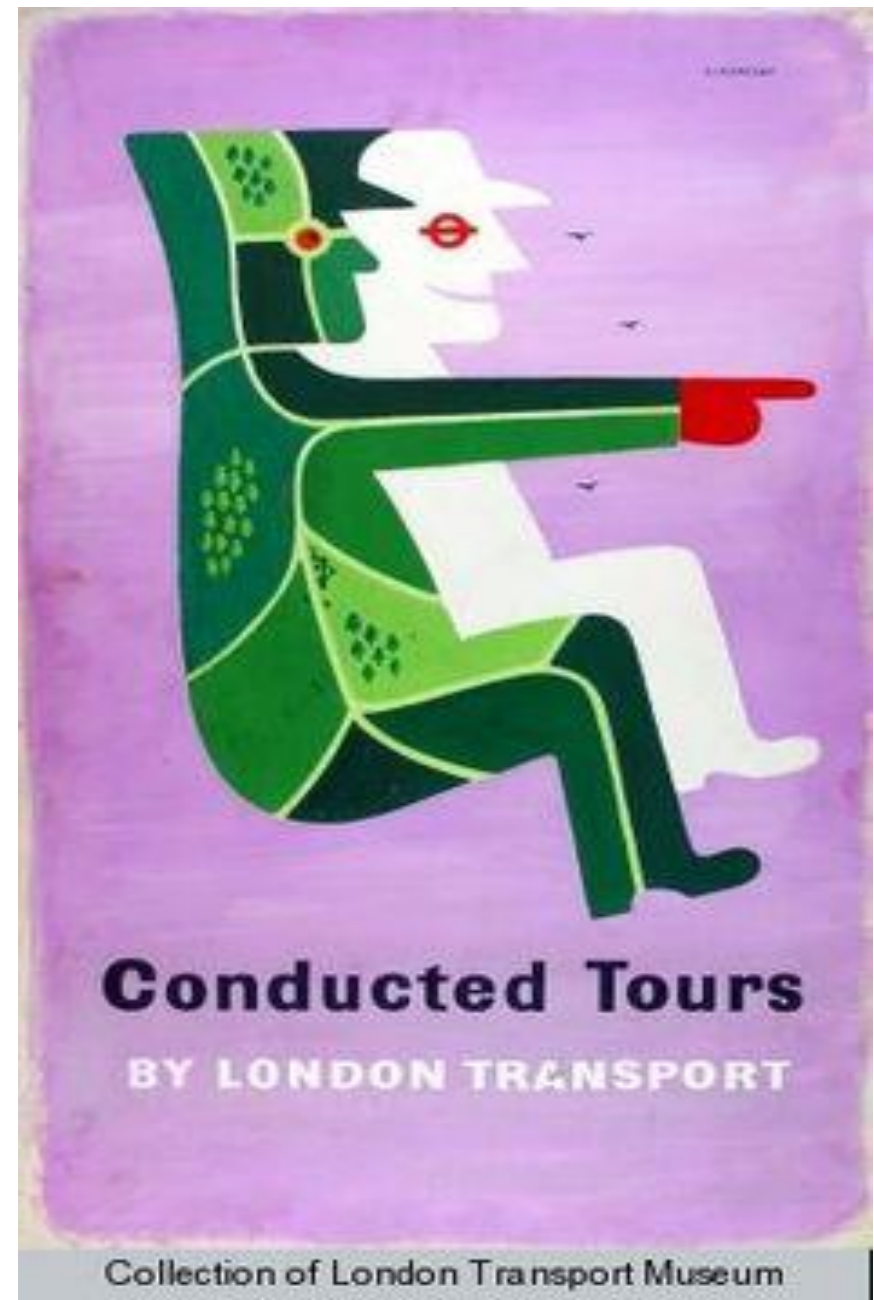
Aesthetically pleasing but extremely functional- this approach to poster design was ahead of its time.



INFLUENCES/ SOURCES OF INSPIRATION

Art Deco – Eckersley was influenced by what was going on around him. This art style was everywhere. It used smooth lines, geometric shapes and streamlined forms.

A.M Cassandre - He had seen their work at an exhibition of avant-garde posters, which turned his attention to graphic design and began to shape his stylistic attitude.



FUNCTION/ FITNESS FOR PURPOSE

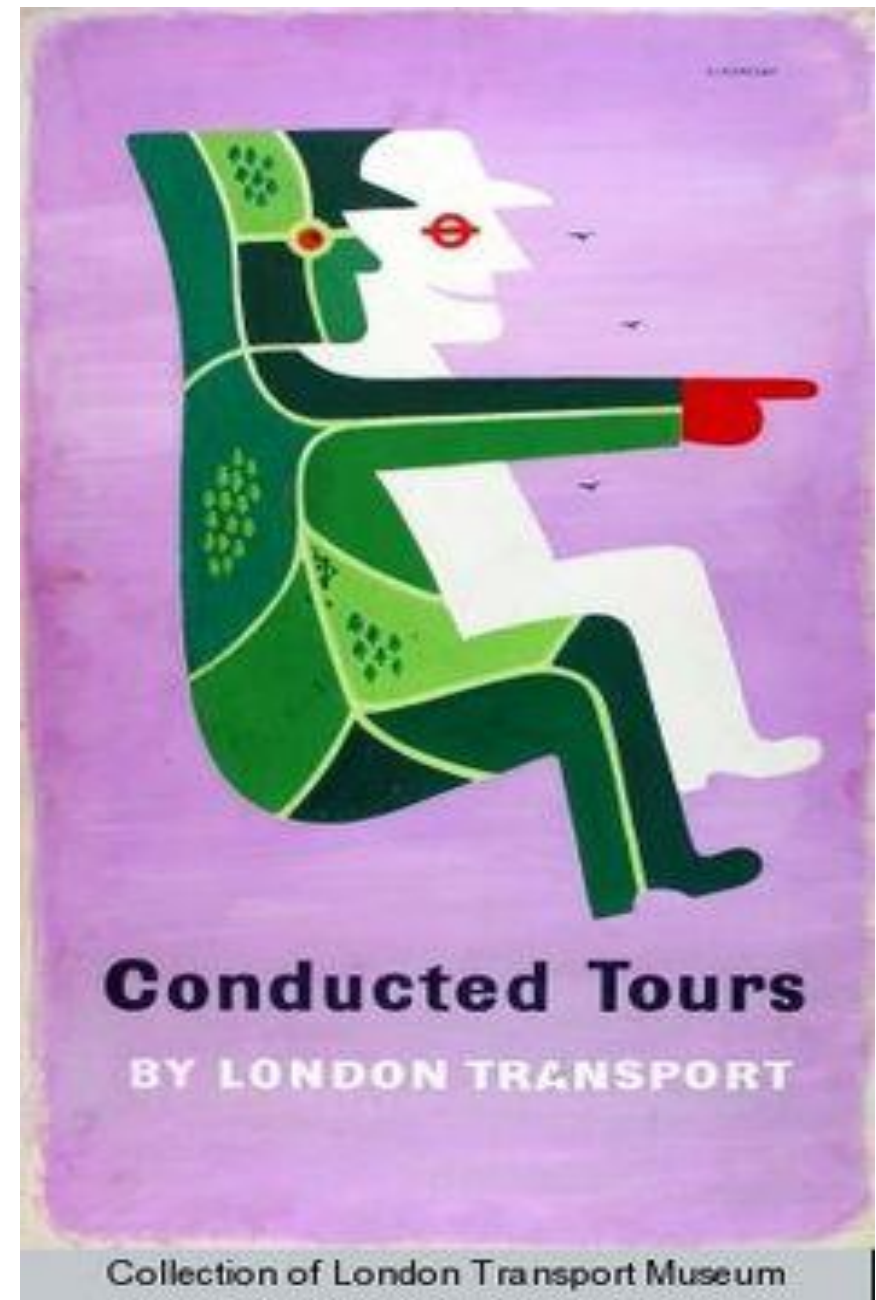
Eye catching – Limited colour palette

This makes it fit for purpose because...

Makes it more simplified and easily read but also easier to be mass produced. The limited colour palette and simple design are cost effective in terms of ink.

Simplified and Stylised – text, shapes, colour

Effective layout and simple text make the poster aesthetically pleasing but also very informative for passers-by. The bold and contrasting colours help to make the poster eye catching for passers-by. Clear/easily read/informative



Personal Opinion

