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BA HONS GRAPHIC DESIGN

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WORD COUNT: 1684

Exhibition Title: The Art of Graphic Design

The show is about the artwork of five different graphic designers. It is important to be discussed in relation to the present as many people are stuck indoors and design is a great way for people to be creative. On top of this, many people seem to have forgotten how creative we can be as humans so this exhibition will hopefully inspire people to consider being a bit more creative. Some themes that will be seen looking at this artwork include typography, shapes, traditional design, digital design and more.

Some theories that may be seen can include colour theory, design theory, the purpose of graphic design and graphic design theory. The artists whose work will be shown in this exhibition are widely ranged in terms of style and include, Neville Brody, Saul Bass, Alan Fletcher, Josef Müller-Brockmann and Peter Saville.

The major overlapping theme of all the themes listed above is in fact creativity. Creativity is the use of imagination or original ideas to make something; inventiveness. "Creativity is the ability of an individual or group to form something new and useful or valuable, or the method of creating something new and useful or valuable" (Wikipedia). It happens altogether areas of life - science, art, literature and music. it's a capability to ascertain beyond ordinary, it's to use the mind and therefore the imagination to make alternatives, possibilities, new and original ideas. That's what creativity is.

This is also the rationale that there are five varying graphic designers with five varying sorts of work. It'll allow us to explore creativity in several ways, to ascertain how people plan to be creative. There are numerous different techniques which will be utilized in graphic design and there's a little sample of several them within the work which will be shown within this exhibition. Also, the work shown has been utilized in different scenarios. it's not just art mounted onto a wall. During this exhibition, this design work comes in several forms, an example being an album cover.

In addition, we'll be looking at some theorists and philosophers of creativity and therefore the theories surrounding creativity, particularly within the graphic design area of the topic. Todd Lubart constructed the "idea of creativity" (Lubart, 2018, p. 4) and what it means to be creative. He wrote something referred to as the "Creative Process". The creative process refers to the "sequence of thoughts and actions" (Lubart, 2018, p. 7) that are involved within the production of latest work that's both original and valuable in its context "across the domains of art, writing, design and music" (Lubart, 2018, p. 8). It characterizes each domain's creative process supported evidence stemming from creators' accounts of their own activity and a good range of observational material and theories specific to every field.

Another theorist is Vygotsky and his "theory of creativity" (Lindqvist, 2011). Vygotsky regards the creative process of the human consciousness, the link between emotion and thought, and thus the role of the imagination. To Vygotsky, this brings to the fore the problem of the "link between reality and imagination" (Lindqvist, 2011). Interpretations of

Vygotsky within the 1990s have “stressed the role of literature and thus the event of a cultural approach to psychology and education” (Lindqvist, 2011). The reason I mention him here is because he focuses on the role of emotion and imagination. These two factors can be very important when it comes to design and creativity as we tend to express how we are feeling with the art that we make.

We can also look at creative philosopher, Berys Gaut who surveyed several of the central issues within the philosophy of creativity. He also shows the range of “interesting philosophical inquiries to be raised about creativity is far wider than concerns its role in art” (Gaut, 2010). Issues he covered include the definition of ‘creativity’; the relation of “creativity to imagination”; whether “the creative process is rational” (Gaut, 2010). He also looked at Darwinian theories of creativity; whether “creativity may be a virtue; the relation of creativity to tradition” (Gaut, 2010); the aesthetic value of creativity; and whether “creation is different in science and art” (Gaut, 2010). I mention him here because a lot of people have the mindset that some people can draw, and some people can be creative, and others simply cannot. This is where we could begin to speculate the idea of creativity being a virtue as Gaut investigated.

A design theorist we can look at is Gerard Unger who wrote “Theory of Type Design”. He described different aspects of type design, from the “influence of language to today’s digital developments, from how our eyes and brain process letterforms to their power of expression” (Unger, 2018, p. 2). He provides thoughtful insights from a master practitioner but doesn’t reveal any ready-made theories or methods for making typefaces more effective. He is interested in discovering more about “the complexity of the craft” (Unger, 2018, p. 3) of type.

The first piece of artwork is a piece of graphic design by Neville Brody. The work is of “Radiohead’s Thom Yorke” and is a poster for the 2009 Grammy Awards. The work doesn’t really address anything, but we can link it to theorist Gerard Unger and his book about the “theory of type design” (Unger, 2018, p. 1). The poster is very vibrant whilst using only a few colours such as red and orange, blue and cyan with darker and lighter hues and saturation of all these colours and it has a plain white background. Just the colours alone are impressive and very aesthetically pleasing to look at but the way the text and the type has been used to construct Thom Yorke from the band Radiohead is astounding. Brody really gets down to the fine details of the entire face including the eyes and the eyebrows and even the mouth of the bandmember. The colours really catch my eyes and give me a warm feeling of summer with the colours Brody has used but the darker blues remind me of winter and cosying up at home. Linking back to Vygotsky this is a brilliant example of art making a person feel emotion or the artists expressing how they feel or want you to feel.

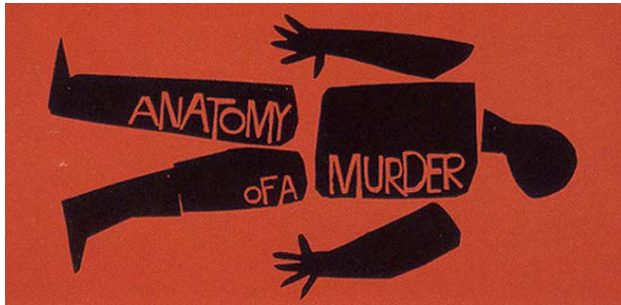


The second piece of work is known as “Beware Wet Paint” and is a book cover designed and created by designer Alan Fletcher. This piece of work really addresses what it means to be creative because of its simple design. It is proof that graphic design doesn’t always have to be amazing, clean and perfect design work but that it can also be quite simple and charming in its own way. This is a great way to make my audience feel as it will make a lot of them realise, they don’t need to be expert designers or artists to be creative they just need to try. We can connect this work to theorist Todd Lubart and his book “Creative Process” (Lubart, 2018, p. 1) as he looks at the “sequence of thoughts and actions that are involved within the production of work and evidence stemming from creators’ accounts of their own activity” (Lubart, 2018, p. 7). We could use this theory to explore Fletcher’s style of work and perhaps connect it to something to see why he designs the way he does. An example could be he loved paint as a child and that has stuck with him to the present or that he is a very messy person and that is reflected in his designs. When looking at the actual work itself, it is very simple but pleasing. The use of a variety of colours from blue and red to green and purple and brown yellow and black, there is an array of colours here that more “professional designers” would deem don’t work well together, yet here it seems that the design pops perfectly.



The third piece of work is known as “Anatomy of A Murder” is a film poster designed by Saul Bass designed in 1959 for the film. This piece of work can be linked to Gerard Unger and his “theory of type design” (Unger, 2018, p. 1) but can also be linked to Vygotsky and his

“link between the consciousness and the imagination of a person” (Lindqvist, 2011). The design uses type within the “body” on the poster which links to the theory of type design but also the imagination behind this image is incredible. As a film poster Bass could have easily just used images from the film. Instead he uses simplistic shapes of the body likely based on a mannequin and cuts the type into the shapes to create the poster, giving it a deep blood orange background to really help the text pop.



The fourth piece of work is a poster for Beethoven designed by Josef Müller Brockman. It was designed in 1955. We can link this work to theorist Berys Gaut as he looked at the “link between the relation of creativity and the imagination” (Gaut, 2010). The imagination behind this piece of work is spectacular because of how simple it is. Only black and white have been used and that’s it. It’s just a circle spinning larger and larger. Yet it is so fascinating to look at, to see that somebody took such a simple idea and created a poster out of it.

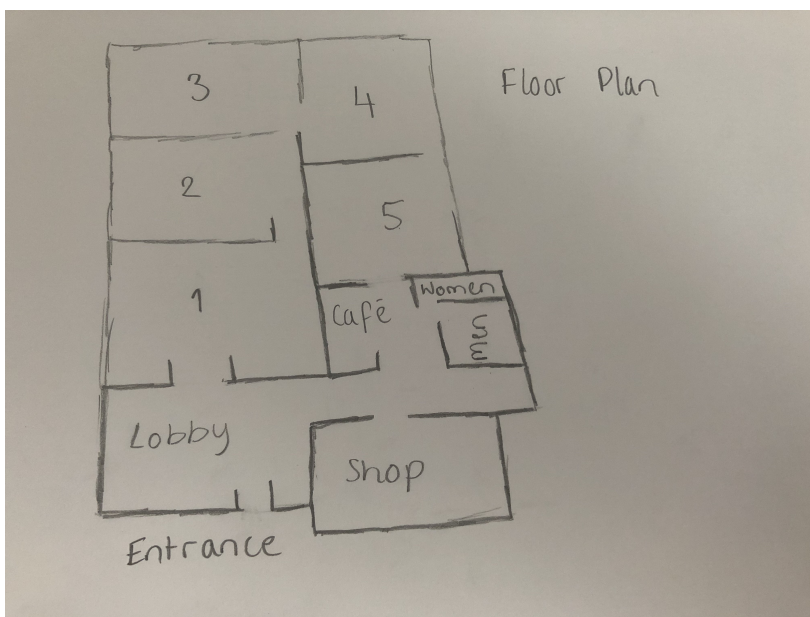


The final piece of work is known as OMD and is an album cover designed by Peter Saville in 1979 and is based on hazard signs. This work can be linked to Berys Gaut and Vygotsky because it is another simple idea that is transformed into something truly unique. The fact the work is based on hazard signs but manages to be so aesthetically bright and polished is astounding. The colours yellow, red, and blue have been used primarily and then

black and white for text and stripes. The red and yellow blend when they meet to create an orange glow and the blue fades to complete black at the edge of the art.



Floor Plan:



Bibliography:

Lubart, T. (2018) Creative Process, [Online] Available at: <https://www.palgrave.com/gp/book/9781137505620>, Accessed on: 11th April 2020

Lindqvist, G. (2011) Vygotsky's Theory of Creativity, [Online] Available at: <https://www.tandfonline.com/doi/abs/10.1080/10400419.2003.9651416?journalCode=hcrj20>, Accessed on: 11th April 2020

Gaut, B. (2010) The Philosophy of Creativity, [Online] Available at: <https://onlinelibrary.wiley.com/doi/full/10.1111/j.1747-9991.2010.00351.x>, Accessed on: 11th April 2020

Unger, G. (2018) Theory of Type Design, [Online] Available at: https://www.typotheque.com/books/theory_of_type_design, Accessed on: 11th April 2020

Appendix:

Author: Neville Brody

Title: "Radiohead's Thom Yorke"

Year Produced: 2009

Format: jpeg

Access Date: Saturday 11th April 2020

URL: <https://www.pinterest.co.uk/pin/172966441912643917/>

Author: Alan Fletcher

Title: Beware Wet Paint

Year Produced: April 1994

Format: jpeg

Access Date: Saturday 11th April 2020

URL: <https://lukewkc.wordpress.com>

Author: Saul Bass

Title: Anatomy of A Murder

Year Produced: 1959

Format: jpeg

Access Date: Saturday 11th April 2020

URL: <https://www.idrisrashidcreative.com/moodboard>

Author: Josef Müller Brockman

Title: Beethoven

Year Produced: 1955

Format: jpeg

Access Date: Saturday 11th April 2020

URL: <https://www.pinterest.co.uk/pin/207306389074786664/>

Author: Peter Saville

Title: OMD

Year Produced: 1979

Format: jpeg

Access Date: Saturday 11th April 2020

URL: <https://www.dezeen.com/2013/01/31/omd-album-artwork-by-peter-saville/>