

RESPONSE / TASK SEVEN (WEEK 8)

In response to this task, I chose to consider another selection of poster designs, following my interests in both the creative field as well as the type of format. This particular concept, by Philipp Möckli (1.), was designed for the third year of an annual design festival (called Posterslam) - in which contemporary designers produce content in response to quotes in films and politics.

The second example (2.) was produced by Jean Ducret to help promote the Musée d'Art et d'Histoire in Geneva, Switzerland. This third concept was developed by Studio-Reko (3.) promoting a weekly podcast, in which specifically linked with the topic of Game of Thrones.

The first approach presents a reaction to the term "I think-systems" by mainstudio, through combining this personally interesting minimal black sans serif with this overly simplistic horizontal formatting. These merged elements provide a serious, contemporary image that enables the type to be clearly presentable. This is achieved by the heavy contrast between the black heavy tone and the lighter, white formatting of the backdrop - similarly achieved by the second design, using familiar dark tones.

The approach is also motivated by the larger scale style with the capitalised version of the text, motivating this bold aesthetic that collaborates well with the equally attention seeking pattern in all of the three concepts. This is due to both the use of small borders, containing enough negative space and contrast to motivate an idea of layering. This approach therefore shows a continued opposition of tones, enabling an idea of depth and detail.

For the incredibly minimal, different geometric media, I admired the centred overlapping positioning, maintaining these serious yet abstract mood to the first and second poster concepts. This is due to the use of the bland, almost clinical and sharp colours in which maintains these consistent themes. The approach therefore enables a sense of professionalism, through having a consistent balance of colours across the portrait layout.

I even liked the ways in which the first influence implemented these transparent grey and black related lines, connecting each square element across the page design. This continues an understating towards layering, implementing this same form of maturity from a further concept of detail.

To conclude, the crisp Swiss styling of these specific examples provides a modern, heavy and eye-catching set of aesthetics that cleverly remarks their purposes in an abstract manner with this aligned layout. These concepts therefore acts as typical influences which motivates my own work with certain minimalistic elements.

1. Philipp Möckli, (2015), *THINK IN SYSTEMS Posterslam #3* [ONLINE]. Available at: <https://www.behance.net/gallery/31183891/THINK-IN-SYSTEMS-Posterslam-3> [Accessed 24 November 2017].

2. Jean Ducret, (2016), *MAGG_001* [ONLINE]. Available at: https://www.behance.net/gallery/43765827/MAGG_001 [Accessed 24 November 2017].

3. Studio Reko, (2016), *A&O* [ONLINE]. Available at: <https://www.behance.net/gallery/36631849/A-O> [Accessed 24 November 2017].

