

- 2 SAUL BASS - EXODUS
- 3. UNKNOWN DESIGNER - CAPITAL
- 4. HERBERT BAYER - SECTION ALEMANNIDE

HOW DOES THIS WORK?

DESIGN BRIEF / USER

DESIGNS & PROCESS

- IDEAS
- SOLUTION
- PURPOSE
- FUNCTION
- MATERIALS
- FEED BACK
- SUCCESS / FAILURE
- GOOD / POOR EXAMPLE

AUDIENCE

PLACEMENT

CHOICES



ELEMENTS OF ART

- LINE
- SHAPE
- FORM
- COLOUR
- VALUE
- SPACE
- TEXTURE

POSTER TECHNIQUES

- OVERWHELM
- TEXT AS IMAGE
- OVERLAP
- OUT & PASTE
- ASSAULT
- SYSTEM
- DIAGONAL
- SCALE
- AMPLIFY
- DOUBLE MEANING
- STORY
- SIMPLY
- FOCUS
- TEXTURE
- SPACE
- VALUE
- COLOUR

ORIGIN / CULTURE

LANGUAGE

- CONNOTATION
- FONT / TEXT
- SYMBOLISM
- FIGURATIVE / LITERAL
- METAPHOR