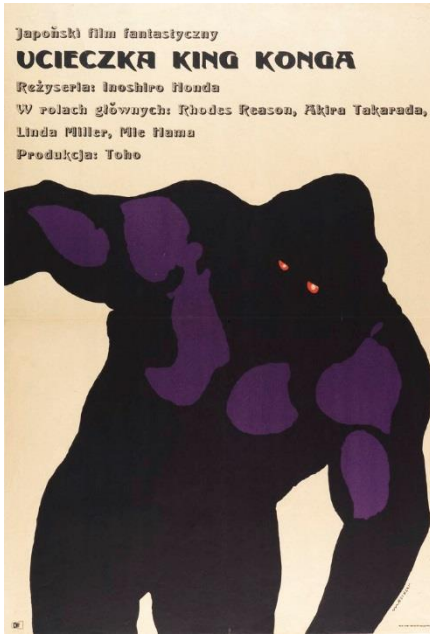


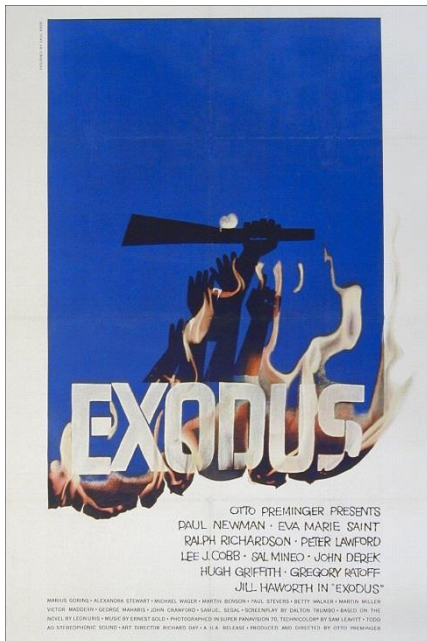
COOPER HEWITT RESPONSE TO STIMULUS EXAMPLES

MAREK MOSINSKI – KING KONG ESCAPES



Mosinski presents a clever poster design that commands the focus of the audience immediately. In this example, he has simplified the beast, King Kong to bring attention to the eyes of the Gorilla, which are red and create a sense of fear and anxiety in the viewer. His composition, written in Polish, employs a bold use of line and colour against a plain background to add strength to the overall image. As a consequence, the audience is drawn to know more about the 'monster' and the impending threat that looms.

SAUL BASS – EXODUS



In this powerful composition, Bass exposes the audience to the notion of chaos and violence within the film. Bass cleverly employs the elements of colour, texture and line to reinforce these ideas. Showing more than one hand reaching for the weapon, Bass influences the public to think about war, oppression and freedom against a backdrop of fear and death. The use of the contrasting colours of the blue background and the orange flames, calls the viewer's attention to the edge of the artwork to explore the text below.

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UNKNOWN DESIGNER – CAPITAL



This powerful artwork demonstrates the undeniable influence that colour and simplicity in line and texture can have upon the public. Using such a bold colour splattered in the centre of the page positions the audience to believe that blood has been shed in the name of this cause. An armless hand is the image that symbolizes the people and the idea that the word 'CAPITAL' and the hand are sculpted from the blood results in an empathy for the ideals and metaphor of this idea.

This artist has, without a doubt, demonstrated the significant impact and direction that text, symbols and colour can amplify ideas in the minds of the audience.

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HERBERT BAYER – SECTION ALLEMANDE



Fundamentally, Bayer has layered many elements to produce a 360° view from the perspective of the small individual which is purposefully placed in the centre of the poster as a focal point. This thought-provoking piece highlights the idea that individuals can see artistic elements in many different ways. Through his use of tone, line, space and form, Bayer is triumphant in communicating this meaningful message to his viewers. This poster exemplifies the experience of interaction between the elements of art.

Tips

1. Use the vocabulary of your craft i.e. Art and Design
2. Use strong persuasive words to frame your message
3. Use the artist's last name to identify him or her
4. Discuss how the artist has influenced or positioned the viewer