

09.01.22
Naud, Evan
Module 2: Visual Art Assignment
Poster Redesign Project Assignment

<https://www.pinterest.com/eeenoodle/iap103poster/>



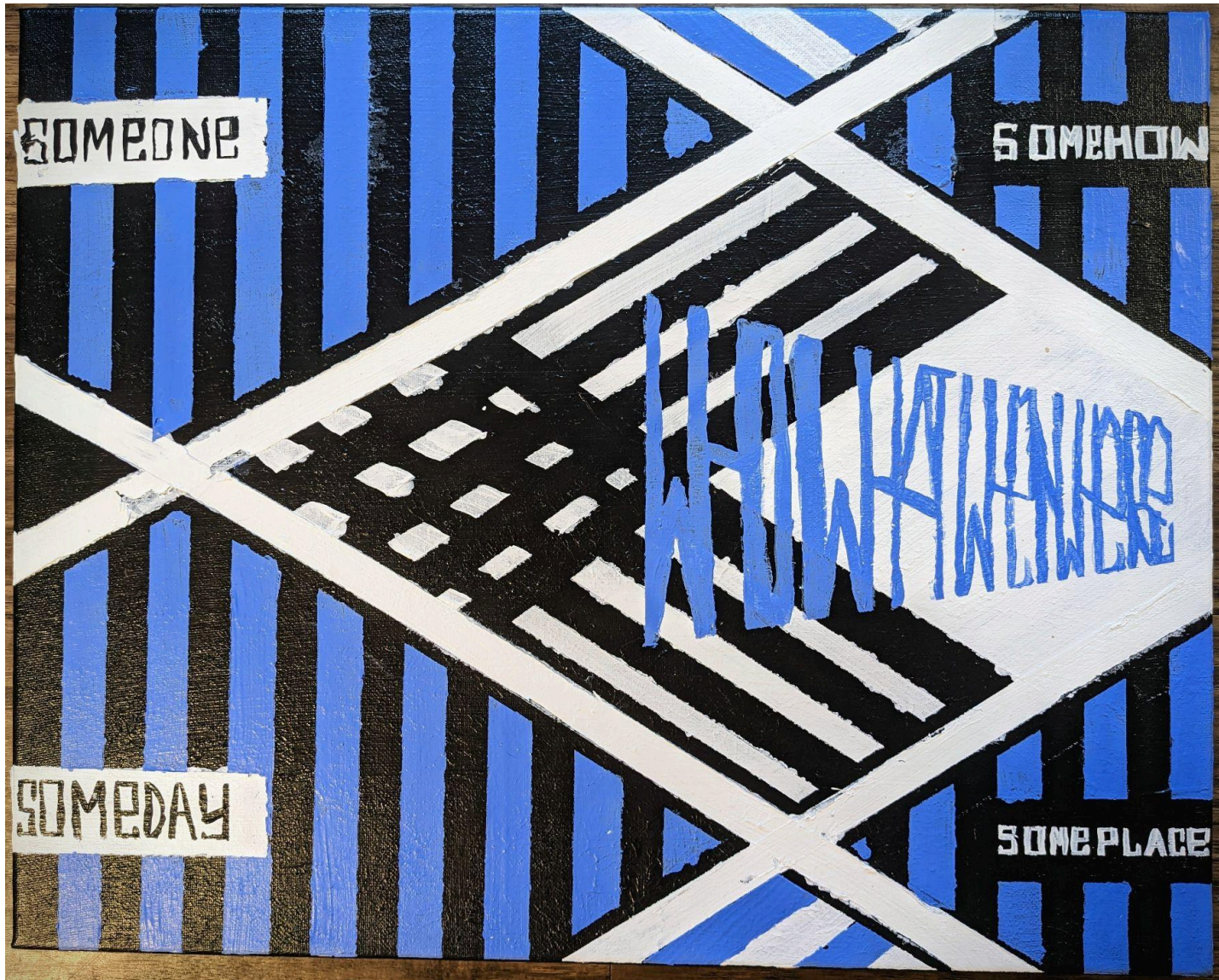
Upon browsing Pinterest for ideas in each category, there was an immediate draw for me to the Russian designs. The use of graphic elements and stripped color palette immediately appeals to me, as I am prone to the same design guidelines. I picked Rodchenko's 1929 piece, as I think it has the strongest design based solely on shapes and text. I didn't want to worry about painting form as it would distract me from nailing the patterns and take too long for me in acrylic, a medium I'm not proficient in.

When I work in black and white I always think about the inverted version as a possibility for a cool alternative, so I decided to try that for this piece. It took forever to tape and retape lines around the entire layout, I spent more time getting the canvas ready than actually painting! The text was hand done, albeit taped to the edges to have the boxed in design of the original. And the middle grid of

diamonds had to be done by hand because I didn't have smaller tape pieces to line the middle. It ended up way too small to be a proper grid, but the spirit is there. I would never choose to do this kind of work in acrylic personally, and after using it with tape for an entire piece, I don't plan on it again.

I decided to go with an abstract idea for the words because the design inspires a sense of inquiry to me. So here we have:

WHO WHAT WHEN WHERE / Someone. Somehow. Someday. Someplace.





SOMEONE

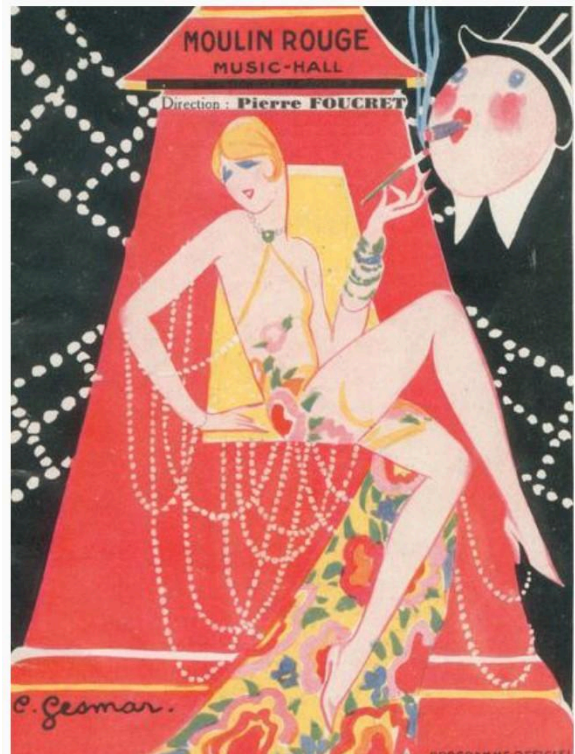
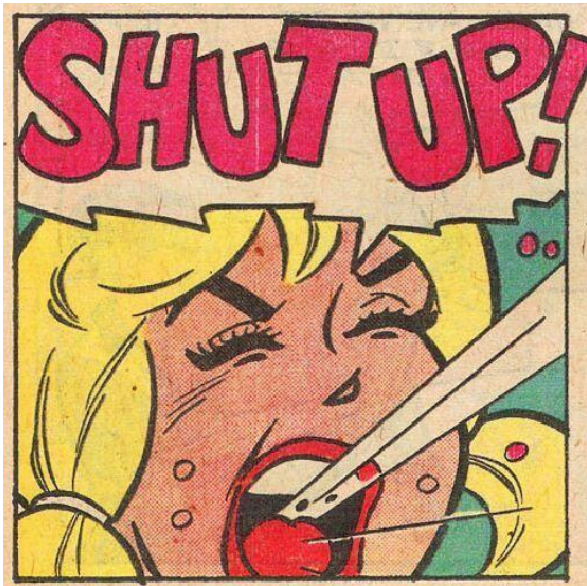
SOMEHOW

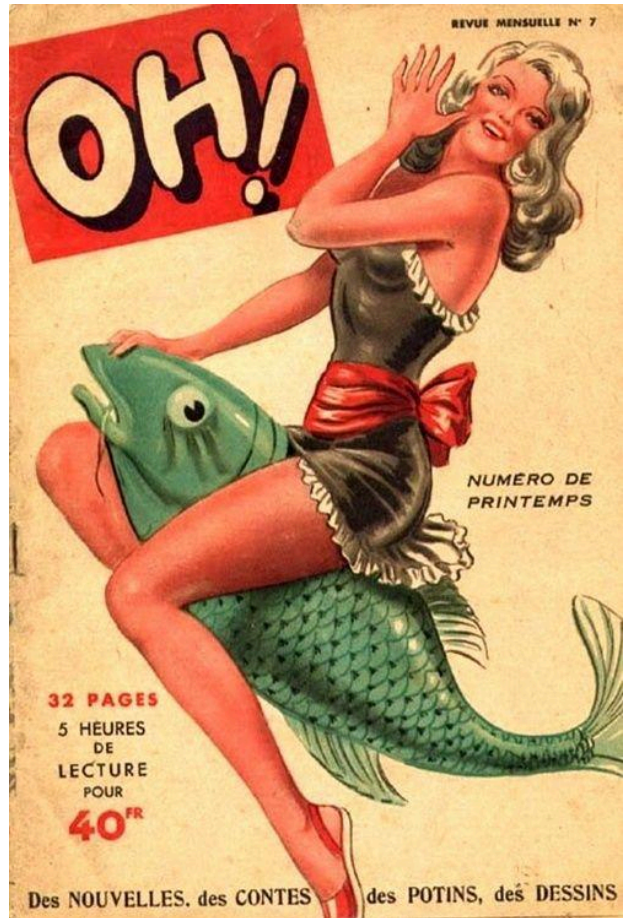
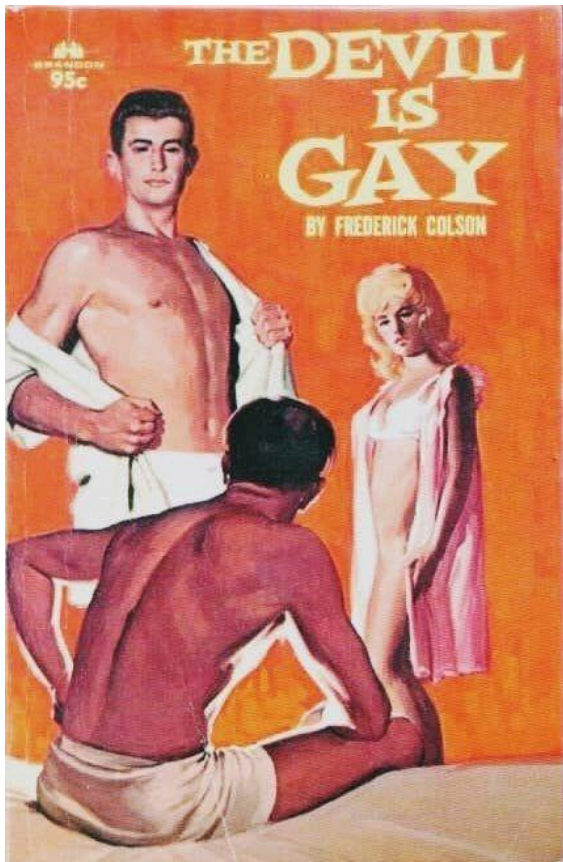
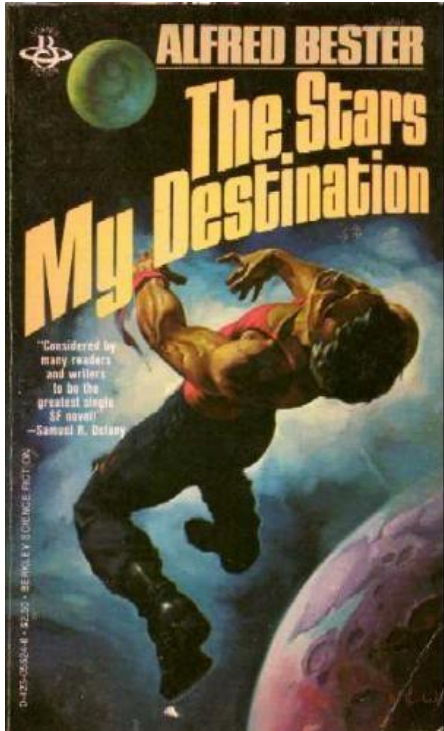
WOW WEN WEN WEN

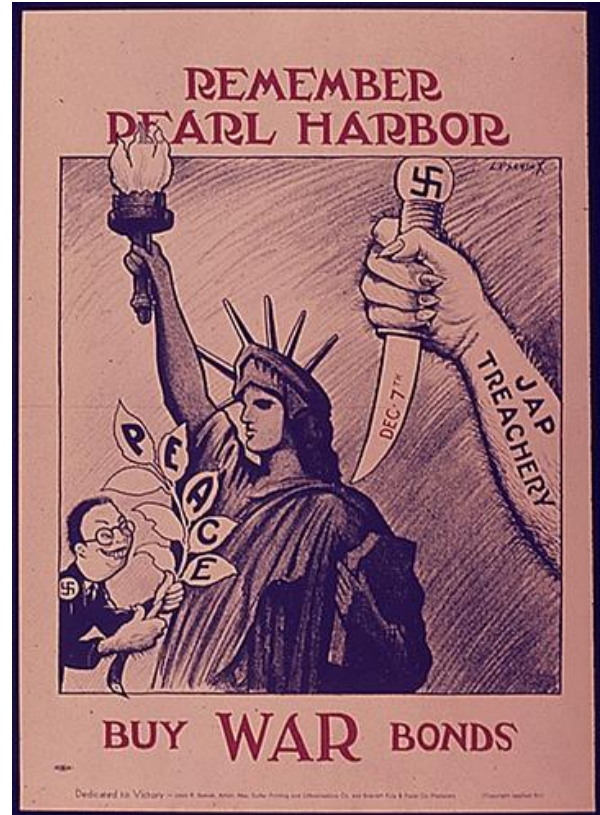
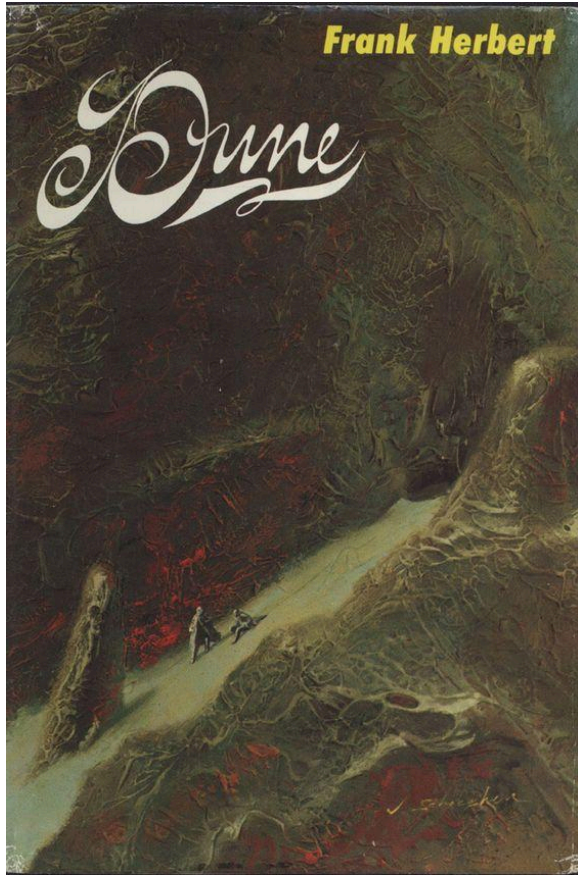
SOMEDAY

SOMEPLACE

OTHER GENRE EXAMPLES:







The nouveau posters were very ornate and most had very pretty color palettes. When looking up pop art almost all the pieces I enjoyed ended up being the same artist! So, Roy Lichtenstein is a new favorite. The pulp covers are very entertaining, as intended, if not only for their shock value and smutty nature. But it's mainly because of how different the norms are today for what they show off as edgy. In the sci-fi section I looked up original covers for my two favorite novels of the genre! I haven't seen the Bester one before, I'm not sure it's the first issue. And coming full circle we have the WWII posters, with another striking Russian design that I was excited to find, and a very cool symbolic US piece, albeit the racism.

