



## Tutor Report Form

Student name:	Pam Wright
Student number:	506840
Module title:	Graphic Design 1
Assignment number:	Assignment 3: Visual Language

Dear Pam

Thanks for your respond to the third part of the module, which explored visual language and literacy through reading images, visual dynamics, understanding how to work with colour and photomontage.

### Overall Comments

Your abstract cities exercise worked well, combining collage, typography and blocks of colour. I thought keeping a consistent thread of typography running through each was an intelligent way of maintaining a level of consistency throughout, which meant the variations came from your use of colour only. It was interesting to note that you said you'd learnt how difficult it was working with big blocks of colour in a controlled way, was it this exercise in particular that led you to that conclusion? I actually thought the cities worked well, subtle use of balanced colours that worked directly from appropriate reference material. I suppose my only suggestion is one of scale – could you have taken the elements you developed and pushed them further? For example taking the lines of Manhattan and by playing with the scale made the feeling of being in a gridded cityscape more intense? Added this level of detail might have helped you deal with these large open blocks of colour. However I agree with your final comment – I do think the method worked really well.

Overall your choice of colours worked really well, balancing tertiary, secondary and primary colours very well, though tonally the colours did tend to sit in the middle - there wasn't that much contrast – which was perhaps the same criticism we both

made of your colour word association pieces – they all worked very tastefully as a whole but individually didn't communicate as much as they could have. Having said that I did like the post-it note design and perhaps you could have refined this idea but simply using combinations of post-it notes to create meaning (<http://www.youtube.com/watch?v=BpWM0FNPZSs>)

Both sets of light bulbs worked well, the first red and black set for it's inventive compositions and the second for the use of tints, shades and use of complementary colours. I thought there were some very inventive pieces in the first set, especially with the use of the red bulb as a decorative element. The second set were less adventurous but you did produce some interesting colour combinations. You almost need a third set where you can bring together the best of both.

Your way marker symbols worked well. The rounded arrow created a very inviting and friendly suggestion of direction, rather than a more commanding and forthright arrow. This ties in very much with your research and analysis of Gerd Arntz. Splitting the colours worked as an additional level of communication and some great visual research in your mood board – yes there's very few directional signage without arrows, though the NHS has experimented with the use of continuous lines of colour that you follow.

### **Feedback on assignment**

The assignment asked you to draw on what you have learnt through the projects and exercises so far to produce a poster that celebrates a colour of your choice. I thought you brought together what you had developed in your exercises really well in this piece.

Equating the multiple layers of photoshop to overmixing paints was an inciteful comment and harks back to the idea of Occam's Razor covered in Part Two of this module – how do you pair back what's additional to get to the core essential elements? However there's another dynamic at play here which is one of visual experimentation – how do you allow room for play, in which adding more and more is often part of the process. I think on the whole you have found a good balance between these two drivers – experimenting and taking risks with rationalising and making the poster work as a piece of communication. I think this has been a useful

exercise to bring this process to attention, perhaps it's worth seeing them as two distinct phases of the design process in which you might adopt very different approaches, for example having one photoshop file in which you pile on the layers and a second file in which you copy the elements across that you're actually going to use.

Your development of the gecko and jumper as visual icons worked really well; I'm not sure what you did in Harmony but you've created some really interesting visuals here – there's a sense of fluidity and movement about them. It might have been interesting to treat some of typography in this way as well? The hand-drawn / watercolour piece also worked well, I liked the personal mythology you were starting to build around the relationship between the geckos and the jumper. This piece drew on your physical experimentation with the range of colours you used – a very worthwhile tangent, especially as a comparison to your digital prints.

I liked the range of ideas that you explored, from the photographic to the hand-drawn, exploring the puce green of 'favourite jumpers' can underpin the whole piece to the much more B-movie Sludge Green (personal icons) poster, which took me a while to realise was a jumper, my first reading was of some stumpy headed sludge monster coming out of the pea-green swamp! The Globe piece worked well but I wasn't too sure about the image strip across the bottom, it felt like you couldn't decide which image to include, so you added them all.

All pieces evidence a confident and technically able approach to the software and I'm glad you've learnt more about working with digital colour, despite your knackered inkjet printer!

### **Learning logs/critical essays**

Overall the learning logs are really capturing a sense of your learning, critical position and decision making process – which is exactly what they need to do. It was great to see you drawing together your learning into a number of key points in your email. Did you really find the documentation a laborious process? If you did, we might want to think about other ways of working that mean you can document your progress without it being too much of a chore?

## **Suggested reading / viewing**

Good to see your reflections on Jane Dixon and Gerd Arntz.

Given that layering has come up quite a bit within your work, you might want to look at some of the work of Jonathan Barnbrook

All the best

Christian

Tutor name:	Christian Lloyd
Date	24 June
Next assignment due	26 August 2011