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15-12-2023

DIM111.2 Scholarly Perspectives on Design: Analysis of a Creative Work Example 1

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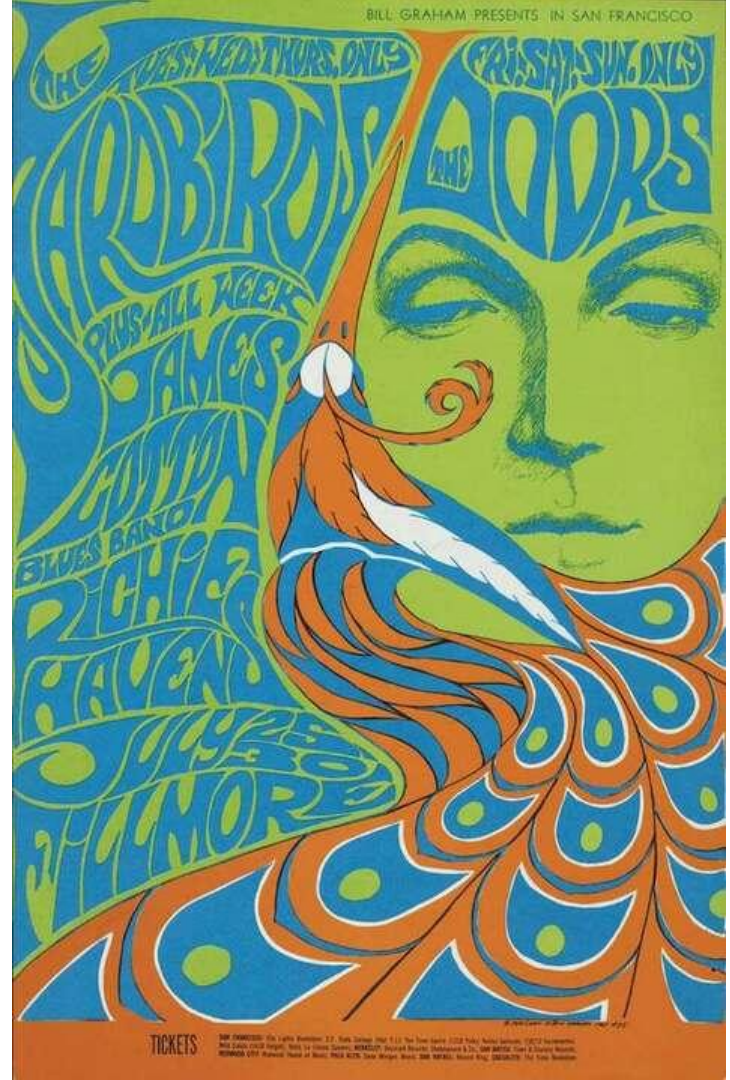
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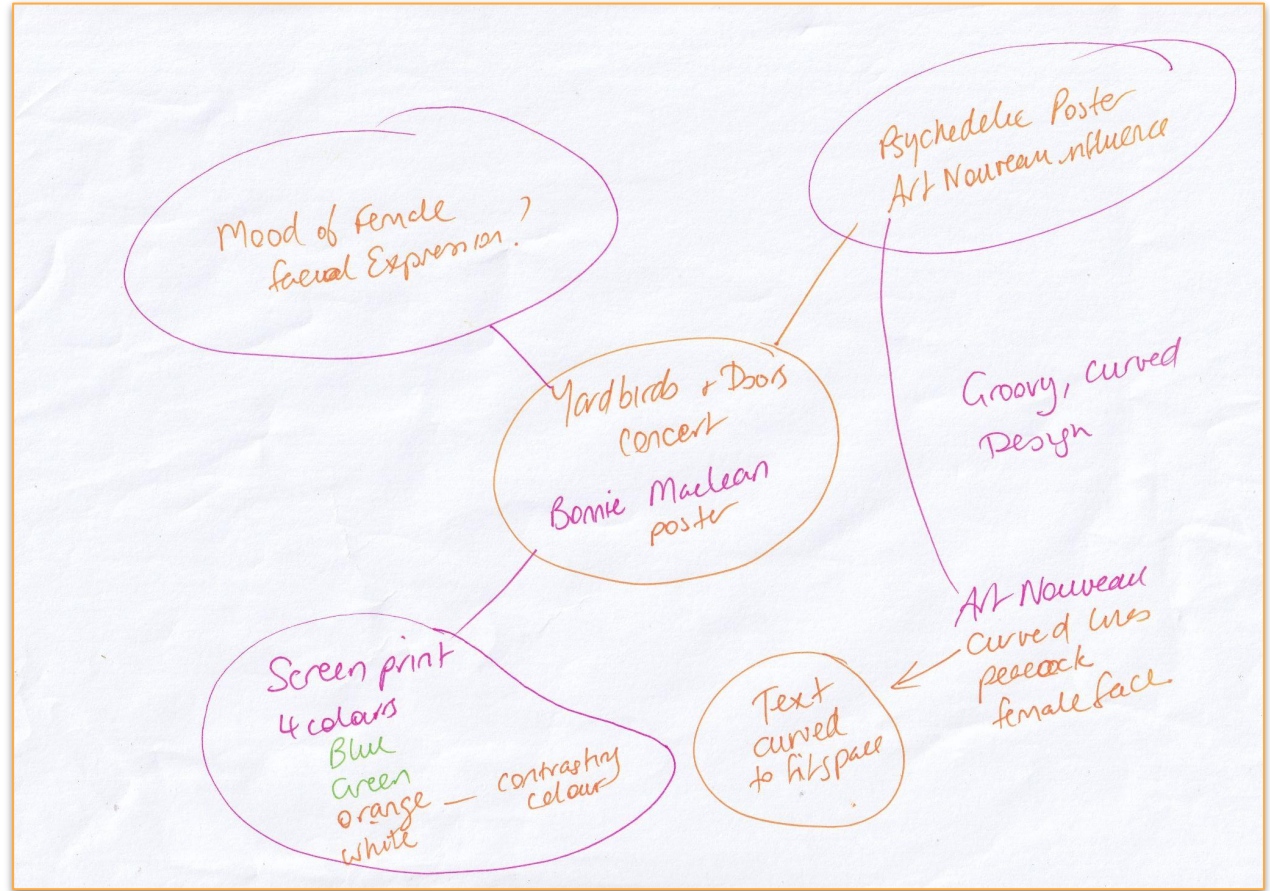
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Process Document



Mindmap 1



Mindmap 2

Principles of Design

Aesthetic and Visual Style

Principles of Design

Contrast - colours \neq white
- pattern of peacock
→ plain green face

Movement - Curves of peacock
- curves of text
- flow peacock
- text
- face

Whitespace - green face
breathing space
calm

Repetition - feathers of peacock
guide your eye
almost like arrows

Pattern - feathers of peacock
gives sense of rhythm

Proportion - peacock largest element
larger than the face

Balance - Does feel balanced
asymmetrical

Green & Blue, balanced w orange peacock

Yardbirds & Doors
concert poster
Bonnie Maclean

Alignment
- L side typography
masking
Does align w
Brow of woman

Golden Ratio?

Aesthetic & Visual Style
1960's Psychedelic poster
Art nouveau influences
Bold colours

Dot Points summary

Poster

Introduction

- aesthetic influences of the design,
- the principles of design used
- an asymmetrical poster
- great movement
- and balance, using
- handdrawn typography,
- iconography and
- white space
- culture of the time

Aesthetic influences of the design

- Psychedelic poster
- Generally Art Nouveau with flowing lines, female forms, peacocks
- Wes Wilson
 - Jugendstil - German Art Nouveau
 - Alfred Roller - Viennese Secession - block type face
- Bonnie
 - Gothic
 - Handdrawn fonts, blending into each other but generally legible
 - Bill Graham only requirement is legible
 - Bill Graham wanted the posters as a chronicle of his work, and as advertisements
 - Flowing lines
 - Good at drawing faces

Principles of design

- an asymmetrical poster
- great movement
- and balance,
- colours
- handdrawn typography,
- iconography and
- white space

Political, ethical or cultural themes

- Counterculture of San Francisco
- Young people flocking to San Francisco, looking for better ways to move forward, children of baby boomers who don't want to continue the same way, less consumerism, more open minded, less racism, homophobia, embracing aspects of other cultures.
- Psychedelic movement
- LSD inspired posters - Bonnie Maclean not interested in drugs, enjoyed the music especially Cream. Leary's idea of tune in, made her feel sick
- Vietnam war, civil rights, environment protests
- Haight-Ashbury area of San Francisco
- Rock music concerts

Conclusion

- One of the inspiring things about this poster and Bonnie Maclean is a female artist, dominated by male artists and she didn't take hallucinogens. But her Psychedelic rock posters are among the best of the era.
- While the Psychedelic movement is based on hallucinogens
- "Although the San Francisco scene was known for hallucinogens, Ms Maclean said she had avoided them" (Genzlinger, 2020)
- "Timothy Leary's idea that you just 'turn on, tune in and drop out' just nauseated me"

- Echoes Thomas Statement
 - aesthetic influences - art nouveau
 - principles of design used
 - asymmetrical
 - movement
 - balance
 - hand drawn typography
 - iconography
 - white space

use in presentation