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visual element: colour

- Paul Cézanne effectively makes use of ~~contrast~~ colour in the "Pyramid of Skulls" artwork. This is seen in his odd selection of ~~light~~ ~~contrasting~~ bright reds, oranges and yellows found on the skull and in the light source, against and paired with blues, greens and blacks found on the skulls and in the background. This makes the piece very visually appealing as the contrast professionally accentuates the subject matter.
- Colour is also used in "Pyramid of Skulls" to create an effective mood and atmosphere. The warm colours found in the light source and in specks in the skull create an almost inviting, pleasant atmosphere which is unusual due to the dark

② ③

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
<p>Subject matter, which of course are the featured skulls. However, although the atmosphere is somewhat comfortable and pleasant, the dark blues, greens and blacks create a miserable or <del>inert</del> depressive mood. The blues in the skull ensure this as the inclusion of cold colours is made very prominent due to the skulls being the main focus. Blue is also typically associated with sadness.</p> <ul style="list-style-type: none"><li>• The overall artwork sees the inclusion of warm and cold colours, <del>with</del> quite close together and not blended but instead layered. This is effective use of colour as the equal balance of opposites complements the piece and the subject matter. Warm colours reminds us of happiness, reminding us that death doesn't have to be</li></ul>	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
<p>doom and gloom--but instead somewhat comforting knowing loved ones are in a better place. Whilst cold colours remind us of sadness, reminding us that death can be a terribly sad thing as you are saying goodbye to those you love. Together, they create a perfect harmony...</p>	
<p>influences</p>	
<ul style="list-style-type: none"><li>• Paul Cezanne was influenced by the impressionist movement as seen in his exploration in the shifting and placement of light in the piece "Pyramid of skulls"</li></ul>	
<ul style="list-style-type: none"><li>• Paul Cezanne may have been influenced to paint this piece by his ill health. The dark subject matter (skulls sitting against a <del>background</del>)</li></ul>	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

dark abyss) is evidence of this. It also  
just so happens that Cezanne painted  
this piece in 1900, only 6 years before  
his death in 1906.

• Cezanne's extremely poor relationship  
with his father could have influenced  
this piece as the mood is somewhat  
depressive and sad. The piece could maybe  
be a way for Cezanne to show his  
resent for not making amends with  
his now deceased father.

• Cezanne was influenced by Camille  
Pissarro, his former tutor and later  
colleague. Both went on to explore  
Impressionism, Pissarro's work had  
a large impact on Cezanne's new  
and take on his own artwork.

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
2	mood and atmosphere
	• The overall mood that this photograph sets is very calm, relaxed and chilled.
	The soft lighting and relaxed <del>of</del> children are the cause of this.
	• The atmosphere is mysterious as we are left to wonder what the story behind the photo may be.
	It is odd that there are couches outside.
	• The photograph creates a sense of nostalgia as it appears to be a bright summer day and the black and white paired with the feature of children implies that the photo was taken some time ago.
	It almost feels like we, as the viewer, are looking <del>back</del> back on something.

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

~~ring~~

lighting

• The lighting is very natural. It is clear that it is the sun and not electric lights, whether it be ring lights or a lamp. This creates visual interest as it suggests it was maybe an 'in the moment' photo rather than a photo shoot.

• The lighting mostly outlines the featured people and ~~other~~ items such as the sofas. This gives the photo depth and definition, the rim lighting makes everything clear despite the black and ~~white~~ white.

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
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viewpoint.

\* We are drawn to the boy in the front with an angry face who appears to be looking directly at us due to the fact that he is the closest and closest.



ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
3.	<u>COLOUR</u>
	• The colours that are featured in
	"Charlotte's Jug" are mostly dark
	and muted, even the odd 'bright'
	orange and yellows are significantly
	dumbed down.
	• Due to the lack of brightness, the
	colour creates an unsettling atmosphere.
	Everything is darker than you would
	expect, even fruits with vivid colour
	such as the lemons and orange.
	However, the odd bright parts that
	are featured are scattered and don't
	seem to be the result of a singular,
	consistent light source. This makes
	the painting more unsettling as
	it fails to make sense.
	• There is not an equal balance
	of warm and cool <del>hues</del> colours. This

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

~~marcas~~ creates a high contrast that is not visually appealing but instead jarring to the viewer. our eyes are forced to the orange and the jug, making them look very out of place.

### Composition

- The painting is very abstract as there is not a singular surface or angle that the objects ~~appear~~ appear to follow. The lemons are stood upright from a sideways perspective where as ~~we have~~ the fish are painted from an aerial perspective, as if we are looking down on them. This makes the composition very asymmetrical and unnatural.
- The items are not evenly distributed on the plate. most of the food is

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

centred whilst the fish and jug are on the far right. This creates an ~~awkward~~ awkward empty space on the left of the canvas.

• The top section of the painting is very full. The beach background along with the mountains and ~~mountain~~ palm trees emphasises just how unceremoniously everything is distributed.

shape...

• The painting is very simplified. The lack of detail and simple shapes are effectively used as although the painting is somewhat unusual, every item is easily recognisable.

• The shapes, although they feature shading, look 2D, ~~and~~ ~~are~~ ~~not~~ ~~convincing~~ ~~at~~ ~~all~~. Except the orange, which

ENTER  
NUMBER  
OF  
QUESTION

DO NOT  
WRITE IN  
THIS  
MARGIN

makes it look out of place.

• The simplicity of the shapes compliments the overall painting as if they were finely detailed, they would not compliment the multiple angles of the piece and would look even more out of place. Almost like a poor piece of work whereas now it is clear that this is a stylistic choice.

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
7.	<p>one designer and design that I have studied is the "young rascals" poster by Wes Wilson. The poster features a monochromatic colour scheme, all purples, along with text, an eye like pattern in the background, a tree in the bottom left and a woman's figure in the centre, everything aside from the head made out of text. The layout is somewhat messy and cluttered.</p> <p><u>designers use of techniques</u></p> <p>* Wilson's use of asymmetry is an effective technique as it adds visual appeal to the poster. Not one part of the design, apart from the eye pattern in the background, is repeated, making everything different and</p>

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
stand out rather than blend in with	
one another.	
designers consideration of aesthetics	
° Wilson effectively takes overall aesthetic	
into account through his use of	
colour. The poster is entirely different	
types of purple, the background being	
the brightest, almost a magenta,	
with dark purple typography and	
imagery featured on top - making the	
poster aesthetically pleasing and stand	
out due to the contrast.	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

• Wilson also effectively considers aesthetic due to the art nouveau theme that is kept throughout the design. The wavy, text, ~~marking~~ feature of a tree and curvy shape of the woman's body is an example of this. The entire poster ties in with the same theme, making it aesthetically pleasing to those who see it.

influences

• Wes Wilson was influenced by ~~the~~ 1960's of and pop art as seen in his feature of bright, unnatural colours in the "young rascals" poster. (i.e. the bright magenta background and light purple for the ~~woman's hair~~ woman's hair and skin.)





ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
8.	
<u>Imagery</u>	
<p>• The imagery is very clever in the "Someone Talked" poster as it effectively conveys the message through interesting graphic design. The main feature, the pointing finger, is appearing to emerge from the text that reads "Someone" and is directly pointing at a smaller male figure, <del>making</del> indicating that the man is this "someone."</p>	
<p>• The imagery is visually appealing as the hand and the male character <del>are</del> draw in our attention due to the unusual occurrence that is a large hand and a small scared man.</p>	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	<del>Answer</del>	
	<ul style="list-style-type: none"><li>• The hand is appeared to be made from a news paper which is effective in conveying the message of the consequence of "raining" due to the unfortunate circumstances it features as a headline.</li></ul>	
	<u>layout</u>	
	<ul style="list-style-type: none"><li>• The background is very simple; two colours that blend into each other with no detail. This is effective as it draws attention to the hand and the man.</li></ul>	
	<ul style="list-style-type: none"><li>• The giant hand is occupying the space that is very dark which contrasts with the bright white of the hand, making it stand out rather than blend in.</li></ul>	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

This is the same with the man as his black suit contrasts with the ~~high~~ bright background space of which he is occupying.

• The layout follows a continuous line as every detail is touching or almost touching. The text flows into the hand and the hand directs our eyes to the man. This is an effective way of making the viewer see everything they need to.

### Typography

• All of the featured writing is in a simplified, blocky font. This is effective as it is clear and easy to read.

• The title is the largest featured text and the most prominent due



ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
	It's appearance is very unique and catches interest because of this.
	<u>target market</u>
	• The yikebike could be marketed to young teenagers as it appears to easily be viewed as the next generation of the regular bicycle or scooter.
	• The yikebike could also be marketed toward older teens or young adults due to its simple design, lacking detail like the regular child's toy, and the idea that it runs on electricity.
	<u>Fitness for purpose</u>
	• The yikebike appears to favour the average weighted person. Those of more slender builds. This is due to the

