

## Candidate 4 evidence

7.a	Function	
	<ul style="list-style-type: none"><li>• The function of the 'Hope' poster by Shepard Fairey was to promote Obama as a candidate for the 2008 presidential election. Fairey used a recognisable portrait of Obama, his facial expressions make him look thoughtful and proactive which are good traits to have as a leader.</li></ul>	
	<ul style="list-style-type: none"><li>• The function of the poster 'La Goulue' by Henri De Toulouse Lautrec was to promote the venue, <del>handmade</del> <del>inside</del> Moulin Rouge in Paris. Lautrec had the venue name in red which stands out to passersby so key information <del>stands out</del> can be conveyed easily.</li></ul>	
	<ul style="list-style-type: none"><li>• 'La Goulue' by Lautrec was made to entice people to attend the Moulin Rouge. He</li></ul>	

achieved this by including a famous performer called La Goulue. Having her as the focal point enticed existing fans and new fans in attending.

### Target Market/Audience

- 'Hope' by Shepard Fairey was targeted at American voters. Fairey use the colours red, blue and cream which feels patriotic as they are colours used on the American flag which encourages new voters and motivates existing voters.
- 'La Goulue' was targeted at Middle or Upper class. In the background silhouettes can be seen wearing sophisticated clothing which in 1890s (when the poster was made) was what upper and middle class people would

wear.

- 'Hope' was also targeted at ~~the~~ ~~the~~ ~~the~~ Fairey's fans that share similar political views.

Adding blue to his distinctive and recognisable cream and red colour palette caused viewers of his work to consider his political views.

Visual Impact

- Fairey create visual impact through the short concise slogan. Changing the slogan from 'PROGRESS' to 'HOPE' creates visual impact as the message is conveyed quickly and ~~is~~ is eye-catching to passersby.

- Lautrec creates visual impact by repeating the Venue name 3 times.

The use of red also in the title of the venue makes it eye-catching as

it contrasts with the cream background.

- Lautrec creates visual impact through the silhouettes. The silhouettes fill in blank spaces and the simplicity of them draws your attention to the focal point of the poster, La Goulue, as well as key information.

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- I think 'La Goulue' by Henri De Toulouse Lautrec is the most appealing as it is a simple design but important information stands out and is conveyed quickly.

- Another reason I think Lautrec's 'La Goulue' poster is most appealing is due to the limited colour palette as it ~~///~~ creates a striking design.

7.b	<p>Shepard Fairey was influenced by political issues which impacted the subject matter of his work. Fairey creates designs on issues such as women's rights, pro-choice and anti-war which challenge his viewers thoughts.</p> <p>Shepard Fairey was inspired by Andy Warhol's style, pop art. Both Fairey and Warhol use unrealistic colours in their designs, Fairey however added blue into familiar cream and red colour palette for patriotism. Andy Warhol uses a black overlay on his work, however, Fairey does not.</p>	
11.	<p>Sources of Inspiration</p> <p>This necklace is inspired by Ancient Egyptians. The images used on the pendant are all associated <sup>with</sup> Ancient Egypt.</p>	

• The necklace is inspired by ~~new~~ worship in Ancient Egypt as the beetle which is placed in the middle of the pendant was worshipped in ancient Egypt.

• The necklace could also be inspired by Ancient Egyptian religion due to the famous figure and crosses which are included in the pendant.

#### Materials/Techniques

• The use of gold in the necklace gives an expensive look and also links into the Ancient Egypt theme as it is associated with gold.

#### Visual Impact

• Visual Impact is created as the blue in the necklace contrasts with the red making the necklace eye-catching.

	<ul style="list-style-type: none"><li>• The blue stones creates visual impact as it is striking and gives a look of royalty as blue is seen as a royal colour, it draws your attention.</li><li>• Visual impacted is created by having the beetle in the middle of the pendant as the bright blue makes it stand out to viewers and your attention is drawn to it immediately.</li></ul>	
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