

Topic: Campaign Poster

Poster

Research & exploration to understand posters & campaign ideas.

RECALL.

Loui Jover

Loui Jover (born April 1967) is an Australian painter and artist. He was born in Serbia but moved to Australia aged 1 where he grew up. He is known for his artwork in ink wash paintings on vintage book pages. Jover started his work on art in his childhood, but did not start public art until 1989, when he joined the Australian army as an illustrator and photographer.



Propaganda



Propaganda is communication that is used primarily to influence an audience and further an agenda.

Therefore, it is information, ideas or rumours deliberately spread widely to help or harm a person, group, movement, institution, nation etc

Posters have been used in many public conflicts and wars around the world with images designed by artists and reproduced thousands of times.

Texture

Texture is the way something feels when you touch it. Smooth, bumpy and rough are examples of textures..



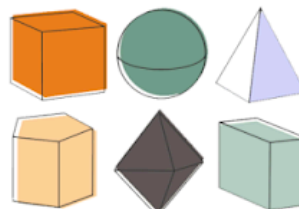
Shape

Shapes can be geometric and have their own special names (like a triangle). Other shapes are organic that don't have special names and are blob like.



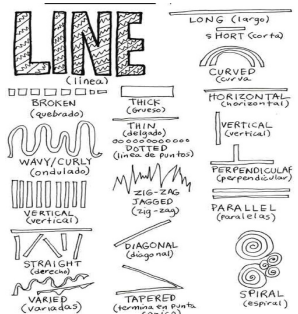
Form

Forms are three dimensional objects. While shapes are flat, forms are fat. A square is a shape while a cube is a form. Can you imagine what form a circle and triangle could become...



Line

A line is a path that a moving point makes on a surface. It is the simplest element. It can be straight, wavy, jagged or curved.



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In your opinion, which of the elements has been used the most successfully and why?

List three points you have learnt about Loui Jover's work:

1. _____
2. _____
3. _____

Loui Jover

In the box below: produce a copy of part of this piece of design.



DEMAGOGUE



Propaganda



What is propaganda?

How is Graphic Design used within propaganda?

Texture

Texture is the way something _____ when you touch it.

_____, _____ and _____ are examples of textures.

Sketch a dog opposite and showcase the element of texture.

Shape

A shape is a closed _____. Shapes can be _____ and have their own special names (like triangles and circles). Other shapes are _____ that don't have special names and are blob like.

Use a variety of shapes to create a pattern.

Form

Forms are _____ objects. While _____ are flat, _____ are fat. A square is a shape while a cube is a form.

Transform a triangle into a _____ above.

Line

A line is a path that a moving point makes on a surface. It is the _____ element. It can be _____, jagged or curved. A line is used to draw an _____.

Use a continuous line to draw a reflection of yourself.

Illustrative Title

Use your booklet to look back through the typography sections and the style of writing. Use this information to design a campaign title for 'Mental Health Awareness'. That shows inspiration to Loui Jover's work whilst referencing links to mental health.

Task - Design a title for in **MENTAL HEALTH AWARENESS**

- This **must** be inspired by Loui Jover Collage work - look back through your booklet for inspiration.
- It must **incorporate** all of the **basic formal elements** of Graphic Design.

