

GRAPHIC DESIGN AT THE SERVICE OF THE ABOLITION OF THE DEATH PENALTY



Definition: Graphic design consists in creating, choosing, and using graphic elements (drawings, typography, photos, colours etc.) to create a communication and/or a cultural tool. Each element is symbolic and meaningful in the creation of the project in accordance with certain parameters that may be defined alongside other actors from the communication sector to promote, inform, or teach.



- The point of graphic design is to render information quickly understandable to a broad audience
- A graphic artist may be required to illustrate a newspaper article, layout a report or a book, create artwork for communication campaign (i.e.: a logo, a flyer, or an advertising poster).
- In order to illustrate a message, the graphic artist will have to choose which type of font to use (What type of characters? What size? Italic? Bold?), which colours (warm or cold colours), which image to use.
- Each graphic artist has his own style. Graphic illustration is born of a creative process which varies from one individual to another.

GOALS OF THE SESSION:

- To be able to read a poster created by a graphic artist and recognise its message.
- To compare different styles of communication on the topic of human rights.
- To create a poster conveying an abolitionist message.



ECPM
69, rue Michelet
93 100 Montreuil • France
Tél. : +33 1 57 63 03 57
Fax : +33 1 57 63 89 25
Email : ecpm@abolition.fr
www.abolition.fr

Action financée par la Région



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FIRST STEP TOWARDS GRAPHIC ILLUSTRATION AT THE SERVICE OF THE ABOLITION OF THE DEATH PENALTY



Poster for tomorrow: The posters featured below are from a competition open to graphic artists from all over the world, organised by the Poster for Tomorrow organisation on the topic of “the death penalty is not justice”. One hundred posters on the death penalty were selected and exhibited across the world.

The goal of this session is to observe how various graphic artists played with typography to illustrate a particular aspect of the application of the death penalty across the world.



Selcuk Ozis,
Great Britain



Anthony Franzino,
USA

Exercices:

ABCD...

Image n° 1:

- 1) Can you describe what you see?
- 2) Which colours are used on the poster? Only the “i” is in black, what is the produced effect?
- 3) In your opinion, what message is the graphic artist trying to convey?
- 4) Do you think that the message illustrated by this poster is clear? Explain why.

Image n° 2:

- 5) Can you describe what you see on this poster?
- 6) In your opinion, what do the black, grey, and red colours symbolise? Which colour stands out the most?
- 7) What is peculiar about the number on the poster?
- 8) What is the issue highlighted by this poster? Do you think that this poster could appeal to an audience that knows nothing about the death penalty? Why?

Images n° 1 and n° 2:

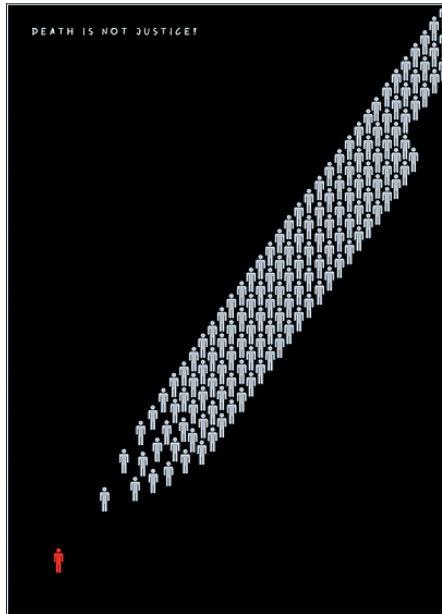
- 9) Aesthetically speaking, which picture do you like the most? Why?
- 10) In your opinion, which poster best illustrates the topic “the death penalty is not justice”? Why?
- 11) You will notice that both these posters are composed exclusively of typography; do you think a picture would have been more efficient? Why?





FURTHER UNDERSTANDING

GRAPHIC DESIGN AT THE SERVICE OF THE ABOLITION OF THE DEATH PENALTY



Monica Prus,
Poland



Lucille Clerc,
Great Britain

Exercices:

Image n° 1:

- 1) Can you describe what you see?
- 2) Who do you think the red character represents? Who do the grey characters represent?
- 3) What do you think is the meaning behind the grey characters representing a knife?
- 4) What message is the graphic artist trying to convey? Do you think it is a powerful way of raising public awareness on the death penalty issue? Why?
- 5) What stands out from this poster?
Is the message that the graphic artist is trying to convey easy to understand?

Image n° 2:

- 6) Can you describe what you see?
- 7) What do you think the black shapes represent? What gives you this clue on the poster?
- 8) Can you name three or more?
- 9) What message was the graphic artist trying to convey? In your opinion, would the message have been as clear without writing the sentence on the poster?

Image n° 1 and n° 2:

- 10) Which of these two images do you prefer? Why?
- 11) In your opinion, which picture best illustrates the topic: “the death penalty is not justice”? Why?
- 12) When you compare all four images presented in this module, which one do you find the most convincing? Why?
- 13) Give your opinion on the death penalty and explain why you are in favour of or against the death penalty.
- 14) Now it is your turn! Create an illustration on the topic: “the death penalty is not justice”. You can take inspiration from the four posters you have studied.

ABCD

