

The Fall (1963)
By Bridget Riley

Optical Art

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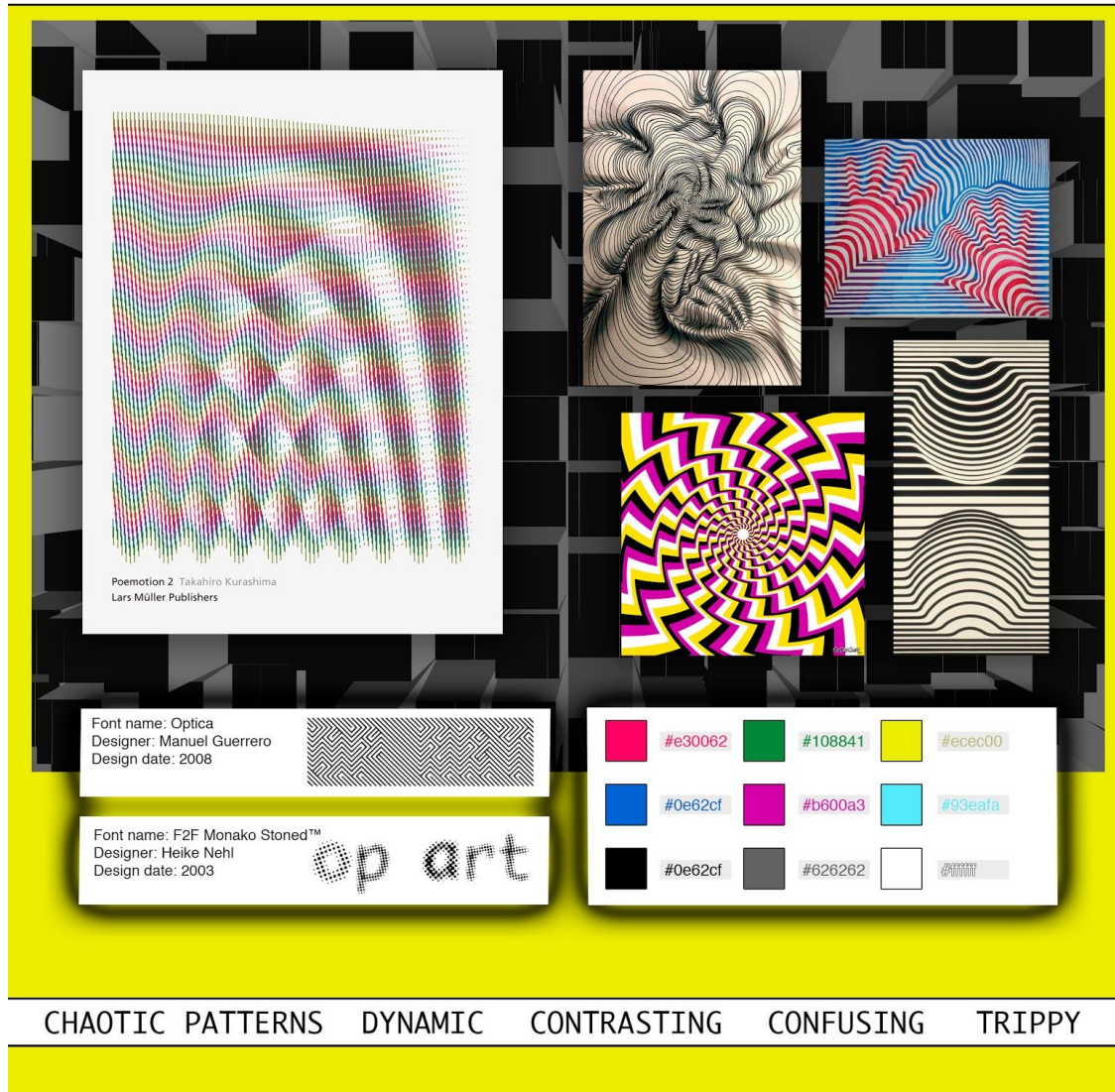
Overview

This project will involve my considerations and approaches in conjunction with my given style “Op art”, that involves my presentation of my moodboard. The color scheme which will be implemented on the website along with description of chosen typography and given style. Logo development and considerations. Examples of image assets and finally a visualisation of my folder structure.

Final Moodboard

OP ART

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After doing some research on optical art style, I noticed that the optical art style takes use of patterns, shapes and lines in order to create an altered perception of the image by the viewer: whether that would be movement, volume, changes of perception of color and more.. By putting it into a rather contrasting frame and making strong contrast between foreground and background elements I attempted to make the perception of my moodboard quite different, chaotic. And yet again: with patterns and clear indications of closure.

Color Scheme

The color scheme presented below were taken from the images in the mood board, in order to get a more clear overview of the color palette: The interesting discovery is that, although some of the images seem fluid: once you select the individual colors, you are left with contrasting, bright and opposing each other colors.

The use of these in a clever way is what makes the illusions so effective on our visual receptors.

The following color scheme takes use of harsh and contrasting color opposites, which can be disturbing for a viewer: especially on a website.

When creating a website it is important to keep clean, simple and clear. Although the color palette is quite extreme, I will attempt to implement a clever way of use of these elements if possible.



Text 1

Op art stands for optical art. The art form had a major development in 1960 and takes use of geometrical shapes in order to create an optical artform: or more often referred to as optical illusions.

Victor Vasarely

It is said that the Op Art movement takes origin from a hungarian artist named Victor Vasarely (1906-1997), that formed the artform as we know it today from his kinetic artstyle and abstract expressionism.

In 1968 he published yet again a serie of art pieces in collection named "Vega". Compared to some of his earlier work, the art pieces got really popular among masses: one of the reason being that he introduced color into his art.

The Vega-Nor is his most recognizable from the collection, and takes use of a simple color palette but also simple shapes which create an illusion of warping and volume.



Text 2



Optical art as an artform has evolved since its growing popularity in 1960'ies.

More and more artists and museums have showcased the works all around the world and in particular, one specific museum in Denmark named Louisiana Museum of Modern Arts has held an exhibition back in february 2016 called "Eye Attack", introducing around 100 works from 40 artists.

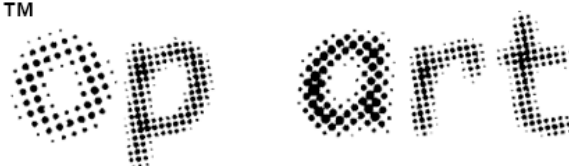
By taking also the well known works by Victor Vasarely and Bridget Riley, they also involved more recent works by venezuelan artist Carlos Cruz-Diez, who brought light and color as an artistic attribute and letting the viewer being physically affected by it while surrounded by the installation.

Typography

Typefaces can have different aesthetics, can be perceived differently and can even trigger associations in order to be distinguished as text.

These two examples serve the purpose to show that although none of these two fonts have clear structure: no serifs, no strokes - but just patterns and shapes, we are still able to perceive them as individual letters.

Font name: F2F Monako Stoned™
 Designer: Heike Nehl
 Design date: 2003



Optica takes use of a pattern of strokes which inclines in own direction of 45 degrees, yet in contrast to the space where the text could have been placed: a letter emerges.

Font name: Optica
 Designer: Manuel Guerrero
 Design date: 2008



These fonts are acquirable, although do not come at an affordable price.

Furthermore, it would be impossible to read content with any of these two fonts on a webpage.

Therefore I will take use of fonts Ubuntu and Lato. Both of the fonts have sans serif properties and have a clean, consistent and defined typefaces. The content will be much easier to read and navigate for the user.

The fonts can also be found in Google Font library:

Ubuntu
 Dalton Maag (8 styles)

The spectacle
 before us was
 indeed sublime.

Lato
 Łukasz Dziedzic (10 styles)

A shining
 crescent far
 beneath the
 flying vessel.

Logo

Disclaimer: The logo is intended to be used for personal use in the future as well.



The logo shown above is the final result after taking into consideration several variations and approaches.

This iteration of it can also be defined as relevant for this project, since it takes use of gestalt laws and continuity. The shapes form a frame, pattern and even when divided by negative space, continue in same direction or develop into another shape.

While making the logo, I also kept in mind keeping simple shapes and consistent stroke width in order to have more aesthetic and clean qualities.

The considerations behind the logo were following:

The text Samarov Media is present in order to keep the intended message: inform the viewer, what I as content creator and website owner represent: Creation of media content.

The text is intended to also create a stream of associations before the eyes of the viewer move to the right of the logo and right away recognize an Eye - with an iris and interesting shapes inside:

Diversity of Media:

The Iris in the middle represents the space and the different paths and ways media content can develop: not just as for single project but for any business.

Focus: The ring around the iris. Also has its origins from focus functions on a lot of cameras.

The Message and Communication:

The path going outside the bottom part of the eye can also be perceived as indicator of speech. Especially if the person has a past which involves reading printed content like comics, manga and more will recognize it as speech balloon.

Examples of image assets



800x520 dpi:96



400x260px dpi:24



200x130px dpi:24

Visualisation of folder structure

