The Fall (1963)

By Bridget Riley

Optical Art

23.02.2018 - Updated version

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While reading you will learn more about my given style which is Op art, or otherwise better known as optical art by getting to know the artists and more recent activities within this topic.
Following up with my considerations with the color scheme and typography for the website.
A documentation of logo development will be shown along with thoughts and comments.
The project paper will also showcase three examples of image assets in different resolutions finishing off with a visualisation of my folder structure for this project.
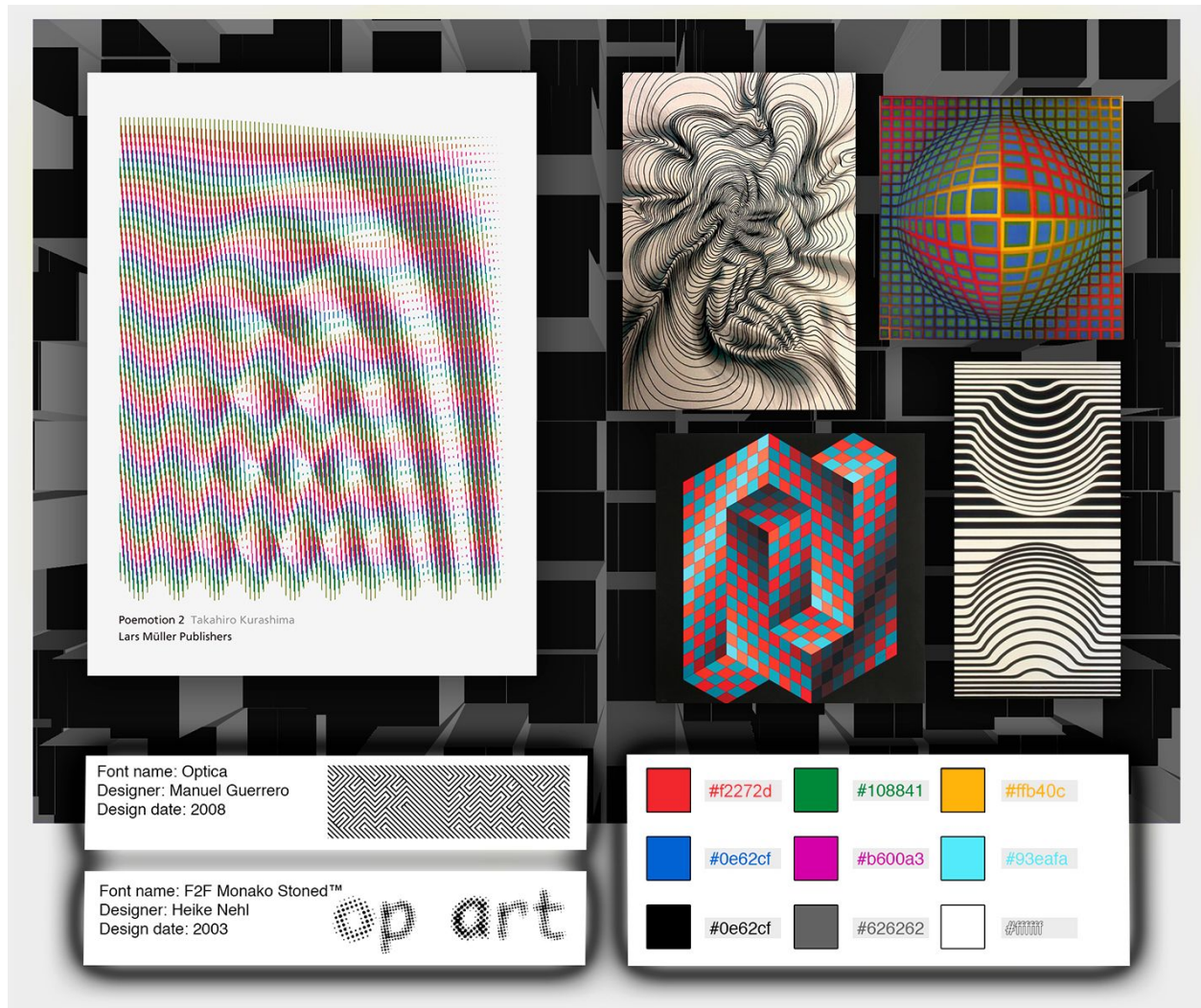
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Final Moodboard

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: by introducing simple patterns and indications of closure.

Color Scheme

The color scheme presented just below the moodboard were taken from the images in the mood board, in order to get a more clear overview of the color palette:

The interesting discovery I made, 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.

Color Scheme for the website

When creating a website it is important to keep clean, simple and clear color palette, where the content is easy to distinguish and navigate.

I have therefore created my own color palette which will look something like this in the long run:

The intentions with this color palette is to keep it clean, using very few colors:

Going with a monochromatic color palette would not be as dynamic, as I would want it to be. Therefore, besides introducing the blue color which will be used for most of the content on the page, I will use warm tones for the visual elements, details and highlights on the website.

I used an online tool at coolor.co to develop my color scheme!

#e8e8ea	#255475	#0d1e2b	#c62727	#e5981b
red: 232	red: 37	red: 13	red: 198	red: 229
green: 232	green: 84	green: 30	green: 39	green: 152
blue: 234	blue: 117	blue: 43	blue: 39	blue: 27

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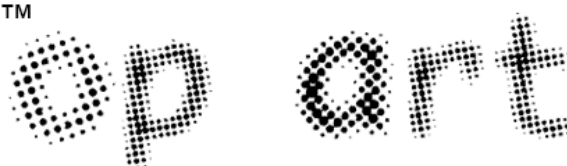
Optica takes use of a pattern of strokes which inclines in own direction of 45 degrees, yet in contrast to the space where the text could have been placed: a letter emerges.

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: Ubuntu will be present in Headlines, subheads, titles and other elements, where it will be important to grab the visitors attention to the content or topic.

For the body text I will use Lato, a font which is also available from the Google font library the font is san serif, and used in regular width. The readibility of the font goes well with the a bit more simplified Ubuntu font.

Lato ⊖
Łukasz Dziedzic (10 styles)
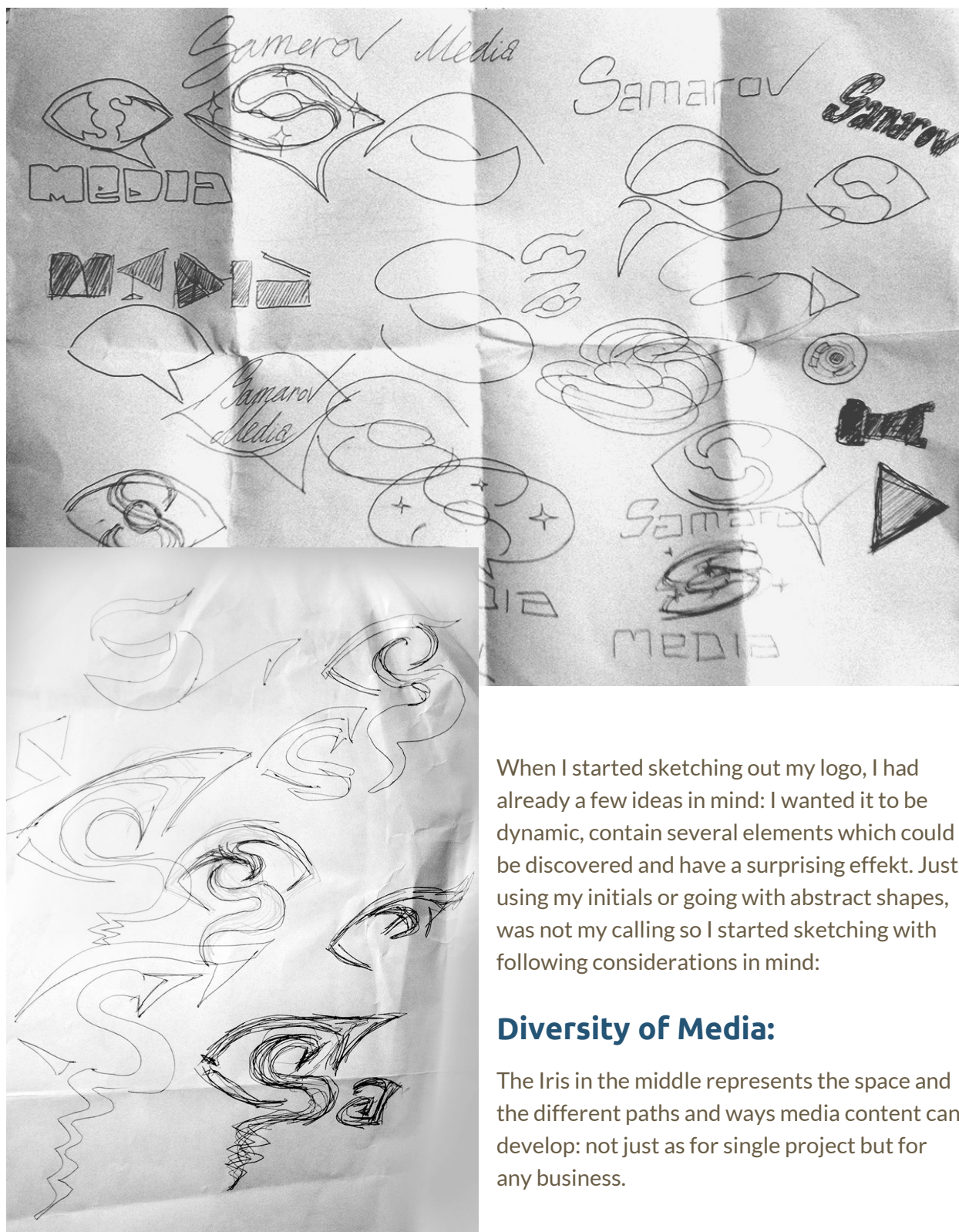
Ubuntu ⊖
Dalton Maag (8 styles)

The spectacle before us was indeed sublime.

A shining crescent far beneath the flying vessel.

Logo

When I started sketching out my logo, I had already a few ideas in mind: I wanted it to be dynamic, contain several elements which could be discovered and have a surprising effekt. Just using my initials or going with abstract shapes, was not my calling so I started sketching with following considerations in mind:

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.

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.

The logo shown above is the the result after selecting the first sketch I've made: It had a bold yet easy to recognise shape. After taking into consideration several variations and approaches, I discovered that the logo is static, boring and almost scary. 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.

Examples of image assets

800x520 dpi:96   weight: 433kb

400x260px dpi:24 weight: 155kb

200x130px dpi:24   weight: 62.4kb

Visualisation of folder structure

MOBILE WEB

Index.html
Style.html
Design.html
Profile.html

ELEMENTS

IMAGES

CSS

style.css

SMALL

MEDIUM

LARGE