

# Confounding Tools

## Poster Explainer

By Kristijan Evans

### Tools Used:

Google Slides

VQGAN + CLIP in Google Collab – Generative art maker

Nightcafe Creator – Generative art maker

Img.Upscaler – Help generative art quality

Chaotica – Unused in final but used in experimenting

PhotoMania – Image filters

### My opinion on the future of design

The idea that I was trying to convey in my posters are the transformation of modern design which is heavily influenced by Swiss design changing into a breakaway of anti-design and generative art. I think the future of design holds a spectrum of style ranging from the precision of Swiss design to the recent trend of generative art seen in large animated displays and NFTs. I think my posters also reflect the move from traditional design where a grid is closely followed to create a precise visual solution whereas over the last few years I've noticed forms of anti-design and generative art breaking away from precision in the chase of a new aesthetic that can be seen as more emotion based at times. The world typically thinks of the future as cold robotic machinery and I think Swiss design encapsulates this perfectly while anti-design and generative art show an underground movement of design that is still in the works before coming to the mainstream if ever destined for mainstream use at all.

### How and why I made the poster the way I did

The way I tried to emulate Swiss design was interesting and awkward never having done this before. I used google slides and overlaid a grid that I had to warp and stretch to match the designated poster size. I then began trying to make something that looked clean and professional to represent contemporary design.

I added the QR code as a symbol of the transfer between physical and digital as this poster would normally be printed and viewed while standing. The viewer can take their phone out and scan the QR code to see the hidden extra poster a digital poster that is made with generative art. I felt this represented the underground style and worked according to the theme. The generative art was interesting to make as I've never tried to make generative art beyond creative fractals in Chaotica. I experimented with generative art through text prompts and made all the images in the second poster then ran some of them through an online filter called PhotoMania. I used the online filter to try and abstract the images more or to add texture. I aimed to make some of the generative art look physically real with the texture while others I tried to leave looking highly experimental. The shapes for the collage came about through masking the images in Google Slides I thought the weird shapes would help to create a dynamic collage. Also the white background text is being used as anti-design to show that even though the composition looks neatly put together it is really random looking which is what makes it work and look uniform.