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POPART



FINE ART FOR THE MASSES

DIRECT EDITION



\$2.99 US

WWW.MARVEL.COM

CREATED BY LIAM ANTHONY EDWARDS

POP

ART



EMBLEMATIC



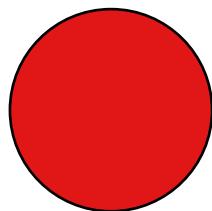
COMIC



ICONIC ASYL

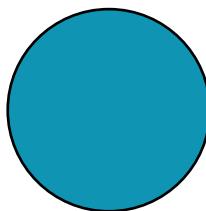


#e11717



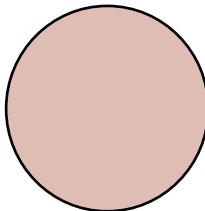
R- 255 C- 5
G- 23 M- 100
B- 23 Y- 100
K- 1

#0f94b3



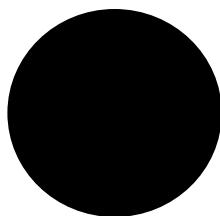
R- 15 C- 80
G- 148 M- 26
B- 179 Y- 22
K- 0

#dfbdb4



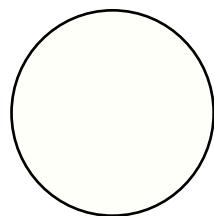
R- 223 C- 11
G- 189 M- 26
B- 180 Y- 24
K- 0

#050908



R- 0 C- 75
G- 0 M- 68
B- 0 Y- 68
K- 90

#feffff



R- 254 C- 0
G- 255 M- 0
B- 249 Y- 0
K- 0

The first 3 colours I have chosen are red, blue and a dull pink/peachy one. Red and blue are extremely prominent in the American pop art wave as they are common in everyday life to attract peoples attention such as in advertisements and magazines. The dull pink is used commonly as a skin colour in comic pop art.



TYPOGRAPHY

The monoton typeface is the perfect representation of the dramatic speech in comic books all around the world. The bold form clearly indicates the raised vocals perfectly.



OSTRICH SANS LIGHT

OSTRICH SANS ROUNDED

OSTRICH SANS MEDIUM

OSTRICH SANS HEAVY

OSTRICH SANS INLINE ITALIC

OSTRICH SANS INLINE REGULAR

OSTRICH SANS BLACK

I chose Ostrich Sans here as I found the inline italic typeface to be a great example of the playful yet mundane elegance of the american pop art movement, that later took inspiration from the golden era of comic book design.



The typography I have focused on here is the comic book side of pop art, as its something I find very interesting about the movement. The fact that pop art was to portray normal everyday objects as glamorous, and taking elements from comics which couldn't be further from the normality of the post-war era.



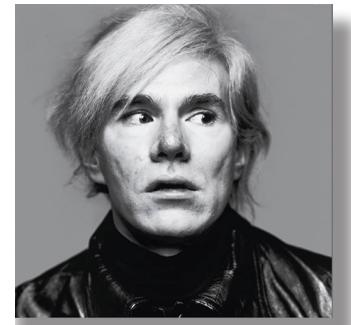
WHAT IS IT?

The main idea behind the American pop art movement was to take the mundane objects and people of the real world and blur the lines between high art and low culture. To make the everyday life that post-war American society was indulged in at the time, and elevate this to the level of fine art.

Seeming to have embraced the manufacturing and media boom that took over the country in the early 60's, pop art tagged on to an already growing business. With the overall effect of this being the introduction of pop art as a fine art movement.

American pop artists such as Andy Warhol, Roy Lichtenstein and James Rosenquist started as graphic designers, magazine illustrators and even billboard painters respectively.

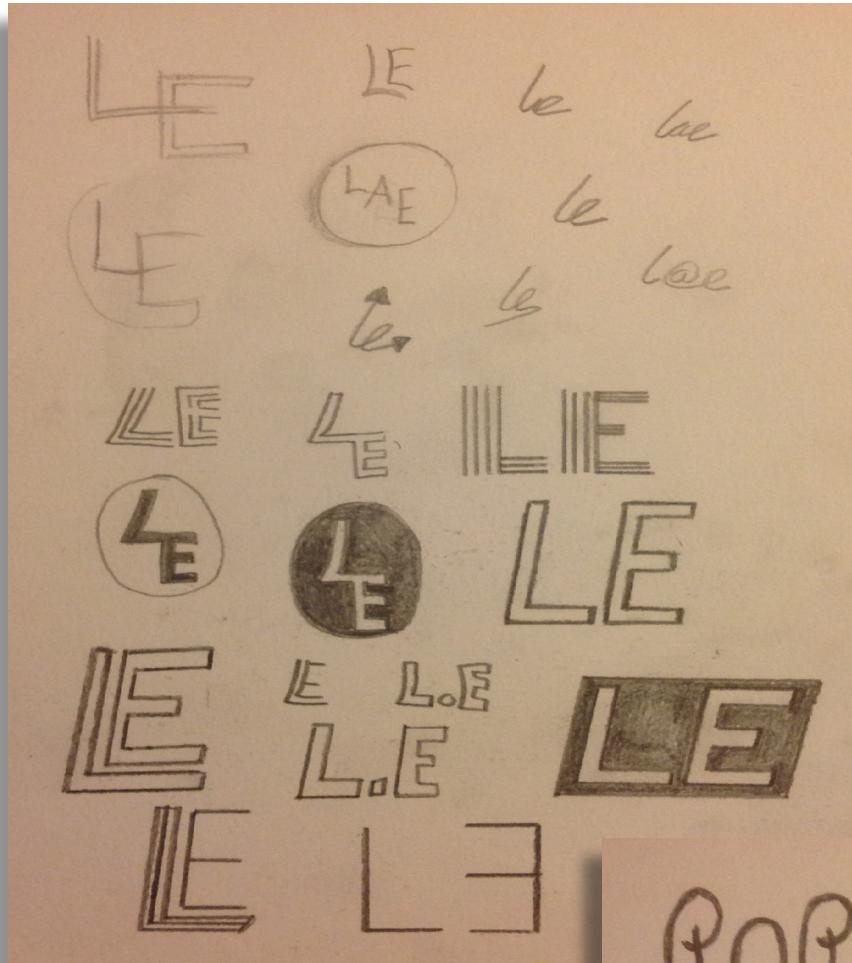
Just What Is It That Makes Today's Homes So Different, So Appealing? - Richard Hamilton (1956)



Hamilton's collage was dubbed to have been the first work of the pop art movement. Portraying Adam and Eve as a body-builder and a burlesque dancer, surrounded by the conveniences of modern life. Created with cut-outs from magazines and advertisements, this was the epiphany of pop art.



LOGO DESIGN



I played around a lot with my logo sketches as I enjoyed the look of the straight edge initials. I tried some also with backgrounds of a solid black. Taking into account some of the typefaces I discovered during my research of the pop art movement. The bold lines that seem to almost jump out of the page at you, I found this a great starting point for my logo design sketches.

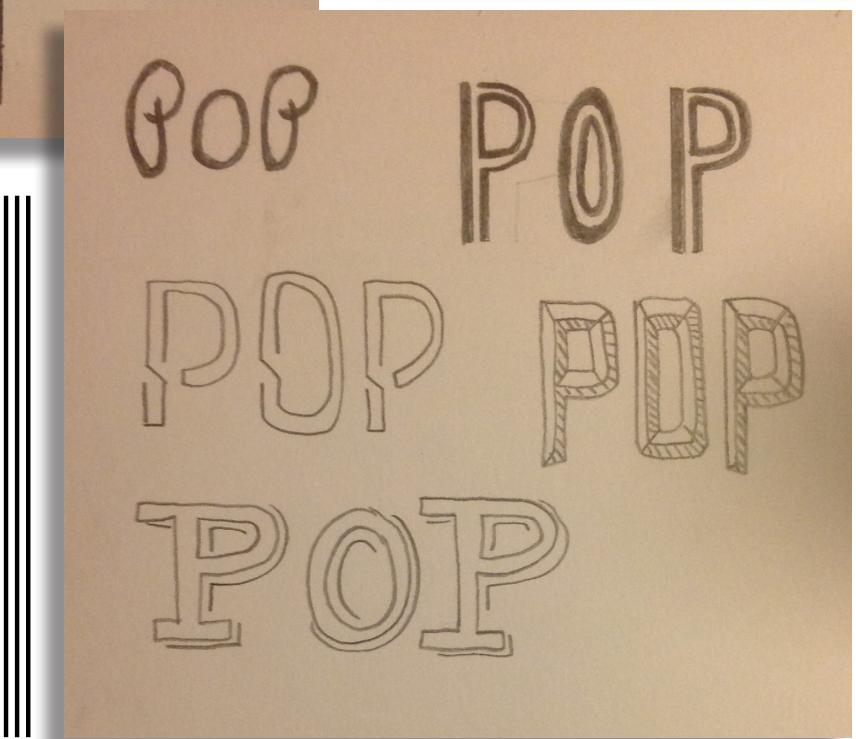


IMAGE ASSETS



2560 x 1440 pixels (Imac pro)



1536 x 2048 pixels (Ipad)



750 x 1334 pixels
(Iphone 6s)



FOLDERS

