



The power of music

JOY BRINGER ISTD PROJECT BY RHYS CUMBERLAND

My aim for this project

My aim for this project is to make a series of posters that would show the public that if they are struggling use music as an escape, and display that music is vitally important to the modern world and how we take it for granted.

I will Be using typography to display my message with a focus in making the result simple an eye catching as the plan for the posters would be to have them displayed in public so the images need a simple bold message for people walking by but if someone decided to look at the image closer there would be more depth to the image.

The impact of music on mental health

Music plays an important role in all of our lives. But listening to music or playing an instrument is more than just a creative outlet or hobby — it's also scientifically good for us. Research shows that music can stimulate new connections in our brains; keeping our cognitive abilities sharp and our memories alive. —Prof. Larry Sherman

Personally music has been greatly beneficial to me in all aspects of my life, comforting and inspiring me every day. It can change my mood within minutes and make me have a different outlook on a current on my life at the time, and I'm not alone almost all of my peers use playing or listening to music as a escape from regular life.

On a grander scale music has influenced entire country's such as when heavy metal band Metallica performed to 1.6 million people in 1991 which played a part in the dissolution of the Soviet Union and their communist rule.

Music is deeply integrated with politics and world relations many of the best and most popular artist have a political message if you look hard enough.

all music has a message or meaning that has resonated with countless listeners and impacted the world greatly.

My plan

- ▶ Sketch ideas of and image
- ▶ Make a digital version of the sketch
- ▶ Make a collection 3 / 4 images that all display the same message
- ▶ Refine the images keeping in mind no to overcomplicate them

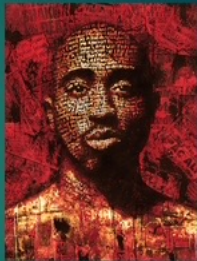
Inspiration



Sarah king

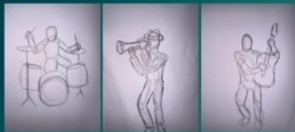


Paula scher



Sean williams

Sketches and early planning



First sketches of the musical figures I would like to design.

I'm trying to keep it simple so the images will be visible in a smaller format, I have chosen 3 different instruments to diversify my audience to all music enjoyers. The trumpet player for jazz soul listeners, guitar for rock listers and drums are aimed at metal listeners but all these instruments are used for all these typers of music so very photo is inclusive.

My idea to integrate the typography is to have negative words and phrases around the musicians and have positive words that describe the feeling I have when listening to music on the artists/instruments.

As for color im thinking of using a sharp contrast of blacks and white for the background and multiple bright colours for the positive words.

Development process



All 3 images from this project were made in procreate, the process off my making these images started with the background of negative words. Using the type feature and changing the opacity of each individual word allowed me to creat depth in the image. Then adding the slogan in a vibrant red created a disconnect from the dull background. Next I added the silhouettes of the various musicians and sizing them to the frame. Finally using the type tool and the distortion feature I moulded the words of positive to the shape of the musical instruments or musician.

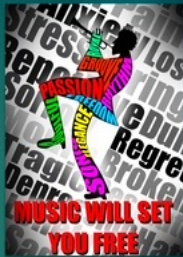
First draft of project



These are my first drafts of one of my images.

First image: my idea for this image was to have a positive bright vibe for the image and create a catchy slogan and message in the image. I was not happy with this image as I thought it was too cluttered and didn't have an obvious message but I was pleased with the jazz musician and felt I should recreate and edit the image around the musician.

Second image: I've edited the first image making the background less vibrant and made the focus off the image bigger to draw more attention to the musician. I also thought having 2 slogans is overkill and chose the more suitable phrase and made it more legible. Overall I'm pleased with the second image but I think I need to incorporate more typography.



Final designs

Description of final artworks

My plan for the final 3 artworks was to incorporate joy typography without making it cluttered and trying to display a powerful simple message to as many people as possible. I am pleased with my final products and believe they portray my message. I changed my slogan from the original design to "music will set you free" as it has a more straight forward message. Using the red text on black background has given my images an eye catching effect and using the positive words in colour and negative words in black and white give the images a nice juxtaposition. I had decided to use as multiple colours on my trumpet player image as I feel it incorporated the feel of jazz. Making the figures silhouettes draws the eye more towards the words on the silhouette drawing more attention to my message. I've used more design techniques in the images to draw the eye to my message more such as a Drop shadow on my text, a vignette around my image and making the area around my figures lighter so they stand out more from the background.

Review of my work

Overall I'm pleased with my works but there is always room for improvement so moving forward in my projects I would work on trying to make my images more appealing and iconic so it would stick in the viewers minds more, make the images more cohesive so they look like a complete project.

Summary

Whilst making this project I've learnt a lot, from colour theory to depth in an image, I feel as if I have improved since the start of this project.

I believe my collection of images display my message well without any added unnecessary distraction to the picture.