

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.