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Graphic Communications Workshop Prof. Goetz

Visually Enhanced Quotations

“Don’t be afraid to stand for what you believe in, even if that means standing alone.”

1. With my first enhanced quotation I wanted to go simple but powerful/meaningful at the same time. I decided to keep the background a solid black color to ensure my audience focuses on something else in my design first and avoid too much clutter. The blue circles very well represent people or entities in a uniform and controlled manner. My text /quote was combined with the lone white (and now increasingly obvious due to the dark color scheme used throughout the rest of the design) circle on the right. I didn’t want to center the circle; I wanted to show that the person standing up for what they believe in can come from anywhere and be anyone in the sea of bodies. I feel like the actual meaning of my quote was captured and portrayed correctly. I felt like the fact that the quote was written by “unknown” was very important to the strength of the actual quote and design. Showing that anyone could have said such a thing is powerful.
2. My second quote resonates with many almost instantly, the Tiananmen Square lone man versus tanks photo is rightfully an iconic image that no one could really forget about. I felt like my quote was almost embodied by the very courageous and proud random citizen in this powerful image. At the same time, I didn’t want to simply use this image and add text; I wanted to take an interesting spin on the moment. Using the Lego image (that I failed to capture on my own with my little brother’s Lego’s) changed the approach but still kept its strength, I believe. Since the Lego piece aspect kind of gave the image a somewhat childish edge, I felt that the text shouldn’t be very strong which is why I chose Comic Sans MS. The slight chalkboard/soft pen effect of this text felt a bit younger. I didn’t want to “mess” with the image too much so I decided to still effect it without altering it more than I should. The word “Alone” was written on his back to not only symbolize exactly how the situation looks but how deep his emotions must be running at that moment. I felt that the red coloring of the text playing off the somber blacks/grays/and whites in the rest of the design would really help it “pop” out.
3. My third and final design was inspired by a fighter spirit in all aspects of life, Whether you’re standing up for what you believe in or standing up for yourself. In order to get an exact lining of a fighter raising his arms up in victory, I used a photo of a former UFC (Ultimate Fighting Championship) Light-Heavyweight Champion named Lyoto Machida. If it’s not obvious enough already, I’m a big fight fan, either way I used the pen tool to get a good shape of him, and then I removed the image. The lettering at the top of the design (at least I felt), called for script. I liked the way the font fit the design. I didn’t know if the “alone” written on his chest was easily seen as a tattoo or not, but I hope it is noticeable by my audience. I tried writing the whole thing on his body (didn’t like it). I actually even thought about writing the entire quote on his body as a tattoo but at different points of the body.