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Prof. Childers

COMD 3504

3.15.22

Research Paper 1

Noma Bar is an israelian born graphic designer and illustrator who first established himself in the early 2000's. He has illustrated for hundreds of magazines using his iconic simple, yet effective vector artwork. His work is often minimalistic and often uses shapes and negative shapes in order to illustrate double meanings. He is inspired by the works of 20th century Russian constructivists who made simple, yet effective pieces to voice political opinions. His work is dynamic and takes a while for your brain to get the big idea. His work is very influential, he has won many awards and his work is recognized worldwide. One work of his I would like to illustrate is his George Floyd Cover illustration for Volkstrant dutch newspaper.

First and foremost, before we can break down and understand the powerful meaning of Noma's work we must give it context. George Floyd was a forty six year old black man who was detained after using a counterfeit twenty dollar bill to buy a pack of cigarettes. Four officers arrived at the scene and one of the four officers handcuffed Floyd and kept his knee on Floyd's neck for 8 minutes and 46 seconds. The knee was not removed even after he lost consciousness. His heart stopped beating shortly after. This event reignited the Black Lives Matter movement which is a movement designed to oppose racism and anti-black violence such as police brutality. BLM made its first appearance around 2013 following the death of a black teenager named Trayvon Martin. A teenager who was shot and killed after walking home from a trip to the convenience store by George Zimmerman. In 2014, the death of Micheal Brown made Black

Lives Matter surged again after a story followed of another young black man being shot down by a white police officer.. However 2020, Reignited the movement in a passionate burst. The video of George Floyd went viral and led to the involvement of thousands of protesters rallying the streets of the United States. The hashtag #BlackLivesMatter was being used on all forms of social media and soon protests became riots. The accumulation of racism had built up and accumulated over hundreds of years in this country's history and the signs of it never going away has led to turmoil within the nation. George Floyd's death became a call to action for "Black Power" George Floyd's tragic death became a symbol of injustice to African Americans.

Noma Bar understands the semiotics behind George Floyd and his correlation with BLM. All of the symbolism used in this piece are all culturally understood. We can see two images portrayed in the negative and positive spaces of this piece. From afar we can see the face of George Floyd in the positive space, however in the negative space we can see figures holding up flags. The figures are a reference to the protesters in support of BLM. The symbols in the piece are arbitrary and those who can understand them will realize how well the message is communicated. What makes Noma Bar such a strong designer is his ability to communicate the most complex of ideas with only the simplest of shapes. Avante Garde is all about experimentation and his work should be no exception to the rule, it's clear that his work is innovative and he's constantly experimenting with new ideas. Especially knowing Noma Bar's background, it makes more sense that he is probably more aligned with the beliefs of the Russian Avant Garde. However, I think it'd be interesting to highlight the words of Filippo Tommaso Marineti. He states, " Beauty only exists in struggle. There is no masterpiece that has not an aggressive character." Given the context of this piece in Noma Bar's work exists because of the

struggle of African Americans which although is not an ideal situation, it's an idea I find interesting.

In conclusion, Noma Bar is a strong illustrator and designer because of his ability to take symbols and give his pieces double meaning. He is still able to handle all these complex ideas and design choices and execute them in only the simplest of forms. His ability to experiment and innovate new ideas shows clear signs of Avante Garde. Not only that, but what makes his abilities even more amazing is being able to present pieces with double meanings, it shows us how well understands the semiotics of his source material. Noma Bar is an example of the innovators of today that the innovators of the past predicted.

Grammarly (Fix)

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First and foremost, before we can break down and understand the powerful meaning of Noma's work we must give it context. George Floyd was a forty-six-year-old black man who was detained after using a counterfeit twenty-dollar bill to buy a pack of cigarettes. Four officers arrived at the scene and one of the four officers handcuffed Floyd and kept his knee on Floyd's neck for 8 minutes and 46 seconds. The knee was not removed even after he lost consciousness. His heart stopped beating shortly after. This event reignited the Black Lives Matter movement which is a movement designed to oppose racism and anti-black violence such as police brutality. BLM made its first appearance around 2013 following the death of a black teenager named Trayvon Martin. A teenager was shot and killed after walking home from a trip to the convenience store by George Zimmerman. In 2014, the death of Micheal Brown made Black Lives Matter surge again after a story followed of another young black man being shot down by a white police officer. However, in 2020, Reignited the movement in a passionate burst. The video of George Floyd went viral and led to the involvement of thousands of protesters rallying

the streets of the United States. The hashtag #BlackLivesMatter was being used on all forms of social media and soon protests became riots. The accumulation of racism had built up and accumulated over hundreds of years in this country's history and the signs of it never going away have led to turmoil within the nation. George Floyd's death became a call to action for "Black Power". George Floyd's tragic death became a symbol of injustice to African Americans.

Noma Bar understands the semiotics behind George Floyd and his correlation with BLM. All of the symbolism used in this piece is culturally understood. We can see two images portrayed in the negative and positive spaces of this piece. From afar we can see the face of George Floyd in the positive space, however, in the negative space, we can see figures holding up flags. The figures are a reference to the protesters in support of BLM. The symbols in the piece are arbitrary and those who can understand them will realize how well the message is communicated. What makes Noma Bar such a strong designer is his ability to communicate the most complex of ideas with only the simplest of shapes. Avante Garde is all about experimentation and his work should be no exception to the rule, it's clear that his work is innovative and he's constantly experimenting with new ideas. Especially knowing Noma Bar's background, it makes more sense that he is probably more aligned with the beliefs of the Russian Avant-Garde. However, I think it'd be interesting to highlight the words of Filippo Tommaso Marinetti. He states, "Beauty only exists in struggle. There is no masterpiece that has not an aggressive character." Given the context of this piece in Noma Bar's work exists because of the struggle of African Americans which although is not an ideal situation, it's an idea I find interesting.

In conclusion, Noma Bar is a strong illustrator and designer because of his ability to take symbols and give his pieces double meaning. He is still able to handle all these complex ideas

and design choices and execute them in only the simplest of forms. His ability to experiment and innovate new ideas shows clear signs of Avante Garde. Not only that but what makes his abilities even more amazing is being able to present pieces with double meanings, it shows us how well understands the semiotics of his source material. Noma Bar is an example of the innovators of today that the innovators of the past predicted.

Zaterdag

Themanummer De wereldwijde opstand tegen racisme

Hoe moet
het verder na
de dood van
George Floyd?

Illustratie Nona Bar

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