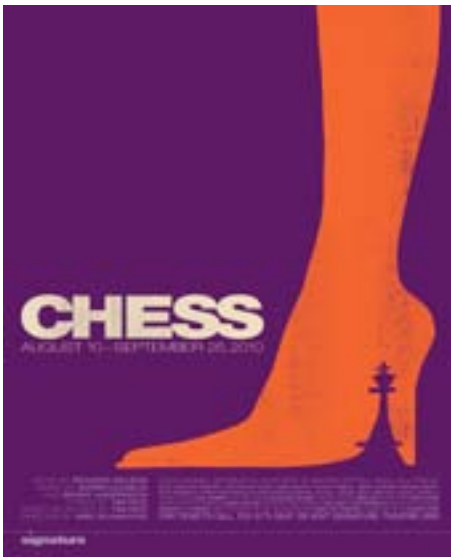


In my Graphic Communications Class, we had the opportunity to visit the American Institute of Graphic Arts. (AIGA) 365 | design effectiveness Exhibition, located on 5th Ave, New York, on the 15th, November 28, 2011. This year, the competition featured the winning designer's best work across all disciplines of communication design and strategy and what made them effective. The entrants shared their personal secrets to their success of their designs and both their own and clients' perspective. The exhibition had a lot of powerful work; however there were only few which remained memorable to me. Below are the brief descriptions of these pieces and why I found these specific designs effective and powerful.

Design firm: Design Army, Washington, DC
Creative directors: Jake Lefebure, Pum Lefebure
Art director: Pum Lefebure
Designer: Sucha Becky
Printer: Fannon Fine Printing

Chess Design Army, Washington, DC, 2010



The poster was designed to promote and sell tickets to a Broadway performance called "Chess". The play is about a chess competition held in 1988, when two of the greatest chess masters from America and Russia compete for the title of best chess player in the world. However, the play includes an ironic twist where the two men find themselves involve with the same woman, who they also compete for. The design uses two secondary colors; orange and purple. The orange as the lady's leg onto the purple background creates a bright poster which draws the audience on its own. The design of the lady's leg "running off the page" at the top is a graphic element called closure. The clever use of the "queen" piece between the shoe heel creates a relationship between the game and a woman, which gives the audience a deeper meaning to the poster, apart than a game of chess. The word "chess" is in a sans serif typeface which is relative to the game because it shows no hint of decoration; but instead solid bold, block letters which indicates seriousness. The negative and positive space creates balance on the page. The poster was very powerful overall and its effectiveness allowed it to communicate with the audience well.

Design firm: Astro Studios, San Francisco
Creative director: Woo Roberts
Designer: Jeffrey Nebolini
Client: Kodak



Slice
Astro Studios, San Francisco, San Francisco, California, 2010

The second design which I came across that caught my attention was "Slice"; the design for Kodak's new line of digital cameras. The design was made to target female digital camera users and archivists between 25 and 35 years old. The logo is simple and relative to the camera. The typeface used for the logo was both confident and friendly. The clever use of the diagonal slanting of the "I" in the center of the logo; "SLICE", gives it the effect that it's "slicing". This simply expresses the name in action, which gives the user the feeling that they could interact with the product. It is effective and well executed because the camera was designed for this, since its touch screen. The design was made for the packaging and advertising of the camera, the camera's logo itself and different advertising outputs; posters, web, billboards, e.t.c.

Design firm: Johnson & Johnson, New York
Creative director: Elan Cole
Art directors: Rusty Clifton, Matt Simpson
Photographer: Seth Smoot



Johnson & Johnson RED CROSS
Johnson & Johnson, New York, 2010

Last, but not least, the Johnson and Johnson Package Design for gauze Pads was very unique. The package design basically included the first aid logo which is the Red Cross located at the top of the package and by placing the logo; Johnson & Johnson logo front and center of the first aid across in white gave it the distinction of ownership. In the background was the clean image of the product and the competitors image at the bottom of theirs which was effective. This shows the audience why their product is better and allows the audience to understand the value of their product. The use of the patriotic colors; red, blue, and white were used to symbolize that Johnson & Johnson is an American Company. In addition, the color red was most prominent because it's eye-catching and grabs the audiences' attention.

The experience was a great opportunity to get inspiration. The works were all examples of successful designs because of their effectiveness.