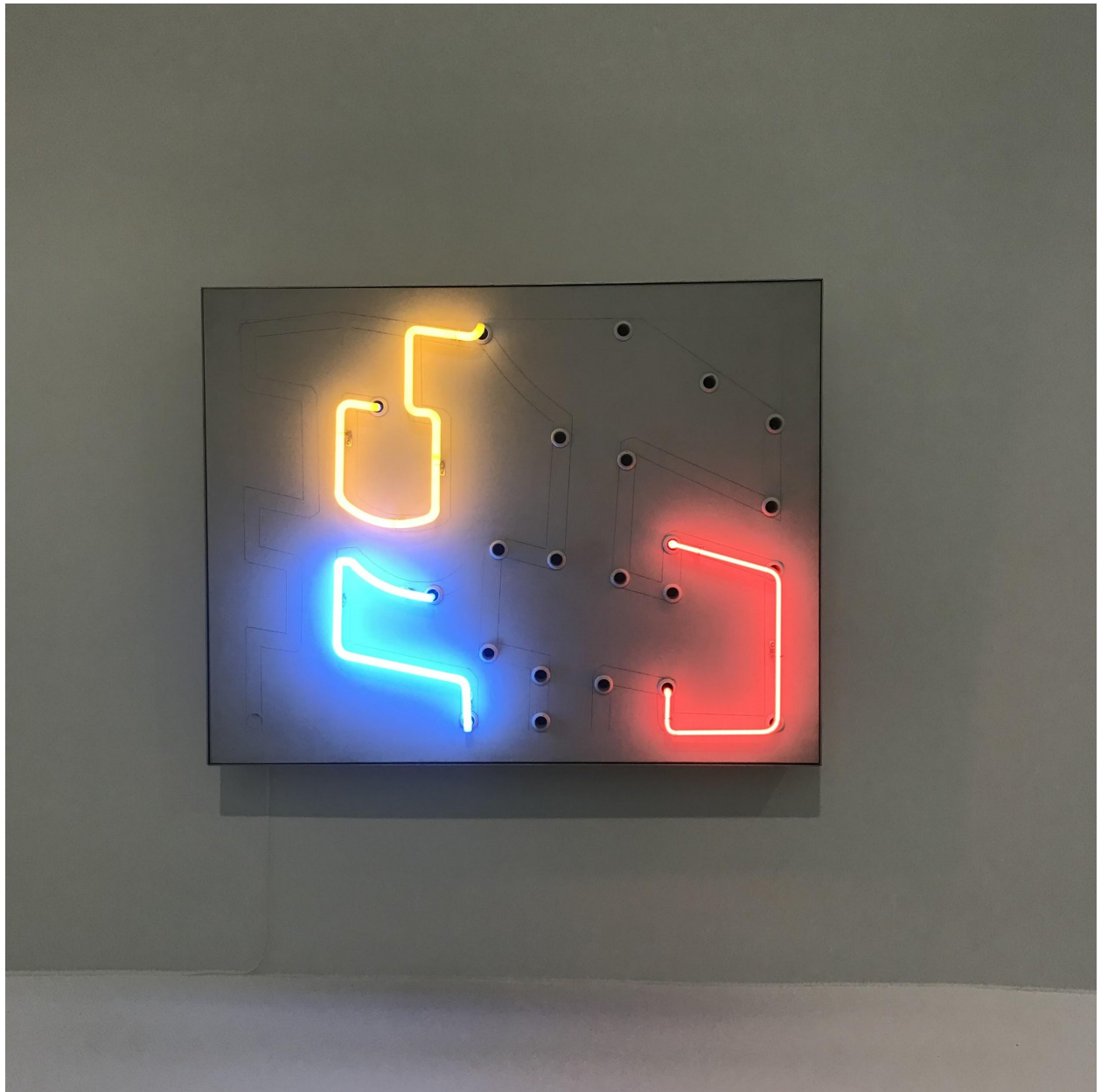


Nike soho



Guggenheim museum

“Lighting art”



There are a lot of difference and similarities between these two work.

The similar part is how the using the lighting for display but with different visual presentation. Nike soho use bright light bars behind the sticker that they put in front of the window. For the art work that's in guggenheim museum the art work itself is the lighting. " Lighting art has three main color for the light which is blue red yellow and this three color is the primary color. Nike soho only use two main color which is white and red.

Color is be a very important tool for visual merchandiser. Lighting art used three primary color to present the art piece. Three color has a very nice balance between all of them. They don't look like something that's out of tune, but something that people will stop by and look at it this means that this art using the right color which it can attract people to look at it. Nike is very smart on how they can use color to make customer feel happy and want to buy stuff. The lighting bar that they put it by the window display is all pure white. Which makes me feel like technological advance.

The texture of the art work is made mostly with metal and led lights. It has a very strong sense of metal into the art. We could not touch the art piece but just by seeing the surface I can tell the surface is a very smooth metal and the light is really really bright even it only has three small pieces of light bars. The window display of Nike has a clear glass on the outside which it makes you have a better view to see what the store looks like on the inside. The technology feeling is what Nike soho brings to people. The material they use for the light and the products

that they put it in the store looks like what you can get 15 years later .The texture is just awesome.

Both art and display used balance and harmony in their work. Lighting art seems like they put the lighting bar at random places in the art but all three colors they balance out each other and makes it look very unique. All three bars have different shapes and this is where harmony kicks in. Even the shape is different they look very similar to each other this makes the viewer feel like they are looking at one whole piece of art together but also three smaller pieces inside of one big piece of art. Nike soho put their display in a horizontal way because that is the way the door was designed. They have to be balance out with the door and how the store is set up. Horizontal way of the display fits Nike's identity it makes the store look good and people do want to go in the store. The lighting of the display is horizontal as well. White led light is hanging in the middle part of the display and the number 17 actually goes vertically. It is a small detail that Nike did to balance out the display very well. It makes it feel a lot more vibrant with the lighting.

Color -Of all the Elements of Design, color is probably the most challenging to understand. We have to learn a little science to fully understand the nature of color. Color has three main properties: hue, value and intensity. (John Lovett, n.d.).

Texture -Texture is an obvious and important element in all we see and touch. To save confusion it can be broken into two parts - Physical and Visual.(John Lovett, n.d.).

Proportion - Proportion refers to the relative size and scale of the various elements in a design.

The issue is the relationship between objects, or parts, of a whole. This means that it is necessary to discuss proportion in terms of the context or standard used to determine proportions. (Charlotte Jirousek, 1995).

Line - Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet. (John Lovett, n.d.).

Direction - All lines have direction - Horizontal, Vertical or Oblique. Horizontal suggests calmness, stability and tranquillity. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement and action. (John Lovett, n.d.).

Shape - A shape is a self contained defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape. (John Lovett, n.d.).

Size - Size is simply the relationship of the area occupied by one shape to that of another. (John Lovett, n.d.).

Balance - two or more things react to each other in a smooth way.

Unity - Relating the design elements to the the idea being expressed in a painting reinforces the principal of unity. eg. a painting with an active aggressive subject would work better with a

dominant oblique direction, course, rough texture, angular lines etc. whereas a quiet passive subject would benefit from horizontal lines, soft texture and less tonal contrast.

Unity in a painting also refers to the visual linking of various elements of the work. (John Lovett, n.d.).

Harmony - Harmony in painting is the visually satisfying effect of combining similar, related elements. eg. adjacent colours on the colour wheel, similar shapes etc. (John Lovett, n.d.).

Repetition - Repetition is the reusing of the same or similar elements throughout the design. Now this is not to be mistaken for repetition of visual elements as a pattern. (Gareth David, n.d.).

Rhythm - a strong, regular, repeated pattern of movement or sound. It's created when one or more elements of design are used repeatedly to create a feeling of organized movement. (Jess creative, 2014).

Emphasis - an area or object within the artwork that draws attention and becomes a focal point. (Lucy Lamp, n.d.).

Contrast - Contrast is the juxtaposition of opposing elements eg. opposite colours on the colour wheel - red / green, blue / orange etc. Contrast in tone or value - light / dark. Contrast in direction - horizontal / vertical. (John Lovett, n.d.).

Surprise - something that is out of norms unusual it makes people feel excited.

Art and visual display have a lot of things in common because both things you have to present and to attract people's attention. For art it may not have a special purpose as to sell a product like what visual display have to do, therefore visual display needs to learn a lot of element from art work. Art is something comes from life but at the same time it is also higher level than life. Without art life will be very boring. People look into art for a reason. We can find love and peace in one kind of art but also hate and racism in other types of art work. artist who creative art might also want to get other people inspired and creative better art for this world.

Over all this assignment helps me understand art how life can really impact on your art work and how visual display can use art piece to get ideas from many many place and turn the idea into something that will surprise people. Art work and visual display have to use strong sense of color and texture to creative great stuff like dark color give customer a sense of mysterious and with letter hard texture it can creative a real mysterious atmosphere but color white gives you a sense of pure and soft texture.

Citation

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