



The first picture "SWOT" is interesting to me because it provides a nice and appealing logo utilizing arrows that are rotating within a circle. This symbolizes data being provided to the public about clean air and water conservation. The main text as well as the logo itself, uses a blue and white color and I noticed that the S and the W connected with one another while the O and the T are separated.

The second logo "A Word is Worth a Thousand Pictures" I like a lot because of the script font typeface that uses, which looks appealing to the eye. The use of the iPad is also very interesting as it seems that the lines are breaking free from the device which gives it more of an artist look to it. What I like about the style of this artist is that they managed to involve both picture and text to create an advertisement that's not only well crafted but is easy to understand the message. It showcases the power of this new device that is able to create illustrations like logos with ease. The script typeface is not the only thing that is present, as the word "Thousand" doesn't share the same font as the

other words, in fact it is also created with a bold option signifying that it is important or to just create emphasis.

The last logo "Recovery" is definitely one of my favorites as it utilizes various different lines to make an image that has a strong connection with the title.

Recovery is a return to a normal state of health, mind or strength and we can connect this definition with the picture involved. The picture showcases a construction site which is meant to build things up or create something new. The literal word recovery is being defined by the picture giving a lot of context to the main meaning of this overall logo. The first "Recovery" title is made with separated bold lines that looks like buildings. With each letter the bold lines in the title become taller. This typeface is very interesting and eye catching. The text also reminds me of sound waves to signify volume. The second time just utilizes a black background acting as a billboard with a white bold color type. I love how the title is orchestrated along with the picture, establishing a firm connection with each other.



The first photo created by David Carson I find fascinating because of the many colors that was used. It adds to the entire aspect of a festival which are usually a celebration of something so it makes sense for the promotional art itself to share that same aspect. This piece of work also looks like a collage, made up of many different colorful images and strung together to make an artist piece of work. The type is interesting as it does not stick with a constant size. It varies growing bigger and more bolder to smaller and less bold. It can also be interpreted that the words that are smaller does not share the same impact that the title does and for good reason. The title is supposed to be the thing that catches the eye of the bystander and all other information and detail is to come after that. The art is a beginning reflection of what the festival is to become and what it is about. David Carson has established this concept well in this photo and is one of my favorites.

The second photo made by David Carson is called "Mind over Matter" and this what I like about this picture is the placement of the words. The first thing I noticed was that the word "Mind" was quite literally above the words "over" and "Matter" which just adds another layer to message. The font is also pretty similar with just the exception of "over" as it is much smaller than the other words just showcasing that its less significant to "Mind" or "Matter". However the R is capitalized. This design also harbors a picture in the background of two silhouettes probably to represent mind and matter. With another background as the words are then able to overlap both backgrounds and the picture. I like this picture because its not trying to hard, only including a few subtle things and that can still be eye catching without overdoing with many colors and typefaces. He shows that simplicity can be just as impactful.

The final photo is "Be Good" and it is another promotional art, this time promoting juice. You can interpret this just by looking at what is present within the image. The use of of different fruit even with a small drink at the lower right side of the picture. What I like about this picture is the bright saturated color fruits in the background which is eye catching and can make someone immediately notice. The "be" is much bigger compared to "good" and I think this was done to make the title more noticeable and not be overwhelmed by

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the colorful fruits in the back. I believe it was also done to complete the spacing between them. Overall David Carson's style of design is very unique and none of them look similar to each other. He establishes that different topics and meanings deserve different and unique design to go along with them.