

Theory Assignment #2

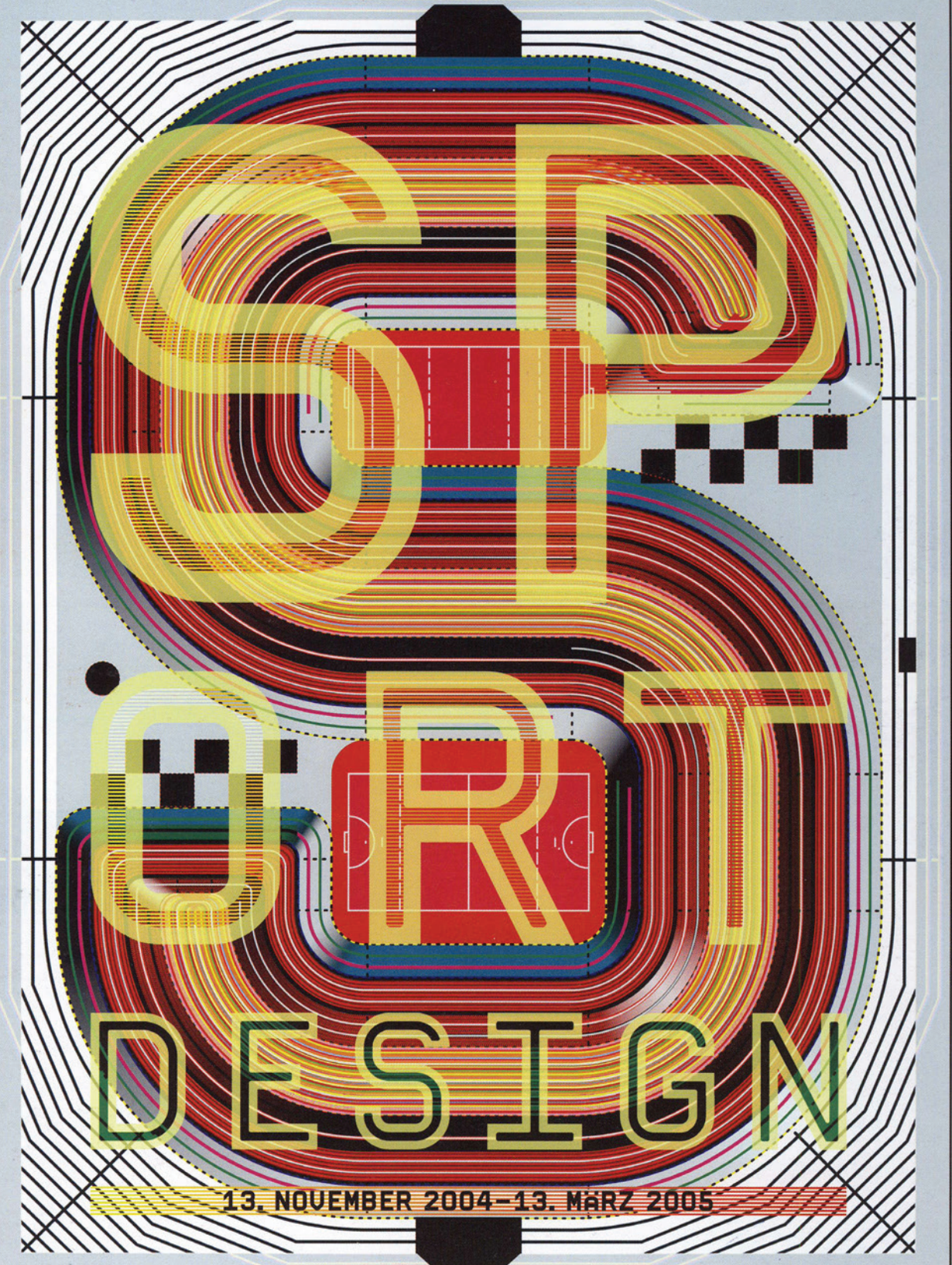
Martin Woodtli (sport poster)

briefing

To this research I knew that I am getting into the area of designing by grids and specifically Swiss Graphic Design.

I started to looking at the basic elements of this style and then I decided to investigate them in Woodtli's posters. So I started by remaking one of his posters to be able to researching through different layers and understanding about their relations.

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13. NOVEMBER 2004 - 13. MÄRZ 2005

DI-DO 10-20h / FR-SO 11-18h / 24.12., 31.12., 11-16h / MONTAGS SOWIE 25.12., 1.1. GESCHLOSSEN / AUSSTELLUNGSSTRASSE 60, 8005 ZÜRICH

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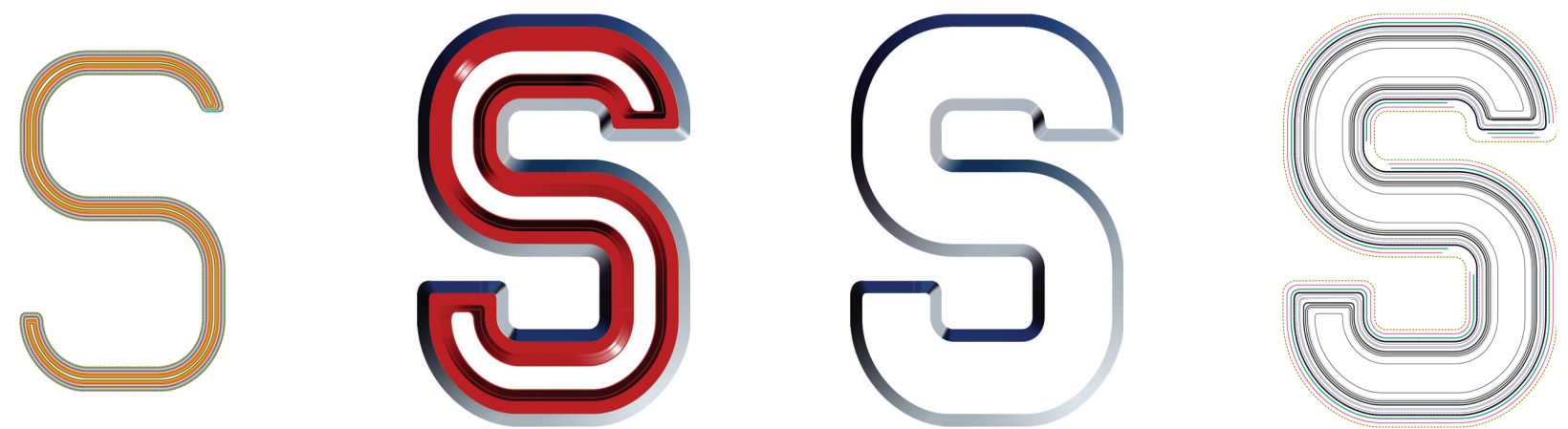
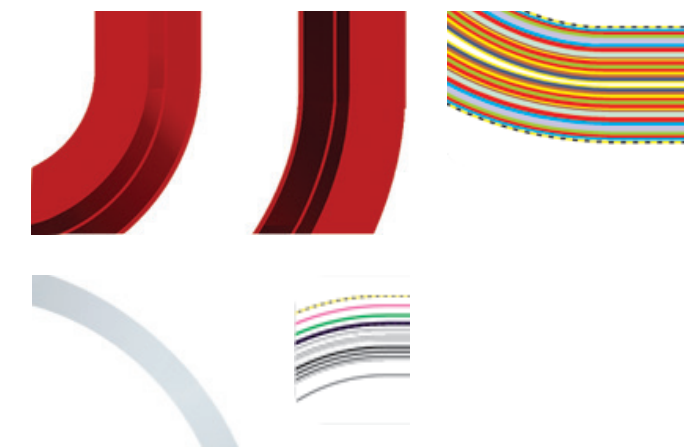
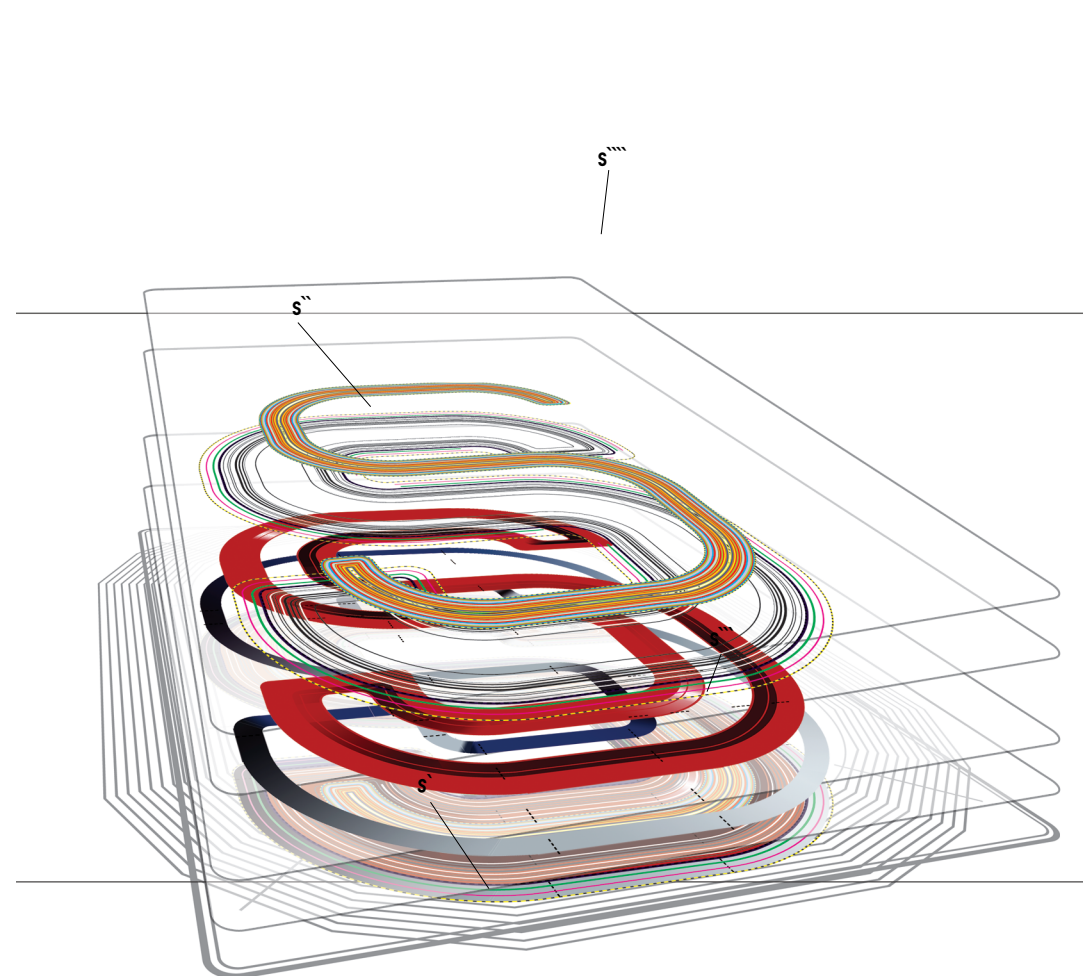
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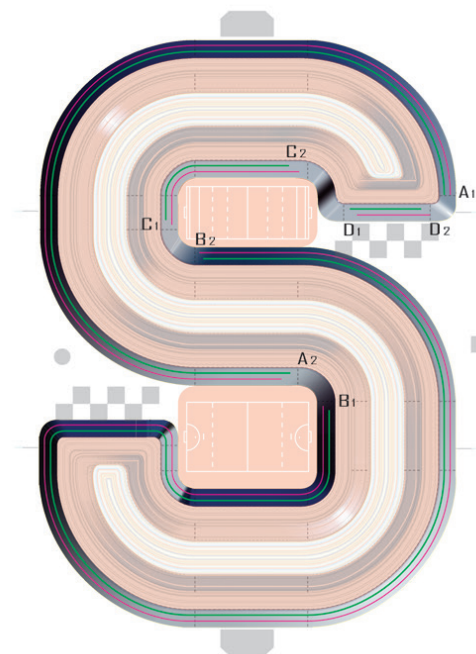
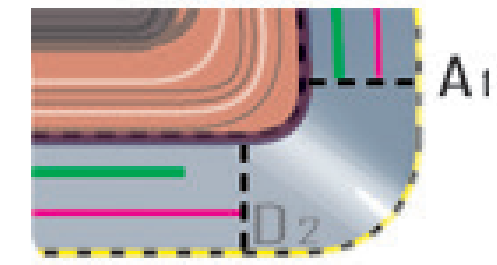
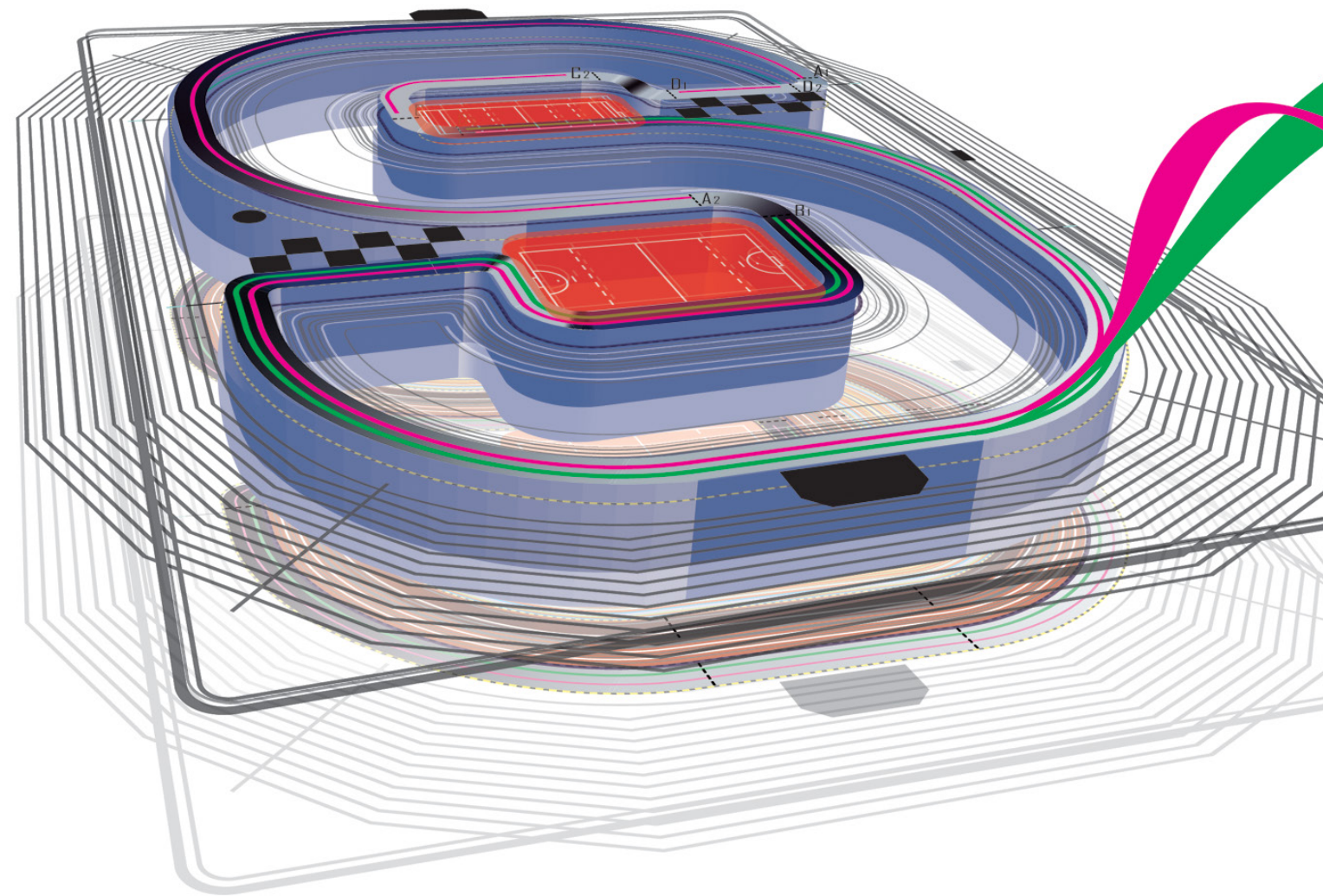
the letter S is the basic element of this poster . the artist used spiral shape of letter and the similarity to rallying stage for impart the concept the shape of letter S consist of several lines and internal areas with difference thickness to intensification of speed and movement for better understanding I separate it to four layers (upper image in two eternal areas " s'' / s'''' " where we could find chromatic interactions which also inspire more speed and movement .

the most internal part " s'''' " consist of several lines which have similar thickness and also light and happy colors which exactly represent the same feeling while we watching the speedy swirl the feeling increased when we become nearer to the center which we could barely see the influence of light or just a sign of it.

The layer s':l has the important role in this poster the layer consist of 4 white lines and 2 green and red liens and also some other which I study them during my resume.

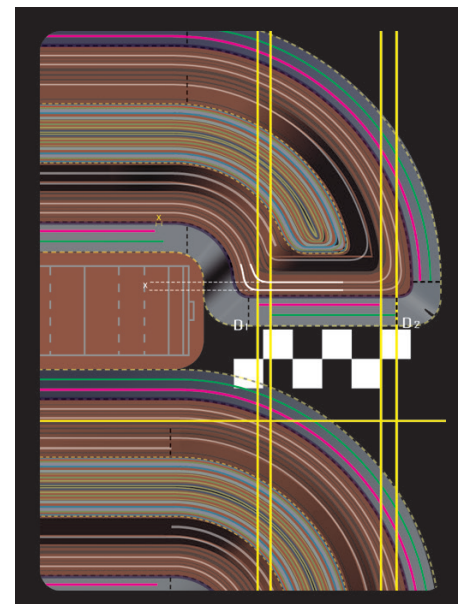
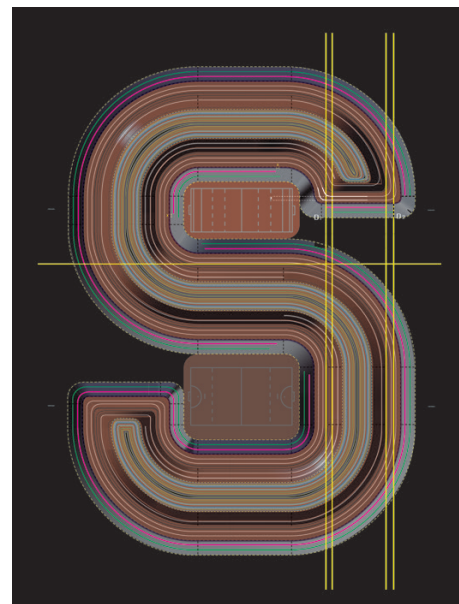
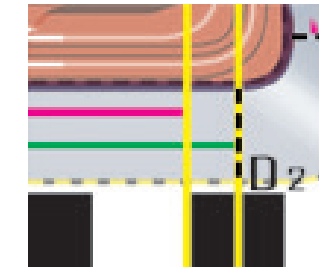
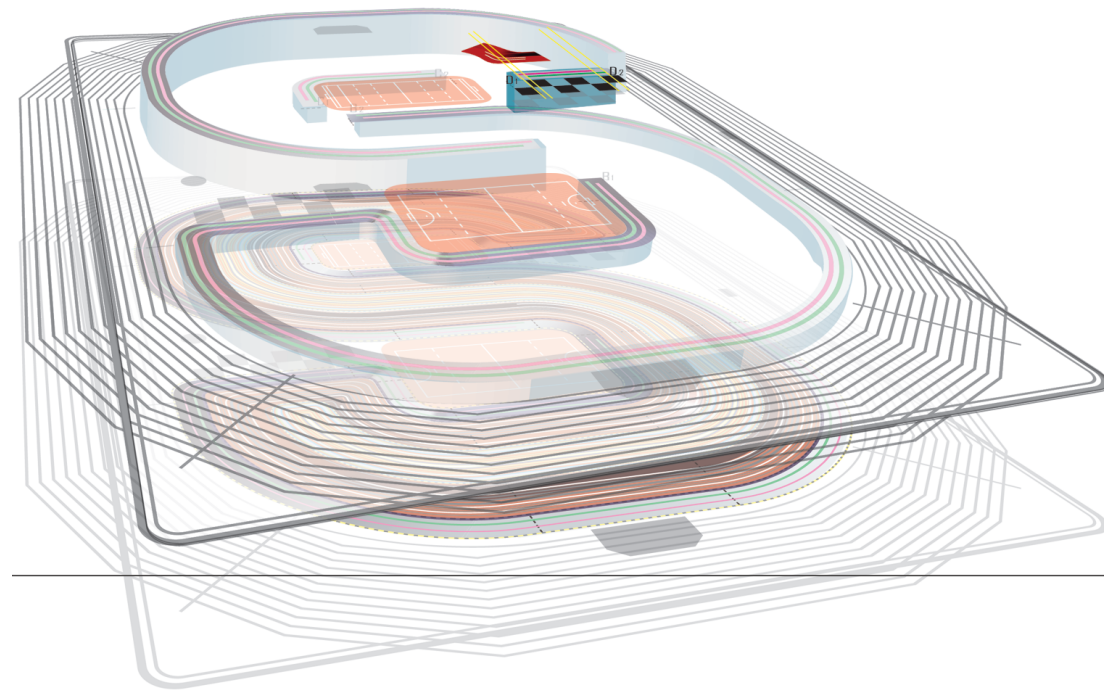


There is 2 thin red and green lines in 's' area. these two lines cut in 8 different parts which create 4 separate pieces that I mentioned them. In my opinion these two lines are very important in this poster and also they have effective influence on sense of movement. We can resemble them like a race and racetrack which they always try to race together and these cut which happened in the important places affirm that. There is transcend of green line and then this happen for the red one. the point is on curve, lines are uncut in these areas. maybe it is because of the same reaction that cars have in curves, they slowdown and become cautious



In this part the distance of two line is not X otherwise it consist of the distance of center of black square and on the other hand of the incline of white a,b lines

P.S : two yellow guide liens(which point the start of white curve) cross red and green ones exactly on the cutting point.



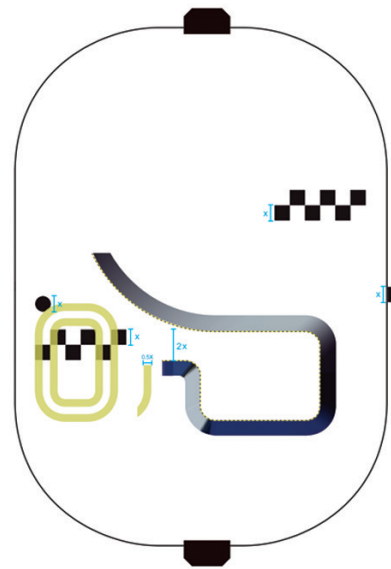
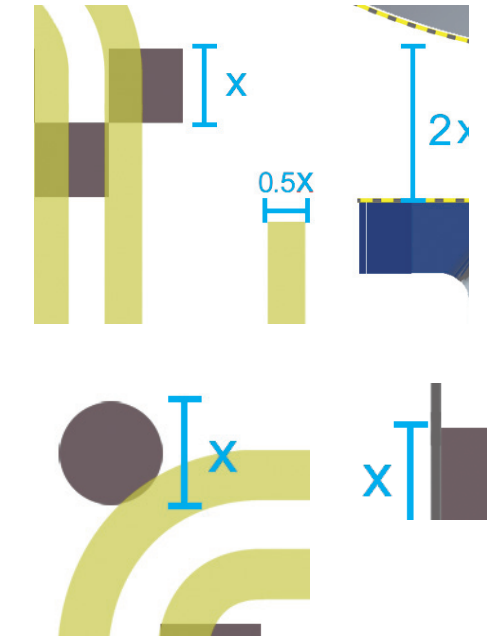
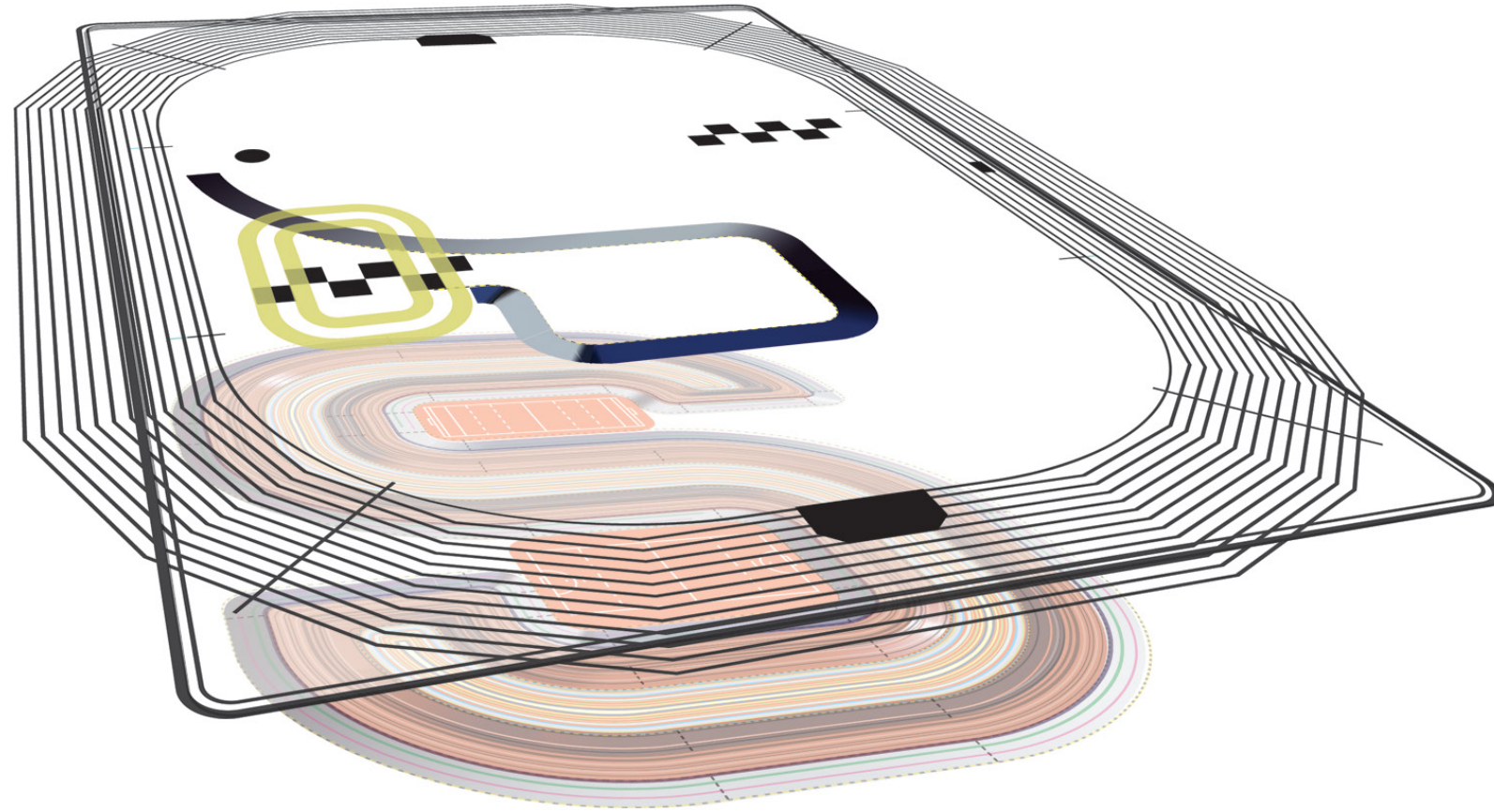
Instead of letter S there is lots of details around it which i called them the accessories

grid lines : These lines repeated several times from center in the same thickness and also size which remind spectator's places in rallying stage

Horizontal thin lines in two sides of poster: These lines are the attachment between the letter S and grid lines the sensible point of this point is the movement of left lines toward right which are one step back of them and again this element helps the sense of speed and movement

Repetitive black squares; When it is rallying stage, so appurtenance is essential .there is Repetitive black squares which are represented flags in finishing lines

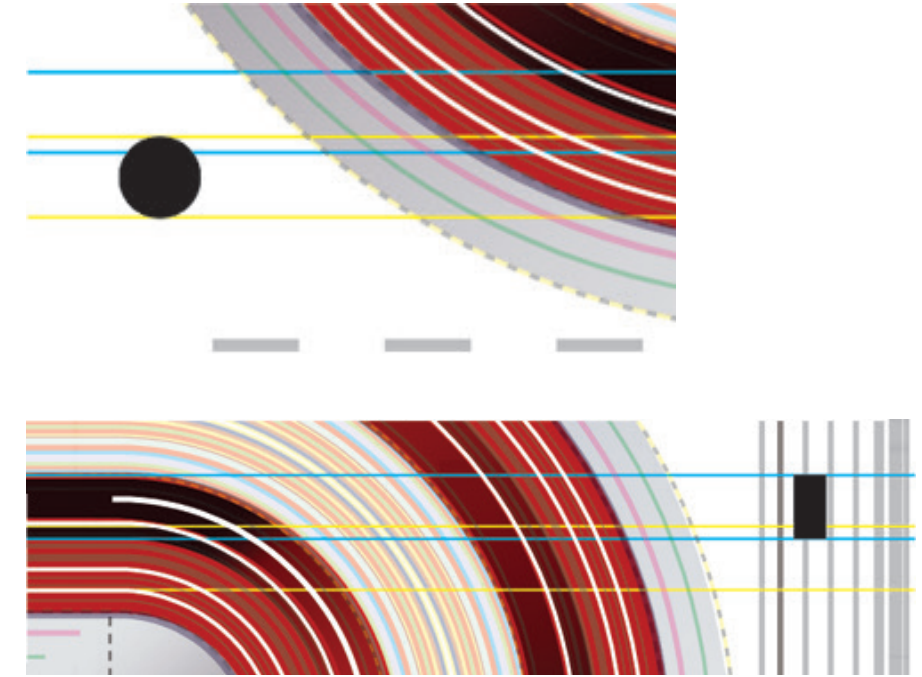
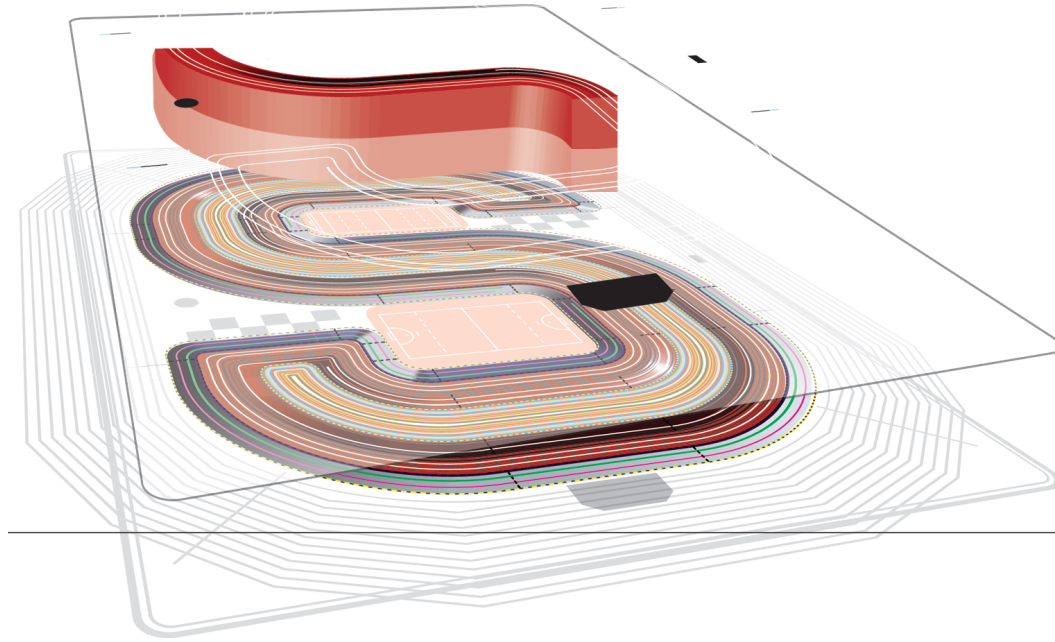
We can study The length of each side in two different ways: first of all the length of side equals the diameter of circle and the size of rectangle is X(which I explain in next paragraph) in the other hand the length of side is exactly twice a width of ORT's lines. Size of two squares ensemble is equals to size of surface between two tangent in S and a,b points



At the first side the existence of small circle and rectangle (x) does not make sense but according to delicacy and also mathematical structure of W----'s works it somehow wrong. but after study and precise scrutiny we could find out the connection

In central point S and also where the central zone of spiral shape exist in horizon where the movement could cutout he found a solution and that was putting these two elements out of spiral's shape .

He used two important a,b with the lines and also black circle for showing circulation to left and used dark layer and rectangle (X) for tension to right at this moment we can also realized the reason of the diameter and height of rectangle.



Analysis of visual features of the work

I tried to explain about the result and my thoughts next to the images of analysis. So some items will be explained briefly.

The Composition :

the most interesting aspect of Woodtli's works is the composition and how it is organized messy. By analysing his works, you can see how much structural they are, though at the first view they don't seem.

Colour

the colour is always used as a part of design and concept, not ornamental or decoration. colours are also functional and designed as we expect in Swiss Graphic Style.

Relationship between shapes and lines :

Explained it before.

Movement:

Explained it before.

Treatment of space and perspective

His works dig into the space like a 3 dimensional array in mathematics. Types, shapes and other design objects are putted over each other and eventually depict a two dimensional design which is three dimensional at the same time.

Texture:

Since Woodtli works alot with the computer and all the stuff are generated on computer, I have seen rarely texture in his works.

Use of light:

if we consider the light as an realistic material or object, it only appears as a mesophrya in his works. (as I explain in page 1 & 3).

Effect of the medium :

Actually, in this case I can consider Woodtly as a conservative designer who walk more around the typographies and illustrations.