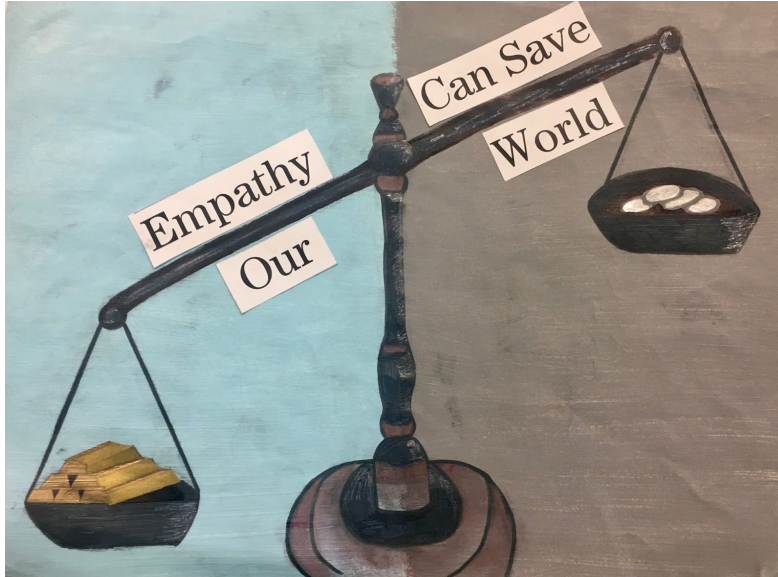


Assessment 2: Static Image

MY STATIC IMAGE-



EXPLAIN ANY 3 ASPECTS-

- COLOUR AND CONTRAST
- FONT
- DOMINANT IMAGE
- GRAPHIC
- LAYOUT
- LINES

PARAGRAPH 1:(COLOUR AND CONTRAST)

Colour and contrast is a powerful communication tool that is used to give the audience a deeper understanding of an image. Colour is such a vital part to static image which can significantly impact the way that it is perceived by a person. Certain colours have different meanings that can dramatically affect the moods, emotions and feelings that a character has on an image. I have used a contrast of blue and grey to symbolize two different extremes of lifestyle. In my static image the vibrant blue indicates a wealthy and more privileged environment, where people have social security in their lives. This means that an individual has essentials above and beyond things like water, food and housing. In comparison the sombre grey signifies a not so fortunate lifestyle, that is minimal and generally a struggle. I feel that my example is of relevance, as it clearly

explains why and how colour dictates and reflects my viewpoint. Metaphorically it relates colours to emotions. To conclude, colour and contrast plays a crucial aspect of a static image.

PARAGRAPH 2:(DOMINANT IMAGE)

A dominant image provides a focus point for the audience. The image itself relates to the visual focal point of the static image. This unites both the theme and the subject matter. The image simply engages the audience and helps create a visual understanding. The key feature in my static image is a set of scales. It symbolizes the significant difference between developed and undeveloped countries. The scales represent the relevance of wealth and resources, and how they are not distributed equally. The gold bars show a comparison against the silver coins. My example is two fold, one relating to the value of gold over silver and secondly the visual weight aspect of gold bars against silver coins. The dominant image should need no explanation in getting your point across.

PARAGRAPH 3:(FONT)

Font plays a distinct role in the design of the image. The font is intended to be easily readable and attention grabbing. It is an important aspect of the static image, in terms of attracting the target audience and engaging them in thought. For example in my static image I have used a common newspaper font. I used this style as I wanted it to be bold and easily readable, while making a precise statement. Additionally, I felt that using this style of text would fit in with the whole theme of my poster and also make it unique. The font included in my image supports the fact that this information should be read and discussed by all adult citizens. Furthermore, it gives reasoning to the effects it has on static images. To sum it, font is important in setting a mood and showing the importance of this issue.