



ACTIVITIES TO ACCOMPANY:

How to Use Images by Lindsey Marshall and Lester Meachem

INTRODUCTION

Activity 1 (page 9)

Find an example of a contemporary design that you think is successful and interesting. See if you can locate historical examples of design that may have influenced your chosen piece. For example, much of Neville Brody's work shows influences of Constructivism and Futurism.

Activity 2 (page 10)

Choose 5 different current billboard advertisements or splash pages from web sites and try to identify who they are aimed at (the audience) and why you have come to that conclusion. For example, the 'Carnival of Sean' web site shown on page 43 – is the intended audience clear?

CHAPTER 1: SELECTION

Activity 3 (page 20)

Select at least 20 random images (even better, get a friend to select the images). Divide the images into the following categories:

- serious
- trustworthy
- fun
- disturbing
- family
- youth
- pensioners

Activity 4 (page 29)

Find 10 images that you think could cause offence in terms of any of the following:

- race
- disability
- gender
- sexual orientation
- religious belief
- age

Briefly explain why you think they may cause offence.

CHAPTER 2: STRUCTURE AND LAYOUT

Activity 5 (page 36)

Take 6 double page spreads from a variety of different publications. For each layout identify the various elements that make up the design. For example, as on page 36, elements such as image, text, title, subhead, caption, icon, credit lines, header and footer. Comment on the way that these elements affect each design.

Activity 6 (page 45)

Select one image for the customer-facing facet of a package for each of the following:

- eco friendly light bulb
- low fat chocolate
- sweet smelling bleach

The image must convey all of the qualities of the product without the use of text.

CHAPTER 3: COMPOSITION

Activity 7 (page 74)

Select 10 images of objects, for example an animal or a tool. Either digitally or manually, experiment making compositions by putting images together in pairs, using scale to create impact or hierarchy.

Activity 8 (page 83)

Find 6 examples of magazine layouts where the reader is directed around the design by the use of various pointers as described in this chapter. For example, images where a person's gaze is directed at the title or a finger pointing at an important word.

CHAPTER 4: COMMUNICATION

Activity 9 (page 98)

Find 10 examples of shock tactics used in web site, editorial and advertising design. Explain how the shock tactics have been effective, or not, in drawing attention to the content/message.

Activity 10 (page 104)

Pick 5 well-known phrases or quotations. For example: 'Which came first, the chicken or the egg?' Create a visual rebus to replace each of the words, or as many as possible, with an image.

CHAPTER 5: COLOUR

Activity 11 (page 139)

Find 10 examples of compositions that use accent colour to good effect and explain how and why you think it is effective in each instance.

Activity 12 (page 142)

Look at a range of products in supermarkets and large stores. Try to identify if any products or manufacturers favour any particular colours in their branding of these products. For example, is red a popular colour for drinks branding?

CHAPTER 6: IMAGE POTENTIAL

Activity 13 (page 150)

Find a double page spread from a magazine that you feel does not work well in supporting the intended message. Using L-brackets, try out various crops of the image to see if there is any way of improving on its ability to communicate the message.

Activity 14 (page 154)

Using images from a variety of sources, create montages for 3 of the following titles:

- Dog's dinner
- Chalk and cheese
- Walk the talk
- Blue-sky thinking
- Belly-up
- Cardboard city
- Hip-hop house

CHAPTER 7: PRODUCTION

Activity 15 (page 168)

Cut out a selection of printed matter that has different colours, textures and surfaces. Create a collage using the found materials, emphasizing the different printed qualities that you have found.

Activity 16 (page 174)

Make a simple cardboard stencil such as a star or flower shape. Experiment with overlapping the shape produced when the stencil has been inked. This can be done with a range of different shapes, colours and materials for inking such as paint, crayon, drawing ink, watercolour, etc.