

## Practitioner's Statement

### ***The Culture of Design***

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Desktop is Australia's most read design culture magazine, which caters for those who hold an appreciation towards art and design creations. My brief is targeted to celebrate the 12th year anniversary of Desktop magazine, through creating a series of special edition book covers for the latest tabloid issues of The Culture of Design. The creation of this magazine was influenced through iconic eras of design, specific to the historic and contemporary movements of Art Nouveau, Surrealism and Bauhaus. I was required, as a Graphic Designer, to construct three covers and inside spreads that are reflective of the selected design movements.

Analysing the remaining works of influential artists, within each iconic era, was the starting point in the development of my cover designs. The Art Nouveau movement's initial influence of designer Alphonse Mucha focused on the impact of natural forms of floral movement, assisted by strong line compositions. My personal aesthetic was composed of floral detail influenced by nature against natural colour schemes, combined with the contrasted outline of the black 'whiplash effect' evident within Arthur Mackmurdo's pieces. I embedded the natural material of pine wood, combined with the technology of the laser cutting machine, to create intricate designs based on carving floral movement, showing elements of positive and negative space which allowed the initial design to peak through.

When initially researching the Bauhaus movement, the most prominent components showcased mass production and bold, structured graphical elements. Repetitive techniques of shape, structured lines, bold typography which often follow a diagonal or circular movement, and primary colours that are main techniques of the movement. Showcased through Herbert Bayer's work, I was inspired by the simplicity of overlapping shapes and bold use of colour, making these features a leading focus in my personal aesthetic. Hence, the application of prominent features while exhibiting the mass production connection through the use of laser cutting technology, triggered the final material to remain plastic, while the final design peaked through the transparency.

The surrealism movement reflected the distortion of everyday objects from reality. My conceptual process began through analysing the works of artists such as Frida Kahlo, Rene Magritte, and Salvador Dali to then find a main influence of the poster 'Die Hamletmaschine'. The 'rippling effect' connected to my focus of the layering of human faces, ripping inside of multiple facial features, and leaving eyes as a primary focus to reflect the works of Magritte. The combination of cardboard textures and personal letterforms of different thicknesses, the final product emulated the movement through distorting the human figure while showcasing design and art concepts.

The final resolution encompasses the role of creating three distinct cover designs to showcase the diversity between each art movement. *Desktop's* reputation is held highly reputable for their creative design concepts, hence their anniversary covers should exhibit an understanding and appreciation for historical concepts of art in addition to the current modern culture. My visual aesthetic has developed through learning the range of design techniques specific to each style and era of movements, while embedding them into current socially desirable concepts.