

2018 N5 DESIGN Prelim answer

Q.2 L.M.S. Poster design (mid 1920's) by AM Cassandre

IMAGERY

The imagery shows a fast-moving train speeding along a track. The designer captures the idea of speed by stylising the shapes and focussing in on the wheels of the train.

The wheels of the train are sleek and sophisticated leading the viewer to make the connection that this is a comfortable and fashionable way to travel.

This imagery is painted in the Art Deco style, a style of art and design that was very popular in the 1920's.

LETTERING

White outlines around each letter of 'LMS' contrast with the dark background making them clearly legible.

The letters are also written in capital letters with a very simple, bold font. This ensures that the viewer can immediately understand who the company is and what is being advertised.

A simple message 'BEST WAY' is effective in letting the target market know that this is better than other modes of transport because the word 'best' suggest something that is better than all the rest.

The words 'BEST WAY' mirror the curve of the wheel below it, emphasising the shape of the wheel and drawing the viewer's eye towards it.

COLOUR

The dull brown and orange colours of the body of the train contrast with the shiny silver wheels, creating visual impact.

The bright white highlights of the wheels are carefully painted so that they look shiny and new which suggests that the train is modern, fast and efficient.

Small horizontal brown and red lines are placed beside the wheels to suggest movement.

OPINION

In my opinion I think that this poster is very effective. I love how the designer has used a very limited amount of words to make the message clear and the poster simple to understand. This ensures that a person may absorb and understand the message very quickly. This is an important issue to consider for a graphic designer because people may only have a couple of seconds to view a poster e.g. when passing by a billboard in a car.

The poster is also successful because it is cost-efficient. It would be reasonably cheap to re-produce due to the limited range of colours used in the design.