

A021 means of expression

MEANS OF EXPRESSION

The designer in his work can take advantage of the use of techniques derived mostly from graphics that allow him to express and convey the idea in the best possible way; the same techniques can be used in case of a lack of ideas.

Some of the techniques that allow the designer to highlight or overshadow the product or parts of it are, for example

- use of light
- use of color
- repetition
- copying.

MEANS OF EXPRESSION - LIGHT

Through modulation of the light (management of tones and shades), it is possible to load the object or the environment with additional meaning.

Generally, an effect of serenity is transmitted by light tones and a dramatic effect by dark tones.

CEMETERIES OF WAR, NORMANDY

The war cemeteries in France that house the remains of soldiers killed during the allied landing at the end of World War II, leave a deep emotion with visitors.

Despite the fact that in both cemeteries thousands of 20 year old young men have been buried, who each were fighting for their own nation, the feeling in the Allied and German cemeteries is diametrically opposed.

The allied cemeteries, thanks to the white color and slender shape of the crosses, in general convey an idea of peace, serenity and justice; German war cemeteries, because of the dark color of the crosses and their often squat and heavy shape, convey an overwhelming sense of guilt.



american military cemetery - colleville-sur-mer



german military cemetery - pargny-filain