

## A023 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 - REPETITION

Repetition is used by the designer to give more strength and clarity to the concept.

### HOLOCAUST MEMORIAL

The enormous force that is transmitted by the Holocaust memorial in Berlin is due to the use of simple and massive blocks of concrete, but above all by the repetition with slight modulations.

The hundreds of blocks laid in regular rows convey a strong emotion to the visitor and make the idea that the designer wants to convey immediately clear and almost palpable.



*holocaust memorial, berlin - 1998*