exhibition poster exhibition
graphic design in a context

If one gives an infinite amount of designers an infinite amount of time, eventually they will implement the same design solution.

In real life however, similar content does not equate to similar format nor does comparable technique translate to comparable output. Although there are only a handful of ingredients to a piece of design work promoting an event such as the title, time, date and place, there are many layers of content for the designer to order. Stylistic features push against or align with the design’s purpose and decoration entices the reader with visual cues meant to spark interest. Stripping these away, all that remain is letterform, words and typefaces. Ordered in levels of hierarchy and arranged in groups by function, this collection of words is text-based information in its basic form; laden with bolds, italics, capital letters, colour and spacing. Without these features the designer/reader is left with pure content, the purpose of which is only to inform. In some ways this information transfer is no different than a handwritten note providing all of the necessary specifics: This is what is happening...be there, then.

All featuring similar content, the collection in Ramp Gallery exists as a tool for education, to encourage students and professionals alike to compare and contrast the order of things, to question why similar content drives such different results and to see new solutions to an age-old design problem.

Curated by David Gardener and Andrea Wilkinson
Exhibition Poster Exhibition
work by international graphic designers

Opens 3 Aug 2009 at 5.30 pm

RAMP GALLERY / Waikato Institute of Technology
Collingwood Street, Hamilton
Open Monday to Friday - 12pm to 4pm
ramp@mediarts.net.nz / http://ramp.mediarts.net.nz / (07) 8348800 x8438

This event is part of Spark 09.
visit www.spark.net.nz for more details
invite image by mrmemo.net

Ramp Gallery receives generous support from:

Wintec
Waikato Institute of Technology
Te Kuratini o Waikato

Gouda CHEESE Shop

PRIMO VINO