

# GRAPHIC DESIGN

Anna Kövecses

**Aim:** To study the artist's style and technique to help you further explore the use of surface pattern, mark making and mixed media and digital design. An introduction to negative space design and portrait illustration.

**Deadline:** WEEK 7 homework set on THURSDAY 2/11/17. Due lesson WEDNESDAY 01/11/17

**Task:** Produce 2x A4 spread covering the work of Anna Kovecses.

Anna Kövecses

<http://annakovecses.tumblr.com>

<https://www.ycn.org/work-with/individuals/159-anna-kovecses>

<https://www.itsnicethat.com/articles/anna-kovecses-illustration-100417>



# WEEK 8 HW Anna Kövecses SIDE 1

On the page, you are to present a selection of Anna's artwork with her name as the title. Print written research (approx 250 words) + analysis of artwork onto tracing paper or acetate and place over selection of artworks, attach to page using double sided tape. Use size 10pt for your written research. Important - please use Futura typeface for all words. Please use vocabulary from Glossry, available on Godalming Online Graphics page.

The faint grey colour border is a reminder that you need to trim your A4 paper before sticking it into your HW book.

Side 1 will go directly after your Stephen Smith HW.

**Anna Kövecses**

Anna is a self-taught illustrator and designer. Born in Hungary, she currently lives in Cornwall, UK, by the sea in Cornwall. Her style is characterised by clean minimalist shapes, bright colours and a muted palette. She uses a variety of media including digital and analogue. She is currently working on a book for a children's publisher. Her work is inspired by her childhood and her love of nature. She has a passion for creating simple and naive illustrations that are both fun and functional. She has worked on a variety of projects including book covers, posters, and logos. She is currently working on a book for a children's publisher. Her work is inspired by her childhood and her love of nature. She has a passion for creating simple and naive illustrations that are both fun and functional. She has worked on a variety of projects including book covers, posters, and logos.

Annotate

Create 2 copies of Anna's work. Select designs from her websites (main site, tumblr, instagram etc.). Please do not copy a design that is too simple! Be creative in your approach. Use collage mixed media approach for both designs. Use a combination of coloured card, tissue paper, pre-prepared surfaces (e.g. acrylic paint/monoprinted surfaces), different papers (e.g. maths squared or lined paper). I recommend using cartridge paper as a base for your copies. Please include a colour palette in between your designs as shown above. Annotate your copies.

Side 2 will go directly after Side 1.

On side 2: you are to take a selfie (ii). Draw your selfie - sketched pencil/fine liner drawing (iii). Do a single continuous line drawing (iv). Next, use your continuous line drawing (iv) as reference - on tracing paper, create a drawing of your face using shapes to represent features of your head/face (v) in the style of one of Anna's designs (vi). Stick on top of drawing iv using double sided tape. Next, use image v as reference and create a digital version (in the style of image vi) using the shapes you have drawn; think about colour palette and present your digital drawing as image vii.

**Presentation - dimensions for images i, ii, iii, iv, v, vi, vii:**  
width 4.5cm x height 6cm.

**Presentation - dimensions for images A, B and C:**  
width 9cm x height 13cm.

**Image i:** Digital drawing of a man's face in a stylized, blocky font style.

**Image ii:** Selfie of a man with glasses holding a phone.

**Image iii:** Pencil sketch of the man's face and phone.

**Image iv:** Single continuous line drawing of the man's face and phone.

**Image v:** Line drawing of the man's face with shapes representing features.

**Image vi:** Digital drawing of the man's face using shapes and a color palette.

**Image vii:** Digital drawing of the man's face using shapes and a color palette, similar to image vi.

**Image A:** Reference portrait by Anna, featuring a man's face with glasses and a phone, with the name 'Armand' written vertically.

**Image B:** Mixed media collage version of image A.

**Image C:** Mixed media collage version of image vii.

Have a look at Anna's portrait designs that she did with Milk x Magazine. Present one of her portraits on side 2 to use as reference, as shown in image i.

**(A)** Create a digital drawing of your selfie, in the style of image i. Use your drawing (iii) as reference and your photo. Use typeface Futura and present letters from your name or your whole name. Keep looking at Anna's work for reference. Add shapes. Be selective with your colour palette.

**(B)** Create a hand made mixed media collage cut out piece of your digital drawing (image A). Use various papers, pens and materials. Mixed media approach!

**(C)** For image C, you are to create a mixed media collage cut out version of your digital drawing image vii.