

# Noma Bar

is a graphic designer who uses negative and positive space to create imagery and particular 'hidden' messages.

A limited pallet is used to give striking and bold images that manipulates shapes to convey other forms.



<http://creativereview.co.uk/cr-blog/2011/september/noma-bars-amazing-die-cutting-doggy>.

<http://www.dutchuncle.co.uk/illustrators/noma-bar/portfolios/portfolio>.

# Headlines

Assignment 1

**i** newspaper : pg. 3 : "Hole-digging contest  
draws hundreds"  
pg. 11 : "Big freeze to remain  
for the rest of the week"

**D**aily Mail newspaper : pg. 29 : "A seat by the window  
could raise DVT risk"

pg. 39 : "Fabulous at 50!" (maybe)

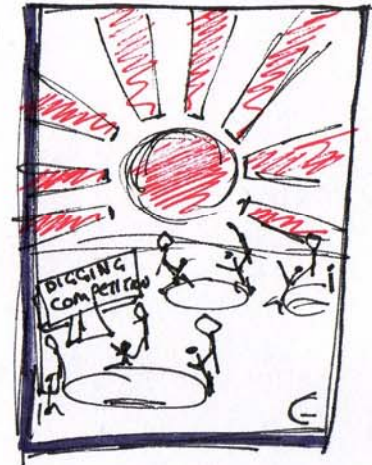
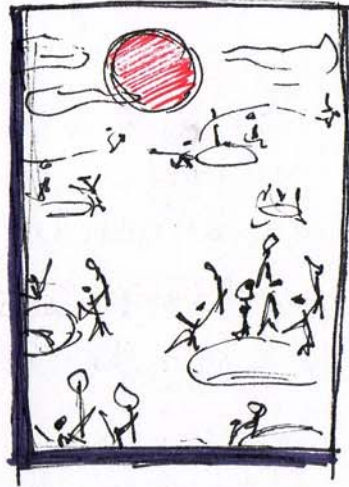
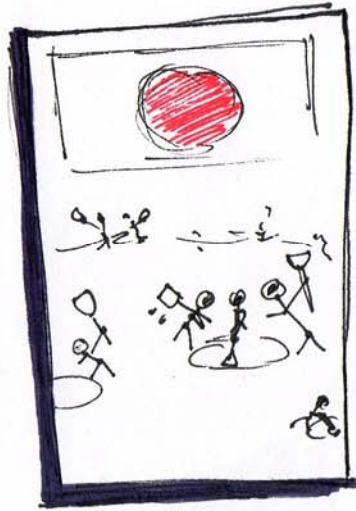
**D**aily Express newspaper : pg. 9 : "Legal blow for grandparents  
in access fight"



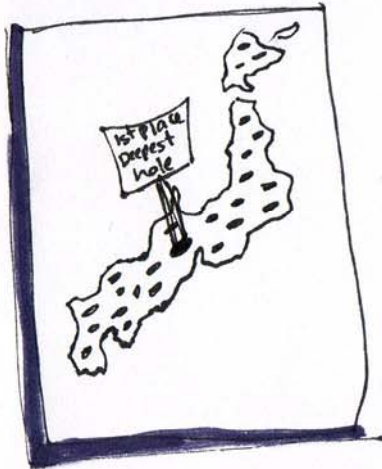
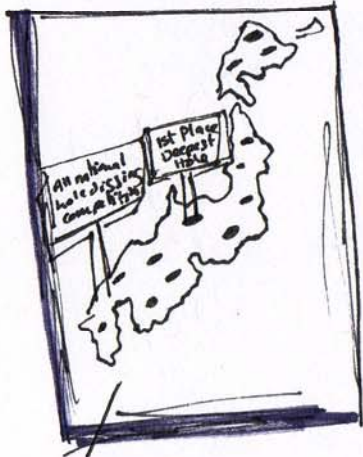
**JAPAN**

**Hole-digging contest draws hundreds**

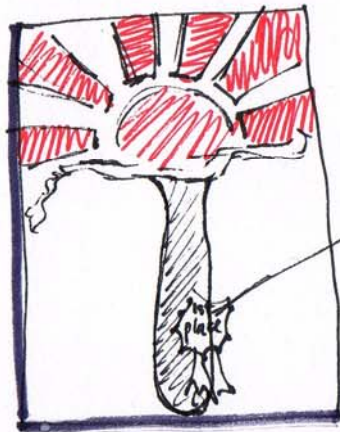
Over 1,000 people gathered on the outskirts of Tokyo to dig their way to victory in the Japan All-National Hole Digging Competition at the weekend. The annual contest drew 259 teams to test their hole-digging prowess and claim awards that included one for the deepest hole.



Rising Sun  
↓  
Flag.



Map of Japan with holes



All-national hole digging competition  
1st place  
Deepest hole



using sun rays as digging holes  
↓  
use of space & imagery - same as Noma Bar





Deer in the snow of Hornby Castle, Yorkshire; above, frozen ladybirds PA; BARCROFT MEDIA

# Big freeze to remain for the rest of the week

By Jonathan Brown

Forecasters warned that winter is expected to grip much of Britain for the rest of the week as Downing Street defended Heathrow's decision to cancel hundreds of flights over the weekend before a few snowflakes fell.

The Prime Minister's spokesman praised the Spanish-owned operators BAA, which scrapped half of its 1,300 flights - many of them before Saturday's 2.4in (6cm) dusting.

Britain's international air hub was criticised last year when Arctic conditions led to chaotic scenes in terminals as passengers waited for days for their planes to take off. Instead this year, as it faced its first severe test of the win-

On the online version the headline is different but it still has the same written article

On the roads, ice and freezing fog proved the biggest problem. Three teenagers were badly hurt on Saturday when a car mounted the pavement on a steep hill in Bishop Auckland, County Durham after skidding on ice. The most seriously injured was a 19-year-old, who underwent surgery at Darlington Memorial Hospital for injuries to both legs, hips and his pelvis.

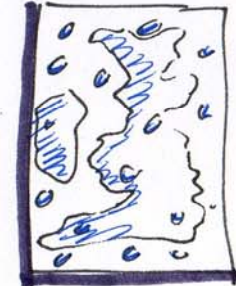
Police warned against people going



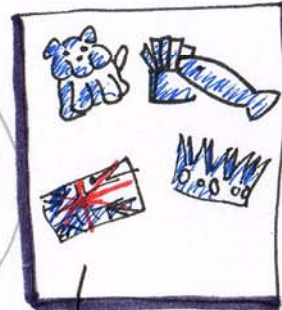
... "licence to kill".  
... (Soyld Berry)  
... Julia Ioffe)



Britain  
ice  
↓  
frozen



icy  
Britain  
+  
hat r  
Scarf  
+  
Snow.



Things that are  
British are frozen  
(or part of Britain).

\* Develop  
without  
hat / scarf.



# A seat by the window could raise DVT risk

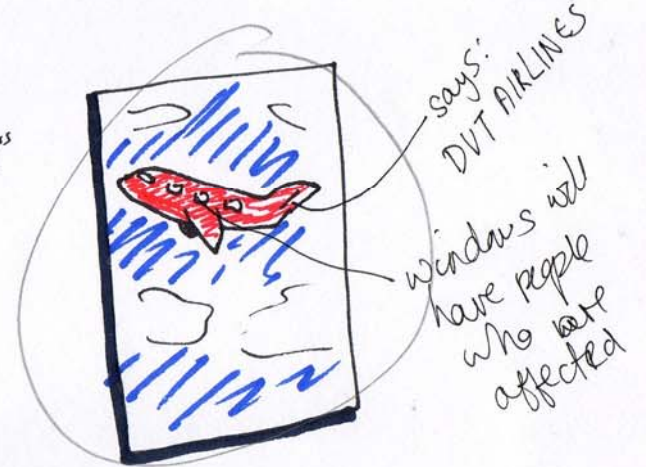
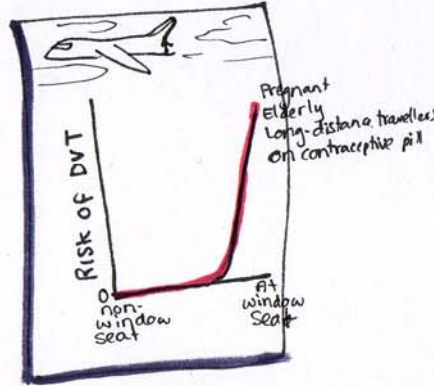
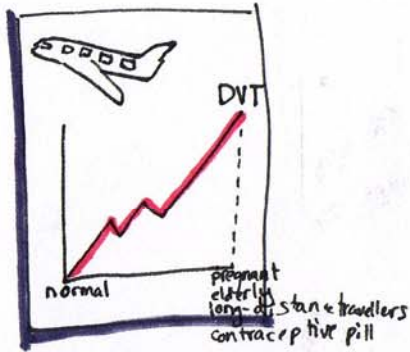
It may offer a better view, but sitting in the window seat on a plane could increase your risk of deep-vein thrombosis.

It is one of the dangers highlighted in new guidance for long-distance travellers - along with being pregnant, elderly or taking the contraceptive pill.

Sitting by the window deters passengers from leaving their seat to stretch their calf muscles and increase circulation.

DVT is a blood clot in a leg vein, which runs through the muscles of the calf or thigh.

It affects around 25,000 people a year in the UK and can lead to a fatal blockage in the lung - a pulmonary embolism. The latest guidelines were published in the February issue of the American medical journal, Chest.



- \* Plane shows signs of DVT:
  - Swelling
  - redness of the skin

\* info from <http://www.nhs.uk/condition/deep-vein-thrombosis/pages/symptoms.aspx>



# FAB

## Secrets of an A-list body

WE REVEAL how to get the enviable physiques of the stars. This week, Courteney Cox's décolletage.

LAST week, when shooting her latest film, actress Courteney Cox revealed a perfectly toned bust area. Cox, 47, works out four times a week with celebrity trainer Tracey Anderson.

**TRY THIS:** A good exercise for a toned décolletage is the diagonal pull-



click box for link to article "Fabulous at 50!"

bottle of water in each hand. Keep your left arm still, pull your right arm across your body to the right side of your hips and then raise the arm upwards so that it forms a straight diagonal line with your left arm. Repeat 25 times on each side.

PETA BEE

## DO THIS

MOW the lawn to protect your memory. A University of Queensland study found the smell of cut grass has beneficial effects on the brain, including the area which controls memory and learning.



# Couharn

making bad news to patients over the...  
 ne. To do so offends every standard of  
 good patient care and is harmful to good  
 doctor-patient relationships.  
 Looking after patients,  
 particularly when they are  
 distressed, is possible only when  
 you're face to face, and even  
 then it's hard enough, given the  
 pressures imposed on all of us  
 and the scarcity of resources.  
 Direct consultation is the only way  
 to handle the impact of bad news,  
 and any practitioner who denies  
 that should hang up their  
 stethoscope.  
 e lesson to draw, for doctor and patient  
 e, is that the conduct of medical care can  
 y be face to face; nothing else will do, ar  
 t will never change. Anything else is sec

## For visiting a GP

**WRITE TO DR SCURR**  
 ■ TO CONTACT Dr Scurr with a  
 your health query, write to him at Good  
 Health Daily Mail, 2 Derry Street,  
 London W8 5TT or email  
 drscurr@dailydm.com —  
 so, as they  
 include, as  
 private, Dr Scurr cannot enter into personal  
 correspondence. His replies cannot  
 apply to individual cases and  
 should be taken in a general  
 context. Always consult your own  
 GP with any health worries.

A physiotherapist may be help-  
 ful in teaching you exercises to  
 keep the muscles of your neck  
 supple and strong.  
 I would recommend that you  
 seek referral for an MRI scan to  
 reach an exact diagnosis, and  
 maybe the expertise of a pain  
 control clinic.



All things listed from article in Shape of 50.



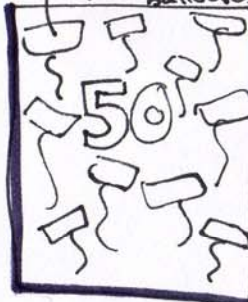
spider diagram format.



Candle sticks have qualities inside them



qualities in balloons



years I have suffe  
 an enlarged prostate. My docto  
 me to have low-dose Viagra ta  
 erection problems in the past y  
 ever my last PSA test showed a ju  
 reading — could Viagra be enla  
 prostate? I also have stents fitte  
 my arteries (I am 72). I am not  
 tablets more than once a mo  
 would like to use them more oft  
 An

**L**ET me first reassure  
 the use of Viagra — i  
 have had no effect o  
 prostate, for reason  
 explain.

You have described four  
 problems: enlarged prostate (al  
 as benign prostatic hypertropl  
 tion problems, a raised PSA  
 coronary heart disease. There  
 some links between them, an  
 worth considering each in turn.

Benign (non-cancerous) enlar  
 the prostate gland affects most  
 greater or lesser extent as they g  
 The main symptom is a weaken  
 of urine when emptying the bla  
 is because the urethra, the tul  
 that carries the urine, goes thro  
 the middle of the prostate as it ex  
 the bladder.

As the prostate gland enlarg  
 this narrows the urethra. It al  
 distorts the shape of the base  
 the bladder, which makes yo  
 need to get up two or more tim  
 a night to visit the loo (a proble  
 called nocturia).

You are concerned that yo  
 condition may have become wor



# Legal blow for grandparents in access fight

By **Macer Hall** Political Editor

GRANDPARENTS will be refused a new legal right to see their grandchildren as part of an overhaul of family law, the Government will announce today.

Ministers have decided against granting grandparents guaranteed access following divorces because of fears the move could clog the courts.

Instead, separating parents will be "encouraged" to agree on access for grandparents, especially paternal grandparents who often miss out on seeing grandchildren who live with their mother.

In an attempt to give divorced fathers improved access, however, the Government will rewrite the law to give children a legal right to have a proper relationship with both parents.

The decisions will be announced today following an official review of family justice.

## Complex

It is likely to disappoint many who face the agony of separation from their grandchildren when parents split up.

A Government source said: "Children get a huge amount of love and support from grandparents."

"But adding a new legal right would make the process even more complex, so it would take much longer, which would be bad for the children."

In the 220-page report, author David Norgrove said: "Not all grandparents are good grandparents."

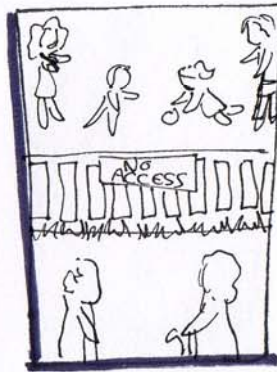
"One of the separating parents can use his or her parents as a weapon against the other partner."

A ministerial working group to review the 1989 Children's Act will be unveiled today.

Education minister Tim Loughton said: "If children are having decent, loving parents pushed out of their lives we owe it to them to change the system that lets it happen." The Office for National Statistics says one in three children - a total of 3.8 million live without their father.



children trying to reach out to grandparents



\* Develop with grandparents in middle of fork road.



H6 Poster Designs in Colour  
(1 design from each headline)



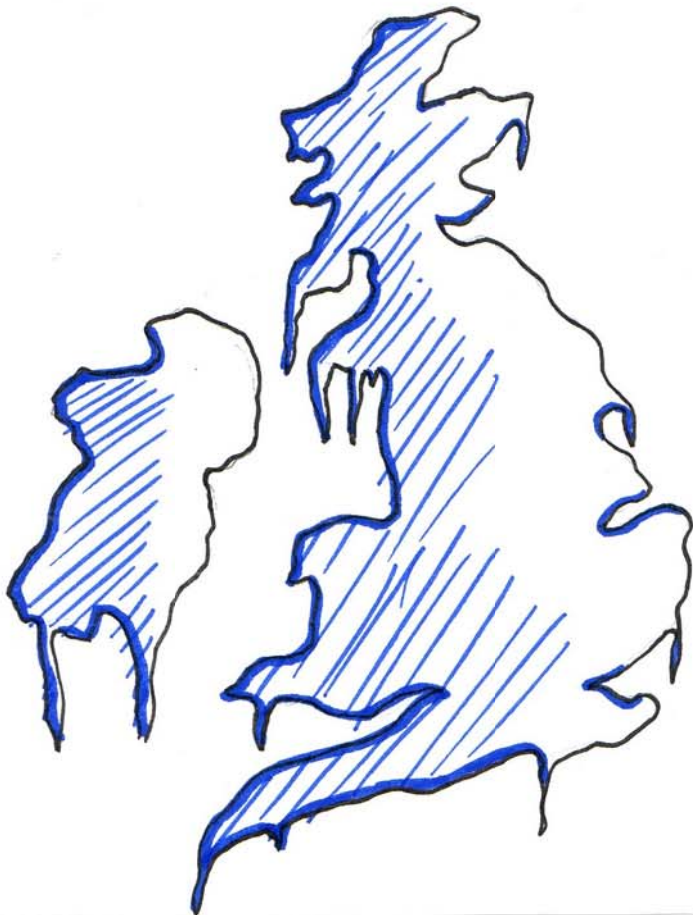
change 'ground' colour?

out of place in design  
REMOVE  
Rosette rough design  
calibri font.



structure of rising sun is good - make rays go to wedge all men (besides one in middle digging) middle man cheering as he won.

Look for Japanese road sign for road works!!!



more stranger concept by itself.

- have an actual frozen Britain in fridge/freezer?

out of place - snowflake in shape of union Jack flag design?  
- weather report?  
- icicles.  
- icicles pass downwards

M Tu W Th F Sa Su

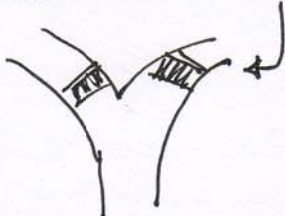


# NO ACCESS

Calibri font

have Grandmother profile view like grandfather.

- have no 'No Access' sign
- make fork road longer, perhaps have small gates/bars to show no entry?



Good concept, perhaps remove background and leave it with just plane?

make plane swell on one end.







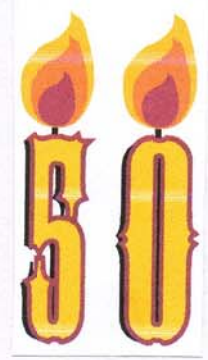
calibri

Century Gothic



mesquite Std

Rosewood Std.



Candles are all  
mis-matched in  
length/size

(bit too busy for  
a poster to be  
reductive.)

FEWER  
MIGRAINES

HAPPIER  
LESS SWEATY

ALLERGIES  
DECLINE

BETTER SEX

FEWER COLDS

SHARPER MINDS

COMPETITIVE  
MORE

BETTER  
STAMINA

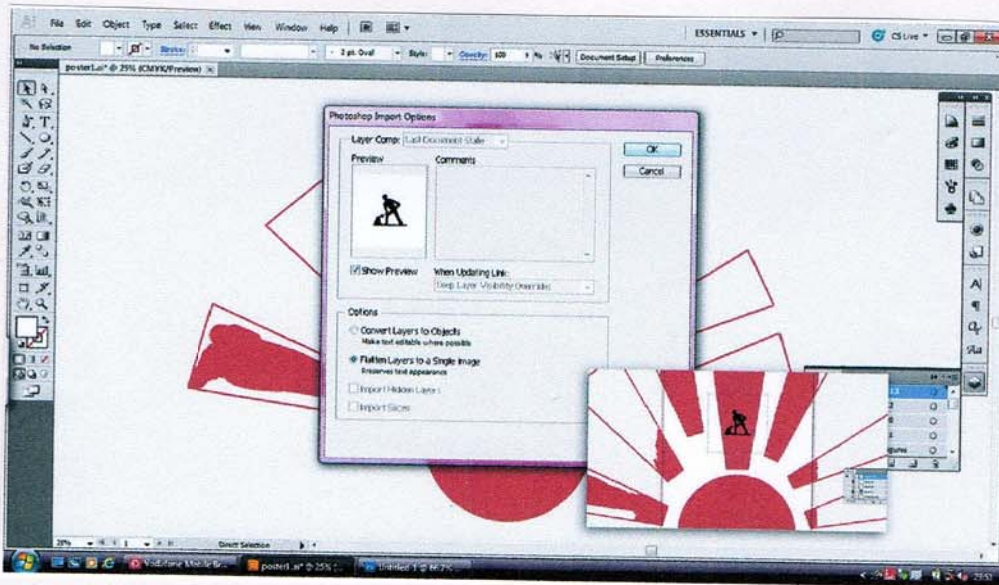
LESS SENSITIVE  
TEETH



# Process of Posters

(Designs 1-4)  
↓  
Develop

## Poster 1 "Hole-digging contest draws hundreds".



- 1 Drew out 'sun' and 'rays' using shape (circle) tool and Line tool.
  - Filled in red with Brush.
  - Photoshop → Open Japan Road Work sign and use the Eraser tool to remove background, leaving figure only.
  - Open photoshop file onto Illustrator > ok.



image location:

[http://en.wikipedia.org/wiki/Road\\_signs\\_in\\_Japan](http://en.wikipedia.org/wiki/Road_signs_in_Japan)

[http://en.wikipedia.org/wiki/File:Japanese\\_Road\\_sign\\_\(Road\\_works\).svg](http://en.wikipedia.org/wiki/File:Japanese_Road_sign_(Road_works).svg)

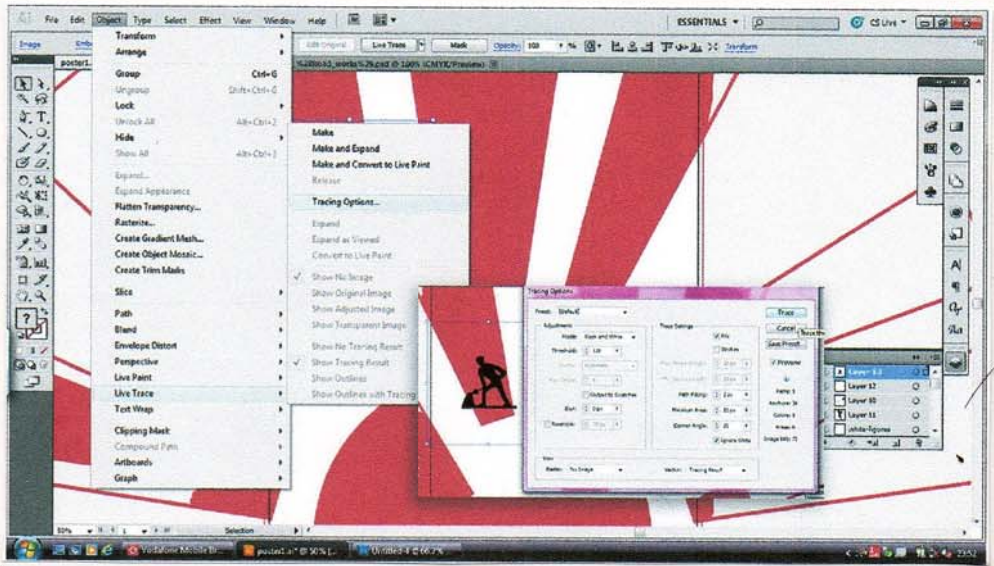
(Road\_works).svg



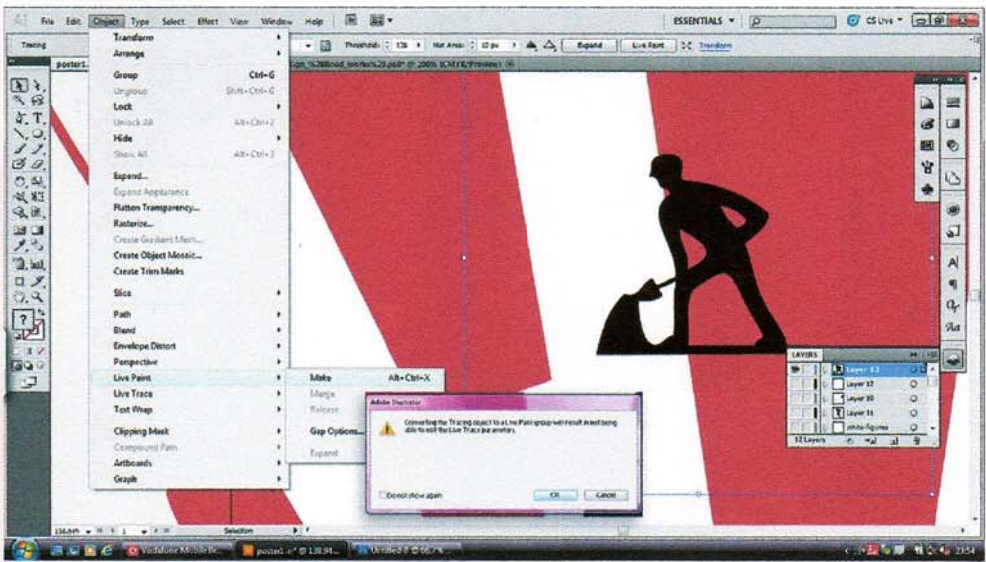
2 With imported image, select it > Object > Live Trace > Tracing Options >

- Black & White
- Threshold 1.29
- Fill (tick box)
- Ignore white (tick)

> Ok.



Tracing Result:



3 Change colour of traced image: Object > Live Paint > Make > Ok.

- Change swatch colour.



- Duplicate, resize, rotate image 6 time for rays, leaving middle ray out.





4 Drew out middle figure using Brush tool.  
Tried to make out a 'winning pose'.

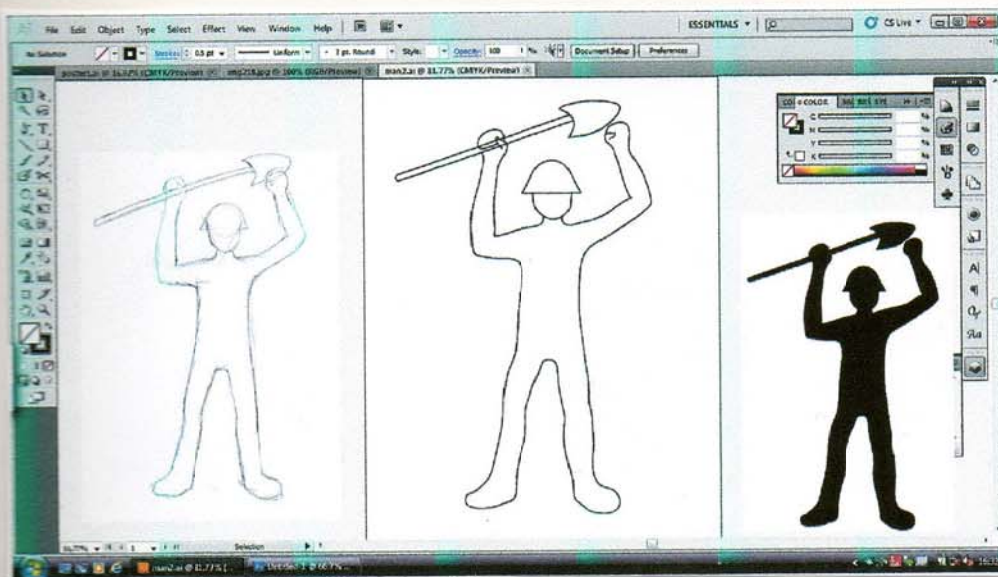
Crit :- change to a better pose more of a standing position.

↓ 3 designs of poster



1x black + red  
1x black/red/white  
1x red/white ✓

↓ resembles Japanese flag (colour).



5 Drew out another pose on paper and scanned in.

- Outlined over the scanned image > Filled figure with colour.





Poster critique:  
- narrow middle ray  
- make main man smaller

→ Develop as final.

outline image for Poster Design 1.



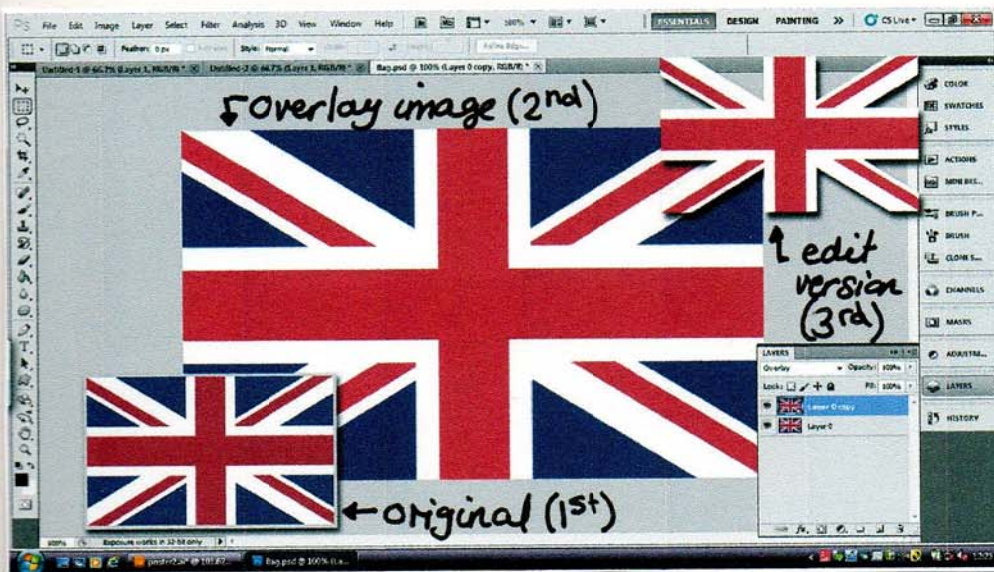




# Poster 2

"Big freeze to remain for rest of the week".

①



From original image, <sup>(1st)</sup> duplicated it to produce another layer with Overlay blend mode. <sup>(2nd)</sup> 3rd image is done by erasing blue areas of flag.

Save 2 separate files (one with overlay blend mode and another without blue areas).

image location:

- [http://en.wikipedia.org/wiki/File:Flag\\_of\\_the\\_United\\_Kingdom\\_\(3-5\).svg](http://en.wikipedia.org/wiki/File:Flag_of_the_United_Kingdom_(3-5).svg)
- [http://upload.wikimedia.org/wikipedia/commons/8/83/Flag\\_of\\_the\\_United\\_Kingdom\\_%283-5%29.svg](http://upload.wikimedia.org/wikipedia/commons/8/83/Flag_of_the_United_Kingdom_%283-5%29.svg)

②

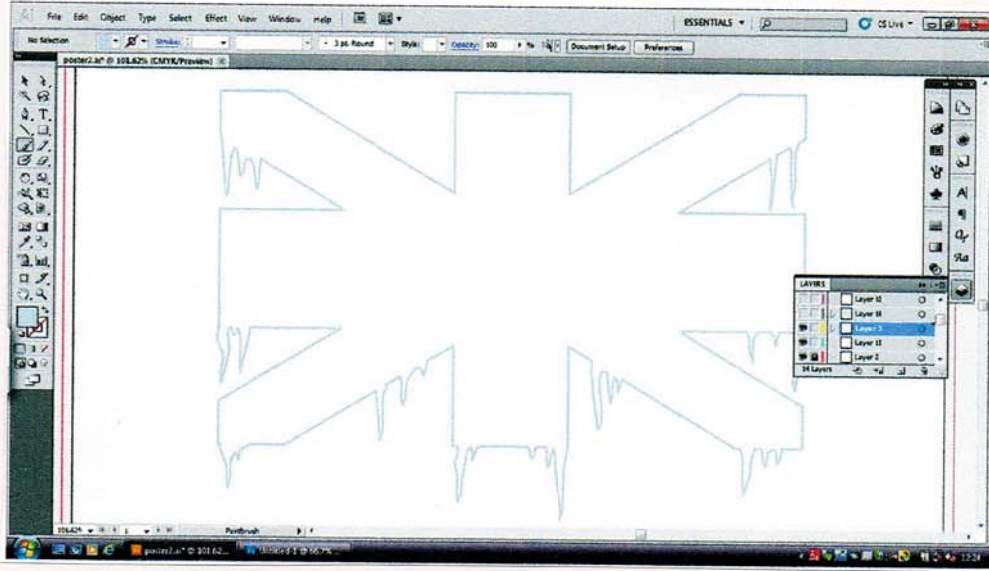


Using Overlay (2nd) image, transport it to Illustrator and set opacity to at least 76%.

on another layer, use the Pen tool at 3pt. Round with 1pt to go around the white areas as shown.



3

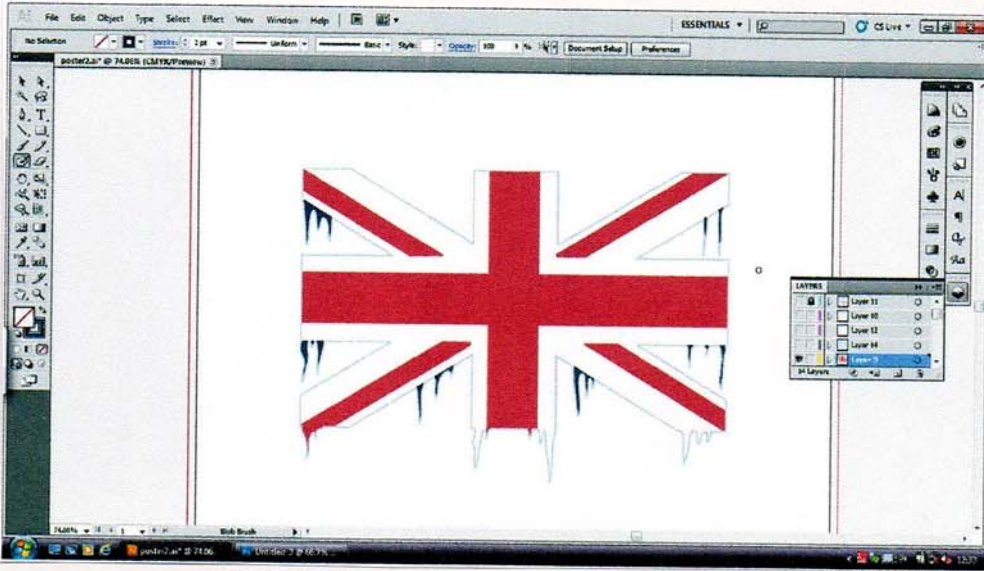


change outline colour to a pale blue/grey.

Using the calligraphic brush tool, draw icicles on the outer edges (as shown) to represent an object frozen.

Use eraser tool to remove unwanted lines so icicles look attached to 'snowflake'

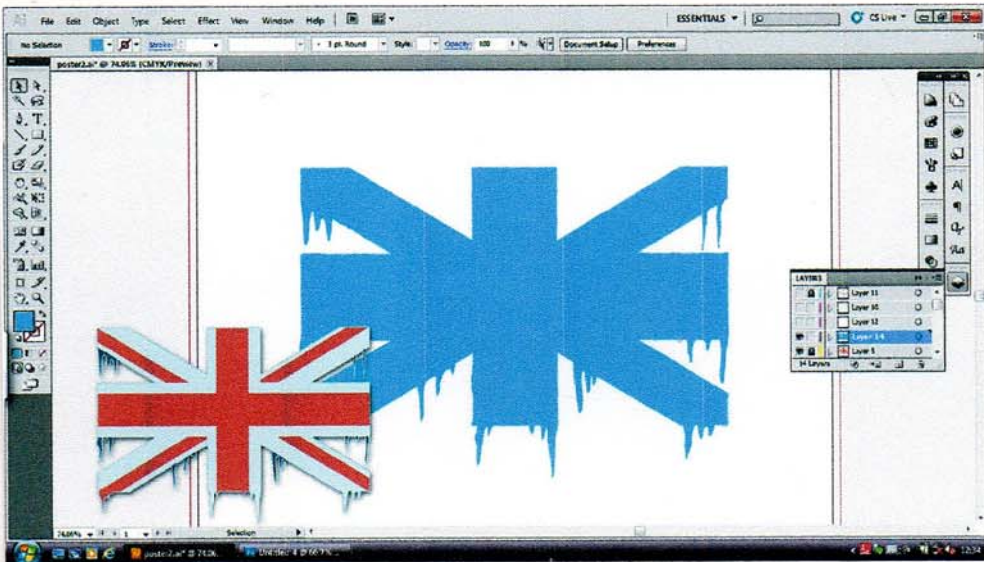
4



Using 2nd and 3rd image, colour in areas of snowflake to highlight British flag.

Use line tool on red diagonal areas to remove 'jagged' parts.

5



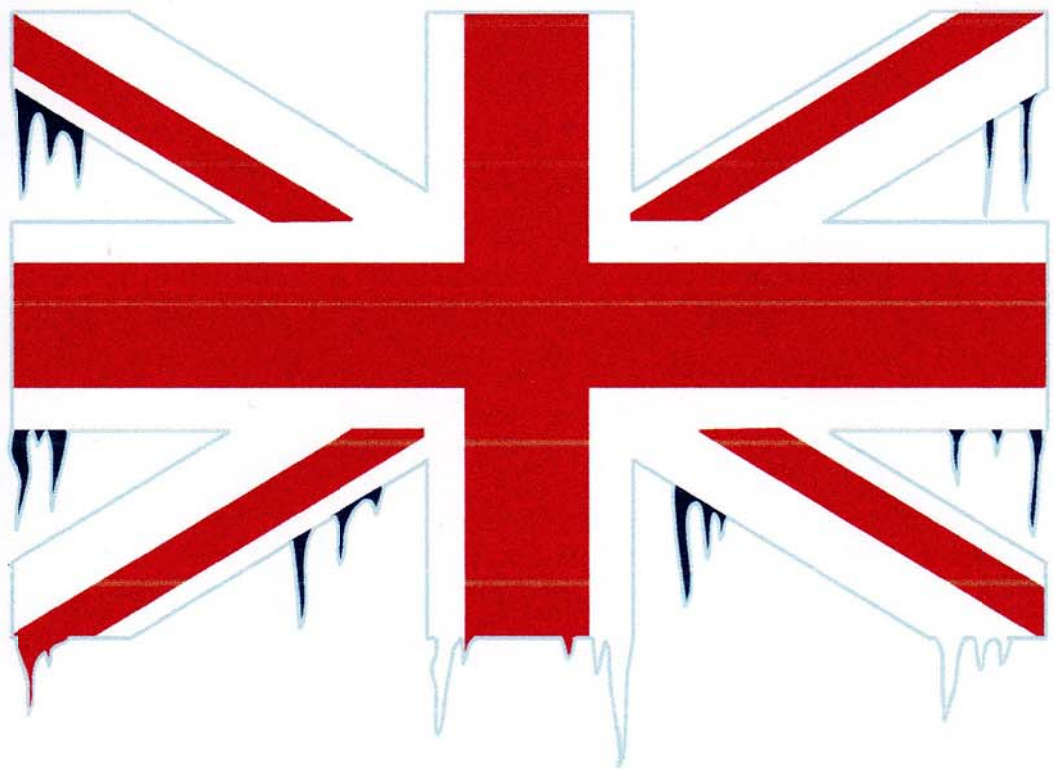
Use another layer to colour in snowflake using a bright blue colour, then set opacity to 23%.





Discard as  
final.





Discard as  
final.



# Poster 3

"A seat by the window could raise DVT risk".

1



image location:

[http://en.wikipedia.org/wiki/File:Emirates-Airbus\\_A310-300-kvW.jpg](http://en.wikipedia.org/wiki/File:Emirates-Airbus_A310-300-kvW.jpg)

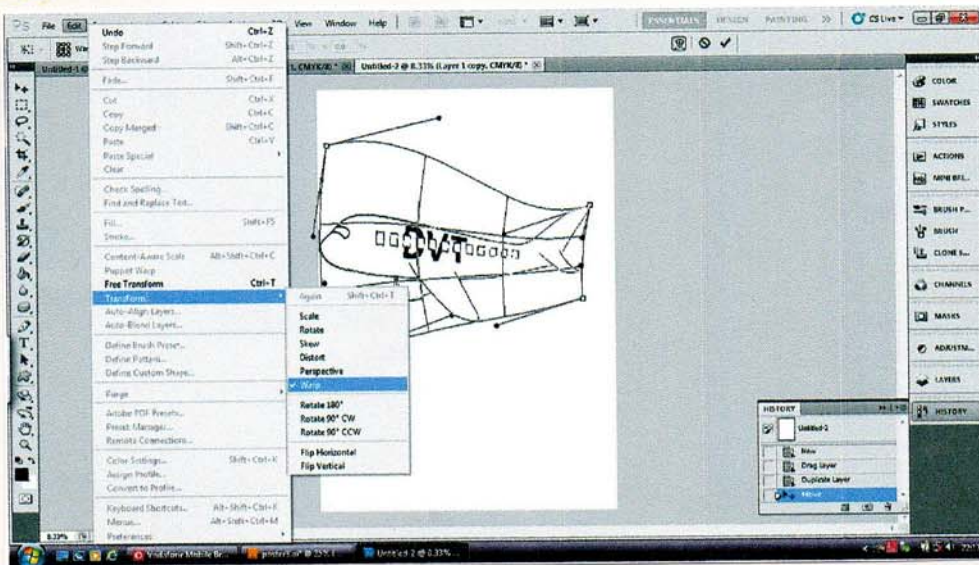
[http://upload.wikimedia.org/wikipedia/commons/0/06/Emirates-Airbus\\_A310-300-kvW.jpg](http://upload.wikimedia.org/wikipedia/commons/0/06/Emirates-Airbus_A310-300-kvW.jpg)

Used image as reference to draw plane using the Brush tool. (changed some areas for design).

- Added text (Eras Demi Light (Regular)) > Type > Create outlines

↓  
Edited text and removed some areas to make it like the 'DVT' is on the plane by using the Eraser tool.

2



Transfer drawn plane to Photoshop > Edit > Transform

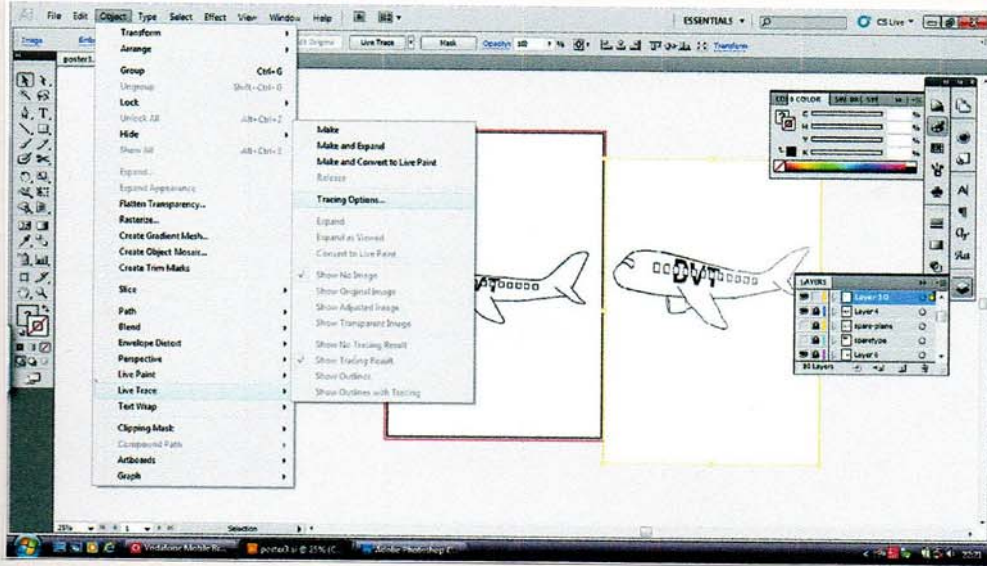
> Warp

↓  
To make one side larger for 'swelling' caused by DVT.

> Save psd.file

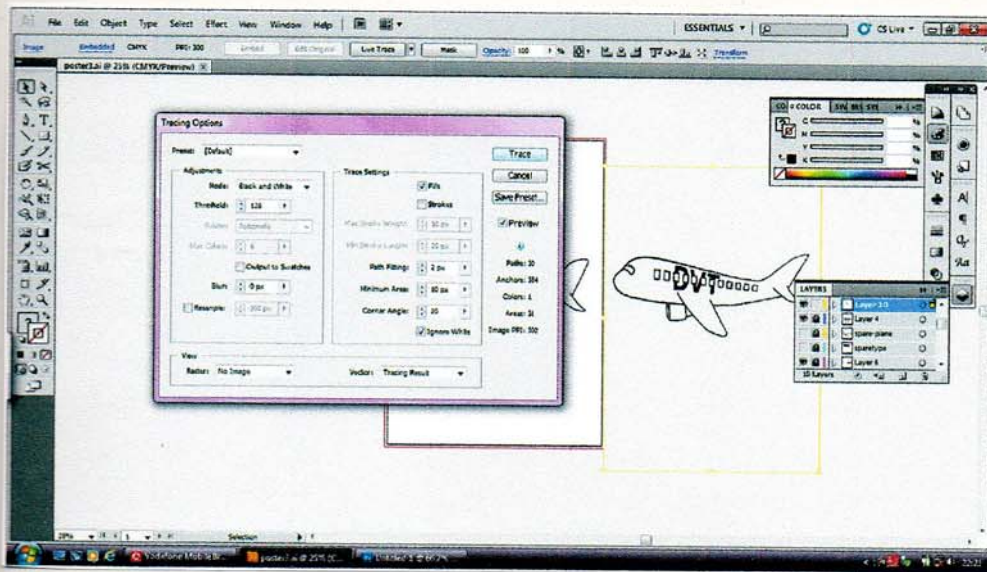


3

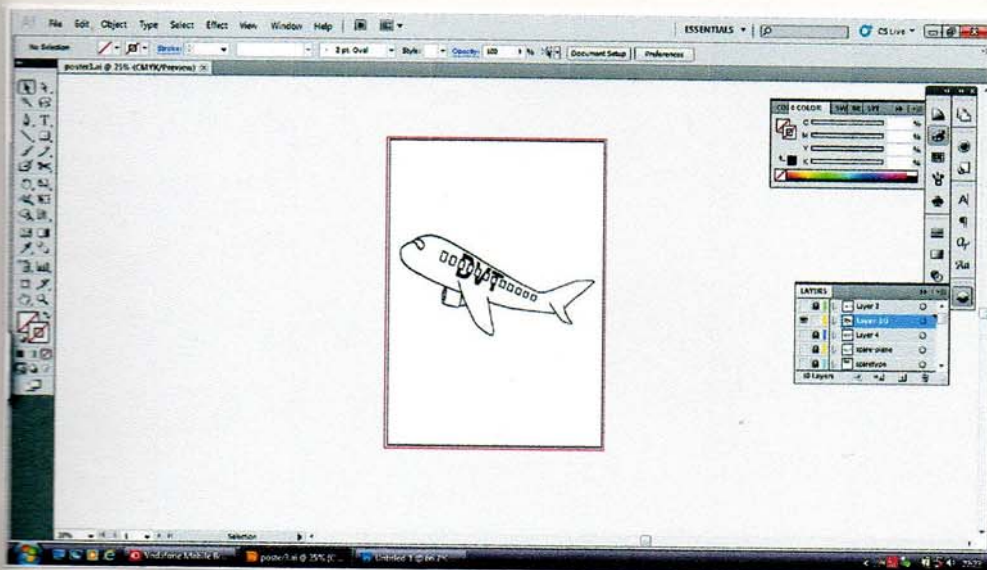


Transfer psd. image  
 onto Illustrator  
 > Select object >  
 Object > Live Trace >  
 Tracing Options

- Black & white
  - Threshold 128
  - Fills
  - Ignore White
- > Trace



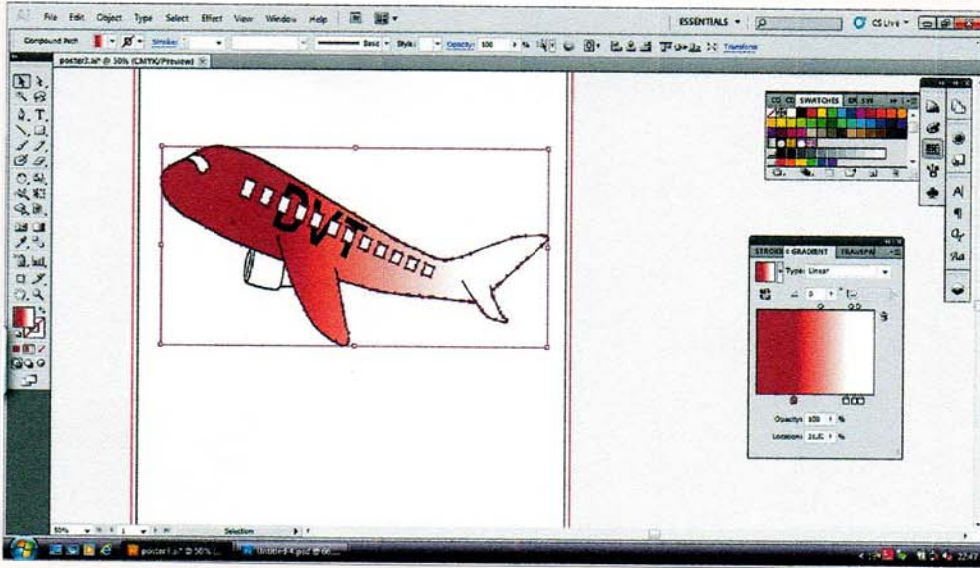
4



Rotate image at  
 an angle to  
 have front facing  
 upwards.

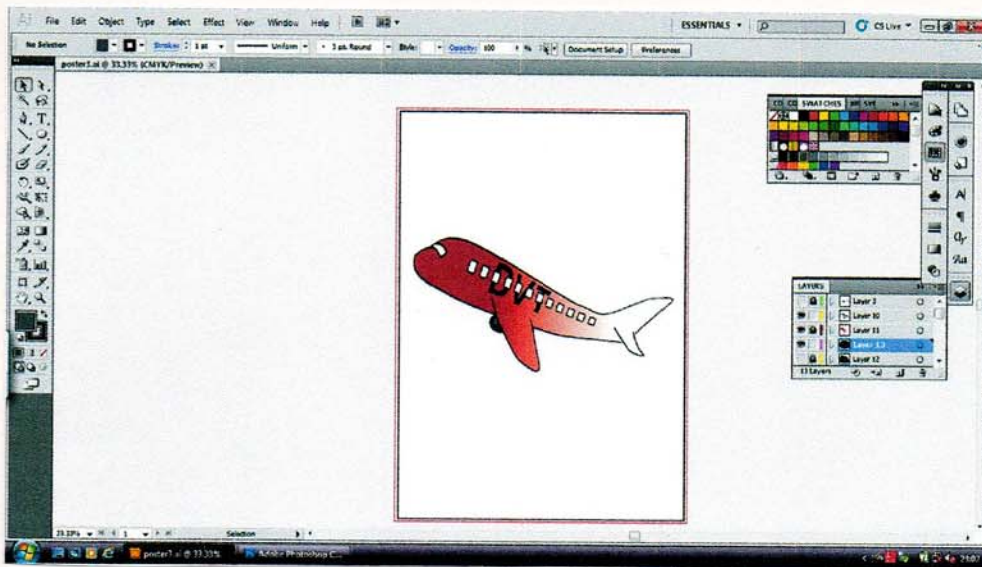


5



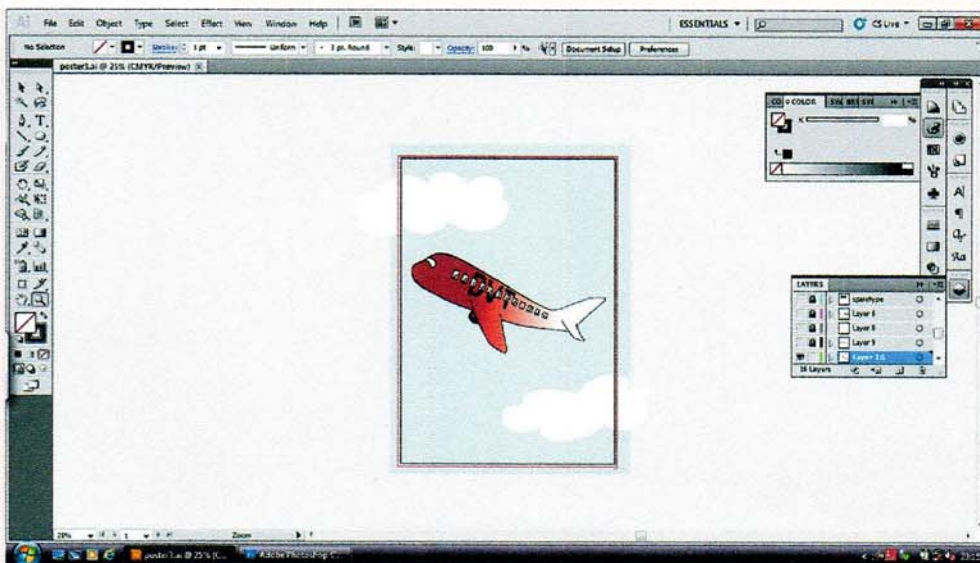
On another layer behind plane layer, colour in the inside then change swatch colour to the linear gradient.

→ To change the default colour of the gradient, open the Swatch and Gradient panel as shown, then drag a swatch colour square (eg. red) to the gradient section and alter the tones to as much or as little as wanted.



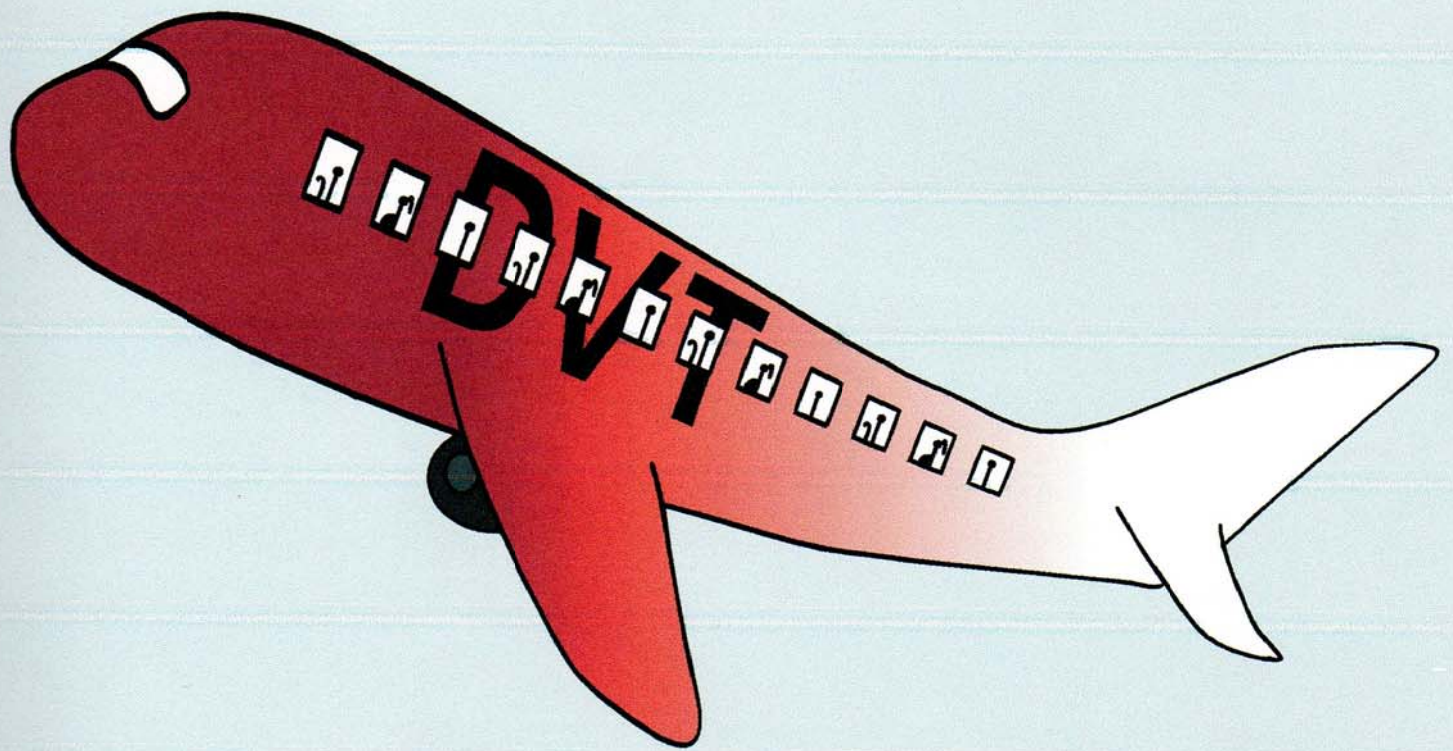
Fill inside of windows with white.

6



Cover background (on another layer) by filling colour into a drawn rectangle using the shape tool. Add clouds by using Brush tools.





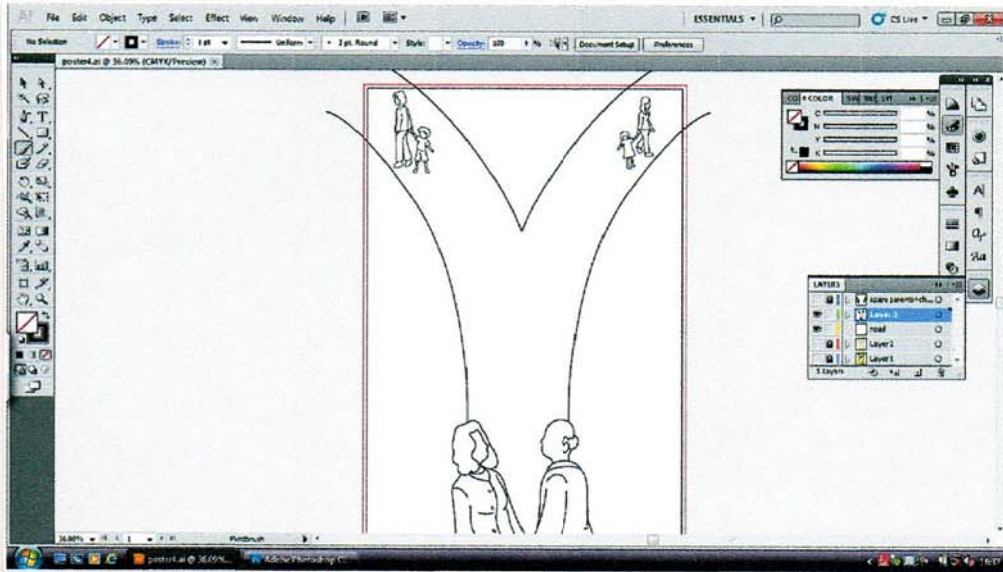
Discard as  
final.



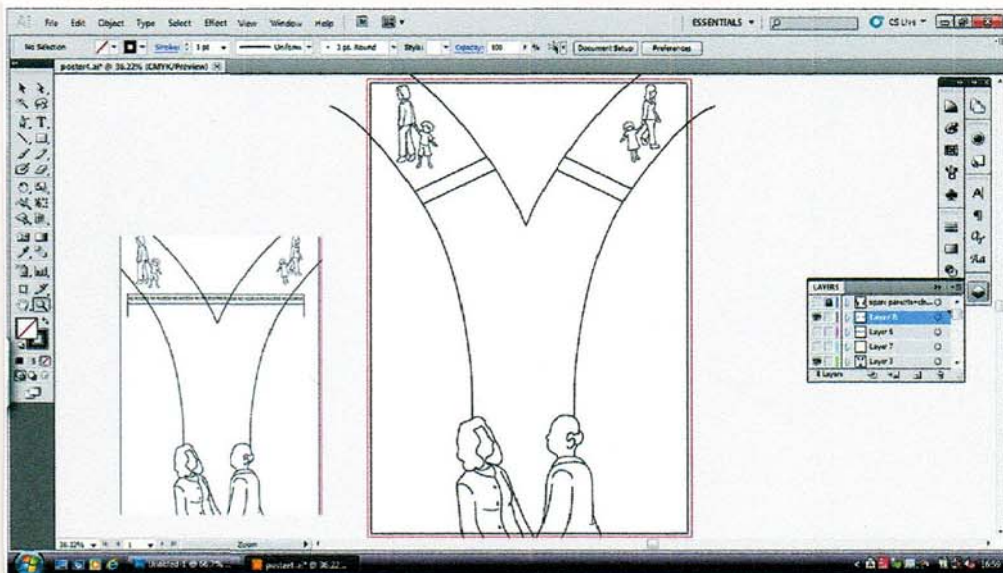
# Poster 4

"Legal blow for grandparents in access fight"

1



With the A6 colour poster design as reference, I drew out the image using the Brush tool at 3pt. Round and 1pt stroke.

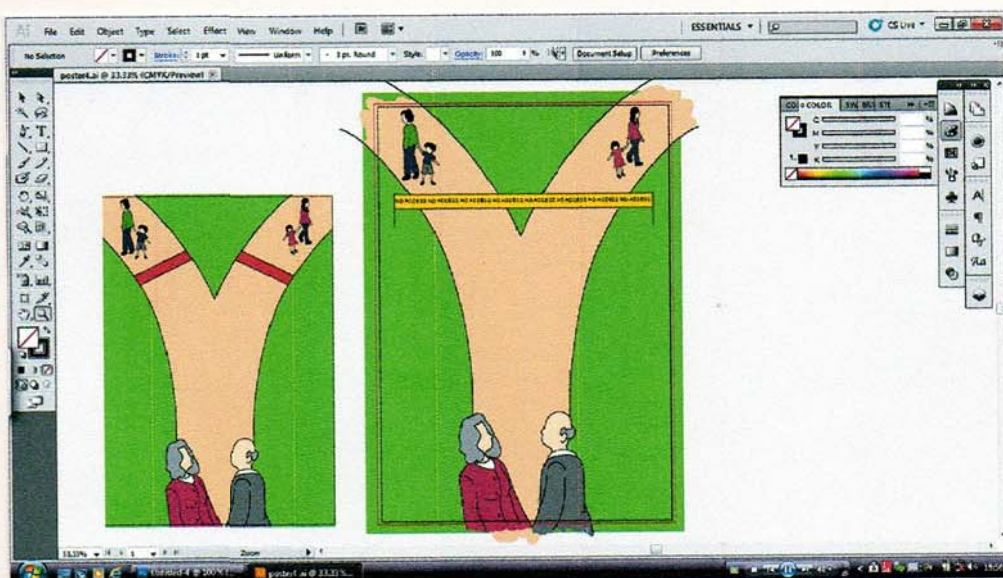


2 versions:

1x barriers on either side

1x sign across road saying 'No Access'

2



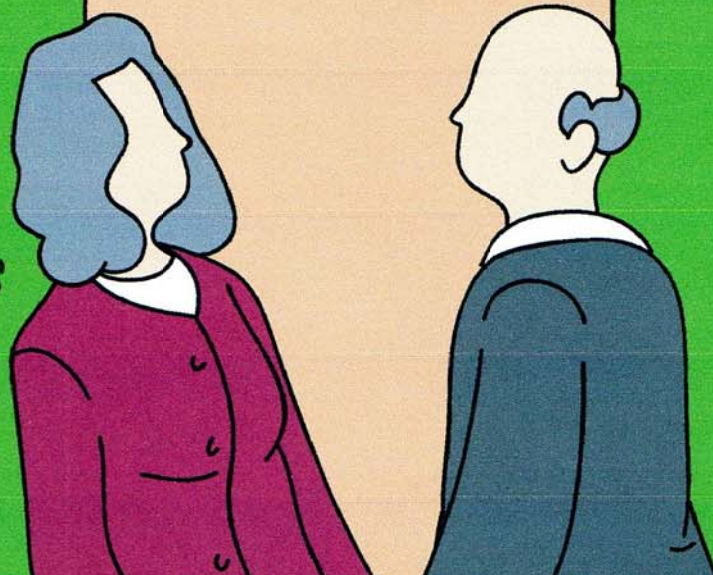
On another layer, filled in with colour





NO ACCESS NO ACCESS NO ACCESS NO ACCESS NO ACCESS NO ACCESS NO ACCESS NO ACCESS

critique:  
- narrow fork road ends  
- Police tape for 'No ACCESS'  
- simplify figures.

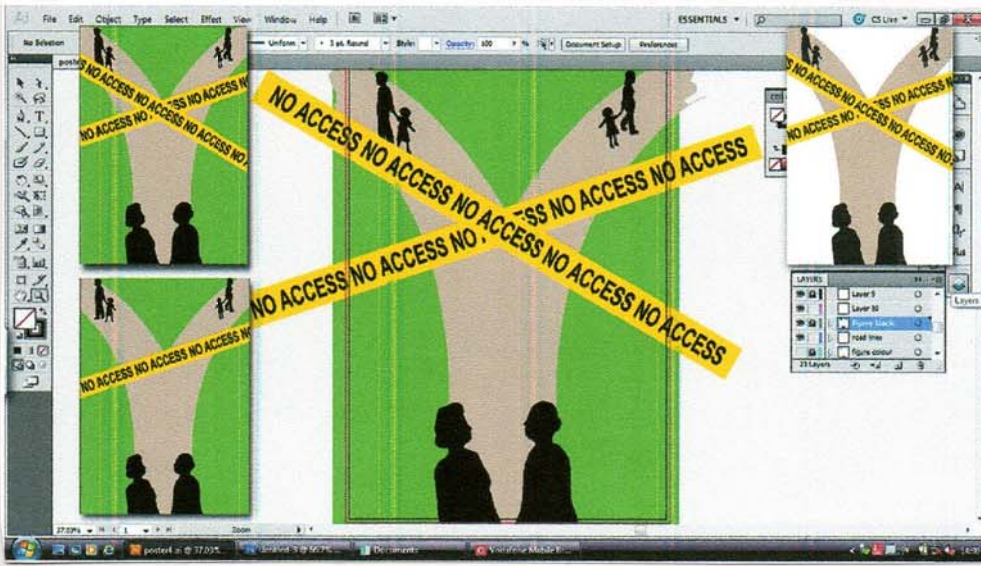




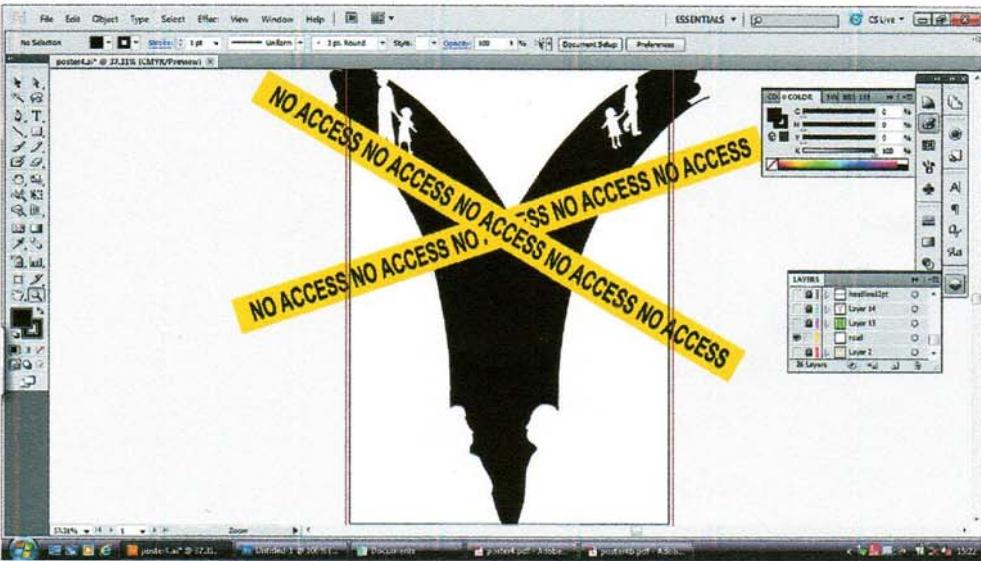
A2 Mock-ups



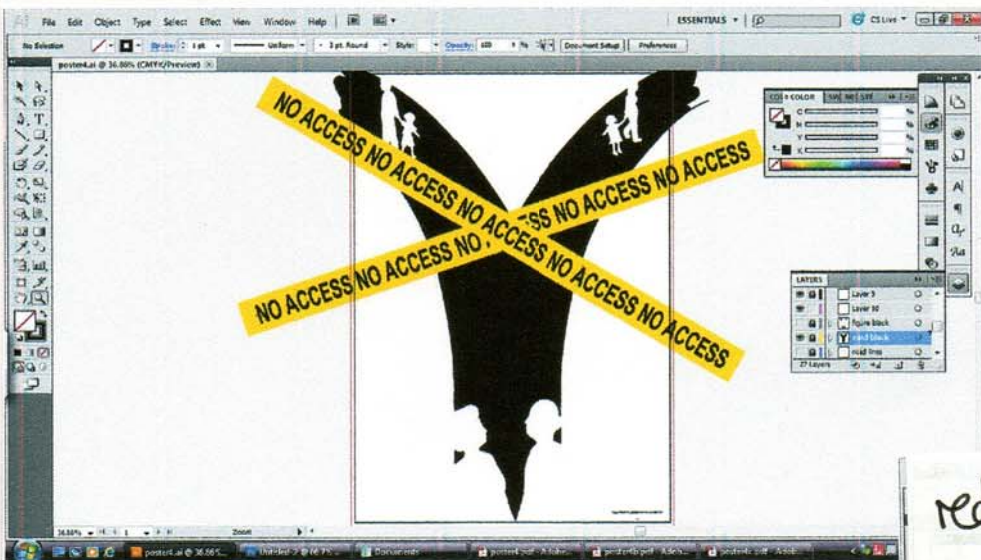




- Narrowed split road for perspective
- ↓
- changed road colour
- ↓
- Added another 'No ACCESS' sign by duplicating/reflecting the original.
- ↓
- Started experimenting with the poster colour background



- ↓
- Swapped black silhouettes with colour of background to 'merge' together.
- ↓
- road colour changed to black to match colour of font



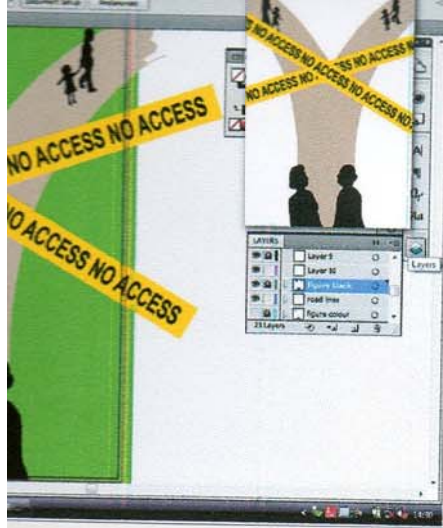
- ↓
- Moved figures so it is able to tell who is who in the poster.

(font: Arial Narrow 100pt).

↓  
Lost too much info!!

- redo 'no access' poster
- add hands to children
  - add hair outlines
  - add green grass
  - brown (dark) / blue (dark) split road.



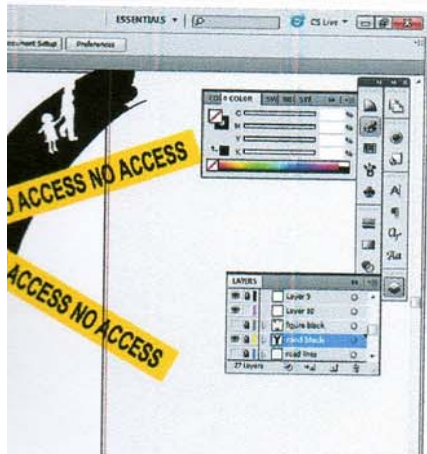


Narrowed spine road for perspective

- changed road colour
- Added another 'No ACCESS' sign by duplicating/reflecting the original.
- Started experimenting with the poster colour background



- Swapped black silhouettes with colour of background to 'merge' together.



- road colour changed to black to match colour of font



- Moved figures so it is able to tell who is who in the poster.

lost too much info!!





**NO ACCESS NO ACCESS NO ACCESS NO ACCESS**





**NO ACCESS NO ACCESS NO ACCESS NO ACCESS**











Colour A2 Mock-ups

