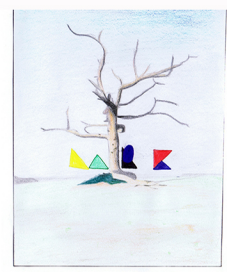


Neville Brady*
 This captured me about the abstract shapes which are used as the main image. Another interesting part of the composition of this design is the fact that there is no bold heading, only a subheading text which is very transparent and do not distract from the design itself.



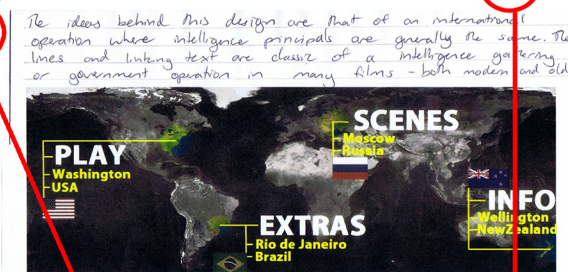
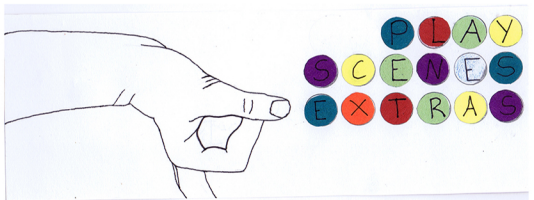
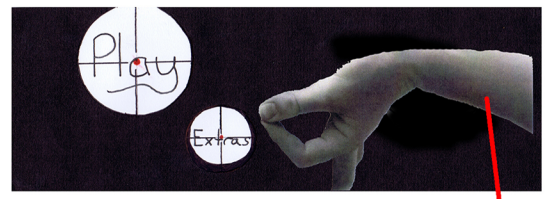
Tactile
 The fact that this design has an image/photo as a background gives a very good sense of depth and space which help to bring out the shapes which are the focal point of the image. The main image background is an aspect of the design which I thought would be useful to create a scene.



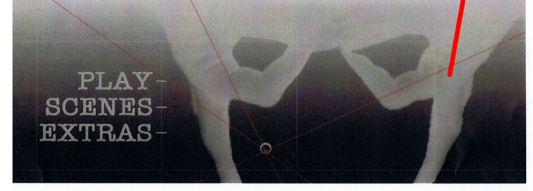
Unknowns
 Although this design has many components to it, it still has a sense of quietness with the use of bright colors only in small amounts, with dull colors being dominant which helps balance the design. I used the idea of the tall buildings to give a sign of importance in one of my down DVD menus.



Tactile
 The structural elements in this design and the fact everything was made by hand and the photographical photos something I had not seen before and give me some ideas for future designs.



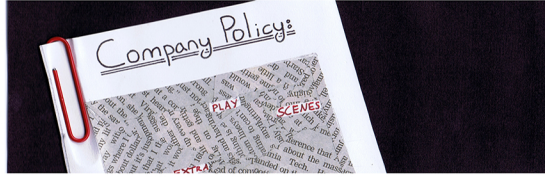
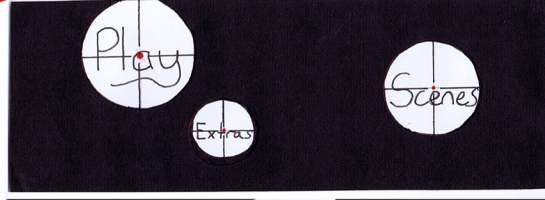
The image of the hand I have used in this design is a cut out of a sort of mask over the face (half of) without the face to give a sense of mystery within the design. The gradient background takes the hardness of a black base and also act like the edge of a tree which the hand would cover.



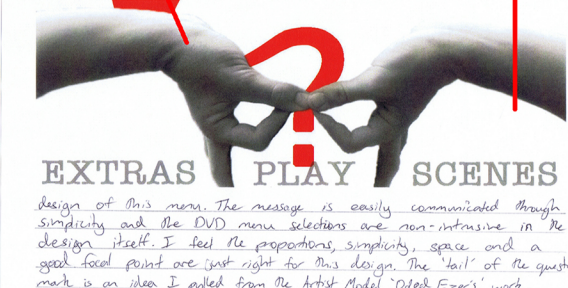
The ideas behind this design are that of an international operation where intelligence principals are greatly the same. The lines and linking text are classic of a intelligence gathering or government operation in many films - both modern and old.

The yellow text and lines contrast the black and white background and act as the body text (which is white) interesting to see how the primary selection text (which is white) is more attention grabbing and has more of a focal point effect over though it shares colour with much of the background. Although the ideas of connecting the lines and text are quite simple, the design has a sense of complexity which is due to the familiar image of the background.

I feel this simple design was very successful conveying the intended meaning of mystery through the simple symbolism of the question mark and my company's trade-mark 'mask'. The red question mark works well as a focal point and a contrast to



The components and design of this menu were ideas I took from a 'James Bond' Menu. The image is again the masking effect to give mystery as to what is behind them. The mystery idea is to convey the thought that anybody could be a spy, as matter what they look like. The font and colour throughout the design are dull and sort of what you would find in an agents office. The icon with red lines splicing from it are to create not only a focal point but to also create variation within this largely dull image and contrast the vertical and horizontal lines which the background consists of.

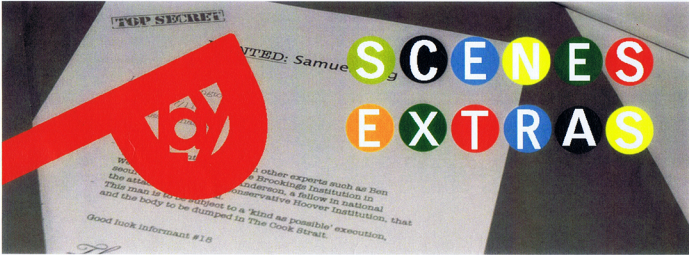


design of this menu. The message is easily communicated through simplicity and the DVD menu selections are non-intrusive in the design itself. I feel the proportions, simplicity, space and a good focal point are just right for this design. The 'tail' of the question mark is an idea I pulled from the Artist Model 'Older Eves' work.

PLAY SCENES EXTRAS



This image is the original of the one with the black/gradient background, although I think it is more successful than the other because the text does not stand out as much than in the other. Again the hand is a sort of mask, but I feel it is more in balance with the text and lines without the harsh background. The lines bleeding off the page represent the idea that spy operations will be happening with and without attention - from media or otherwise.



I feel the colours in this work very well with the dull background. The big red 'P' is symbolic of the mask (in the above design) but in text format. The continued letters inside it are to create complexity in the image and to create the word 'Play' for the objective of a DVD menu, which work well together for a single outcome/image. The coloured circles were used from the artist model Paul Rand. They are used to not only contrast the background image, but to put forward the idea that information can be a colourful and very useful tool, to achieve equality in this world. I think this design does very well to show the colourful side of intelligence gathering.

The choice of colour (red) is used because it is one which best compliments a dark background. The selections of the DVD menu have been toned down (decreased opacity) to not distract from the main image but not so much that they would not be functional in an actual working menu situation. I feel the simplicity is successful.



The jumble of letters is used in this design as the main image and focal point to represent a situation of confusion and ununiform style which trained spies (or as I call them - informants) can operate very efficiently in. The dark background is to show how spies can block out everything except their objective (even the other text in the design which has decreased opacity).

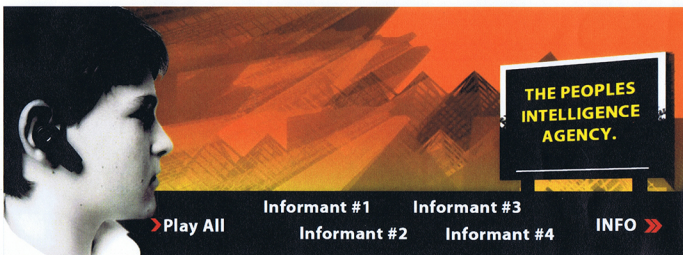


This design is an ~~attempt~~ attempt of the artist model Colin Brown's work. The design was to convey the message that an intelligence operation has many components and a lot of depth to achieve a goal, but I feel it was unsuccessful in the aspects colour and naturalism, because nothing really works together and I must admit that Colin Brown's work has an aspect of randomness which really does work, but I cannot re-create. This design was too simple to be complex like the model's work and has no focal point.

5

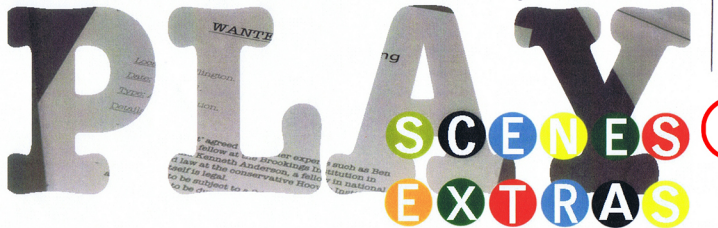
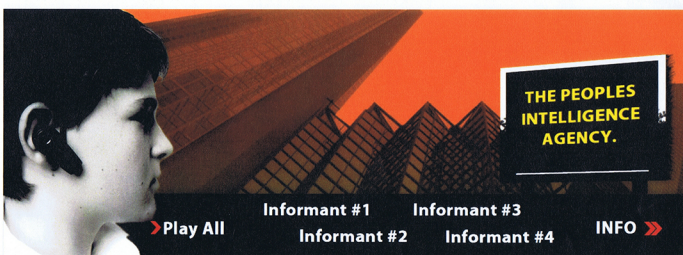


This design shows exactly how I want my company to be seen in the public's eye. There are a few aspects of the design which are affiliated with the intelligence theme like the components and feel of the image (of person) but it shows how the person doesn't have to 'look' like a spy, because they could be anyone (even you grandd!). The background image (decreased opacity) I used to show the magnitude the industry of intelligence gathering could be without it being obvious, and to give the design itself more depth. There are good balance and block elements which were constructed to keep the design simple. Crisp text.



6

I like this design because it is composed of text primarily, but is still evocative and eye-catching. The coloured circles are an idea from Paul Rand's 'UCLA' poster from 1947. They work well as an eye-catcher to grab attention, from where the image in the word 'Play' is discovered. This design has very good balance between the white, greys and intense



7

colour of the Paul Rand circles, and creates depth with the image, word 'Play' and the circles all being on different layers. This gives a nice filtering effect through the design, and the different proportions in text size which capture the imagination.