

Courtney Eash

Mr. Busch Period 1A (H)

Graphics III

1 June 2018

Graphic Design Analysis Paper

The piece that I chose to analyze is Mauro Gatti's piece "Save the Arctic". In this graphic piece, a snowy, white hand is shown to be throwing its fist in the air. This is an idea inspired by the women power hand that is seen throughout numerous women rights marches as well as in other power struggle events. At the top of the fist, the hand turns into a polar bear and this is where the viewer sees the reference to the arctic in the piece.

This piece is delivered through print as well as digital delivery. The color scheme that is in this piece is focused around a wintery and cool look. Baby blue, which is shown as the background behind the white writing and snowy, white hand, creates a look of being in the arctic. The writing, as said before, sticks to the same white color like the hand in order to keep the look of snow present. The main writing seen in the piece is in bold red lettering in order to create a pressing, dangerous look. Also, because of the great size of this text, it draws the biggest attention to it and then the fist and polar bear below. The fist gains the most attention due to the fact that it takes the most space in the center of the piece.

This piece was created to be included in the efforts towards arctic preservation. At the bottom of the piece, the hashtags #SaveTheArctic and #FreeTheArctic30, are present. With further research, it can be found that these movements are indeed in favor of preserving the arctic with efforts focusing on current, everyday activities. Not only does this piece promote arctic preservation, it also promotes saving the polar bears in specific. In recent years, polar bears have been dying out and this poster, because of its leading attention to the fist with the polar bear on it, creates a pressing threat on these animals as well.

In my opinion, this piece accurately gets its point across in a slick, clean manner. The information is easily seen and presented which makes it visually pleasing. With the research about the organizations that the piece is in favor of, my judgement of the piece is pretty accurate. The save the arctic organizations all promote clear information and this piece is the best representation of what these preservation organizations have to offer.