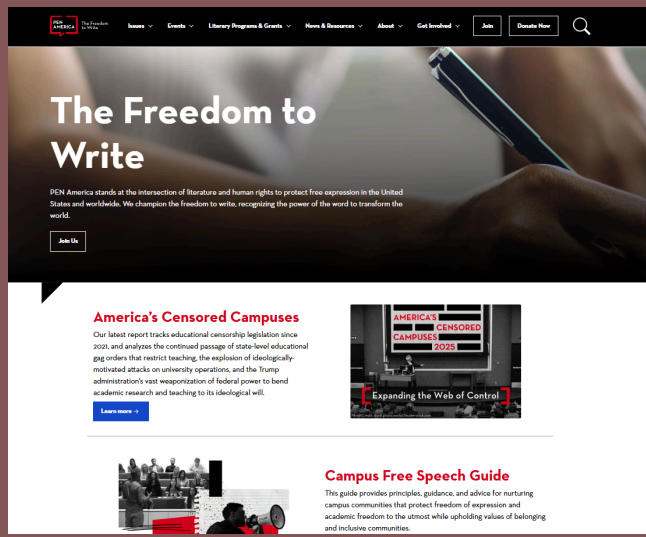


VISUAL JOURNAL 4: Exploring Public Interest Communication



PEN America - <https://pen.org/>

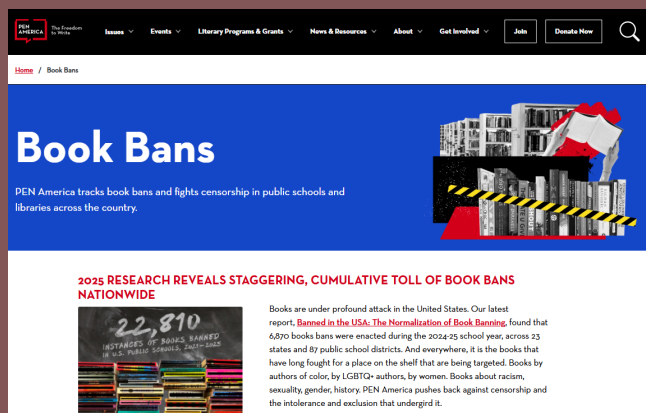
PEN America, the largest branch of PEN International, is an organization that strives to protect the freedom to create, read, and share literature, ideas, and information. Their mission is to unite creators and celebrate our rights to create, as well as defend the rights that make creation possible.

In their visual communication, PEN America utilizes images that feature real books and authors, which makes their stance seem more credible and substantial.

One element in the designs that stands out is their use of **color**. Upon viewing their content, the color red immediately stands out against the rest of the content, as they used a very saturated red that creates a bold **contrast** with the rest of the content. This color dominates any design it is integrated into, specifically when paired with black.

Another notable principle that is well utilized in their design, specifically their book bans post, is **variety**. With a wonderful composition boasting vivid imagery that is surrounded by text of different sizes and colors, this design is dynamic and uses bold design to convey a bold message.

Going back to their use of **color**, although it is very effective in conveying the feeling behind most of their messaging, I feel that the tertiary blue color they use is not as effective and seems to contradict the message they are trying to achieve. For example, the blue banner behind the "Book Bans" header almost seems out of place and diminishes the **unity** with the rest of their designs. Perhaps going with a yellow or orange would flow better with their pre-existing palette.



REFERENCES

DiMarco, J. (2010). *Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques* (1st ed.). Wiley.

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