

VISUAL JOURNAL TWO

Analyzing the Use of Color



BACKGROUND

In Corita Kent's *stop the bombing*, she presents a timeless anti-war message that was originally produced at the height of the Vietnam War. As America grew increasingly negative towards the war efforts, so did the messages that Kent sought to convey through her art. In this particular piece, she gives a voice to the terrified people of Vietnam, evoking empathy from her audience by sharing the perspective of the victims

Using red, white, and blue, the colors of the American flag, Kent appears to seek out the attention of Americans and impress her message upon them. It's as if she is implying that her message to stop the bombing is one of patriotism- an American responsibility. The overarching text in this piece is the aforementioned title, "Stop the Bombing", and is designed in a way that resembles a flag rippling in the wind, further supporting her message of patriotism. It dominates the page, creating emphasis on the title in contrast to a simple background. The background, being red, white, and light blue, somewhat resembles a beach, perhaps referring to the expanse of beach along the coast of Vietnam, with the red being the sand, the thin strip of light blue being the sea, and the white being the sky. If this is, in fact, the intended scenery, then by designing it with these specific colors, Kent may be trying to convey that Vietnam and America are not so different, and that we are waging war against and killing people just like us.

In addition to the title is a handwritten piece of text in a light blue color set on the bright red of the background, creating contrast that makes it harsh and difficult to read. This may have been done in order to add a sense of dissonance as one reads the text, considering the jarring content of the text itself. Overall, by using familiar but intensified colors and utilizing a layout that emphasizes the text, Kent conveys a powerful anti-war message intended specifically for an American audience.

REFERENCES

DiMarco, J. (2010). *Digital design for print and web: An introduction to theory, principles, and techniques*. Wiley and Sons . Chapter 3 (pp. 59-95).

Siegler, B. (2018). *Signs of resistance: A visual history of protest in America*. Artisan

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Type Family: Roboto Mono
H1: Bold, 65pt
H2: Light, 25pt
H3: Bold, 15pt
Body: Regular, 9pt