



VISUAL JOURNAL ONE

Identifying Visual Principles

BACKGROUND

Keith Haring's "ACT UP", an AIDS awareness poster created in 1989, was designed to draw attention to the AIDS crisis and ACT UP (AIDS Coalition to Unleash Power). After being diagnosed with AIDS himself, Keith Haring- already a renowned artist- began focusing his work on spreading awareness and helping others with the same condition. In his signature bold style, he created several posters such as this one, with powerful messaging that illuminated the effects of this disease and encouraged speaking out.

In this particular poster, Haring utilized several elements of design that result in a strong piece that effectively conveys the message he's written. He emphasizes consistency throughout this design, using blue backdrops for the words in the header and footer, connecting the two while separating them from the center visuals. In the center, he shows proximity by grouping the three humans together, putting them within the same red strip. He also displays excellent symmetry in these same figures, placing one of them in the middle in a pose where each arm and leg mirrors the other side, and then posing the figures on each side in very similar positions. While they are not perfectly mirrored, the similar poses they are in give the illusion of symmetry, framing the figure in the middle.

Much of Haring's work was designed to make a statement, whether about the AIDS crisis such as in this case, or to illuminate other world issues, such as drug abuse and resistance. Alongside these powerful messages, he also used his art to convey other universal experiences like love, struggle, and joy. To this day, his art has left a mark on the world with its bold lines, bright colors, and distinct style, and his messages remain nestled in his work for us to interpret and understand.

REFERENCES

DiMarco, J. (2010). Digital design for print and web: An introduction to theory, principles, and techniques. Wiley and Sons . Chapter 2 (pp.27-57).

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