

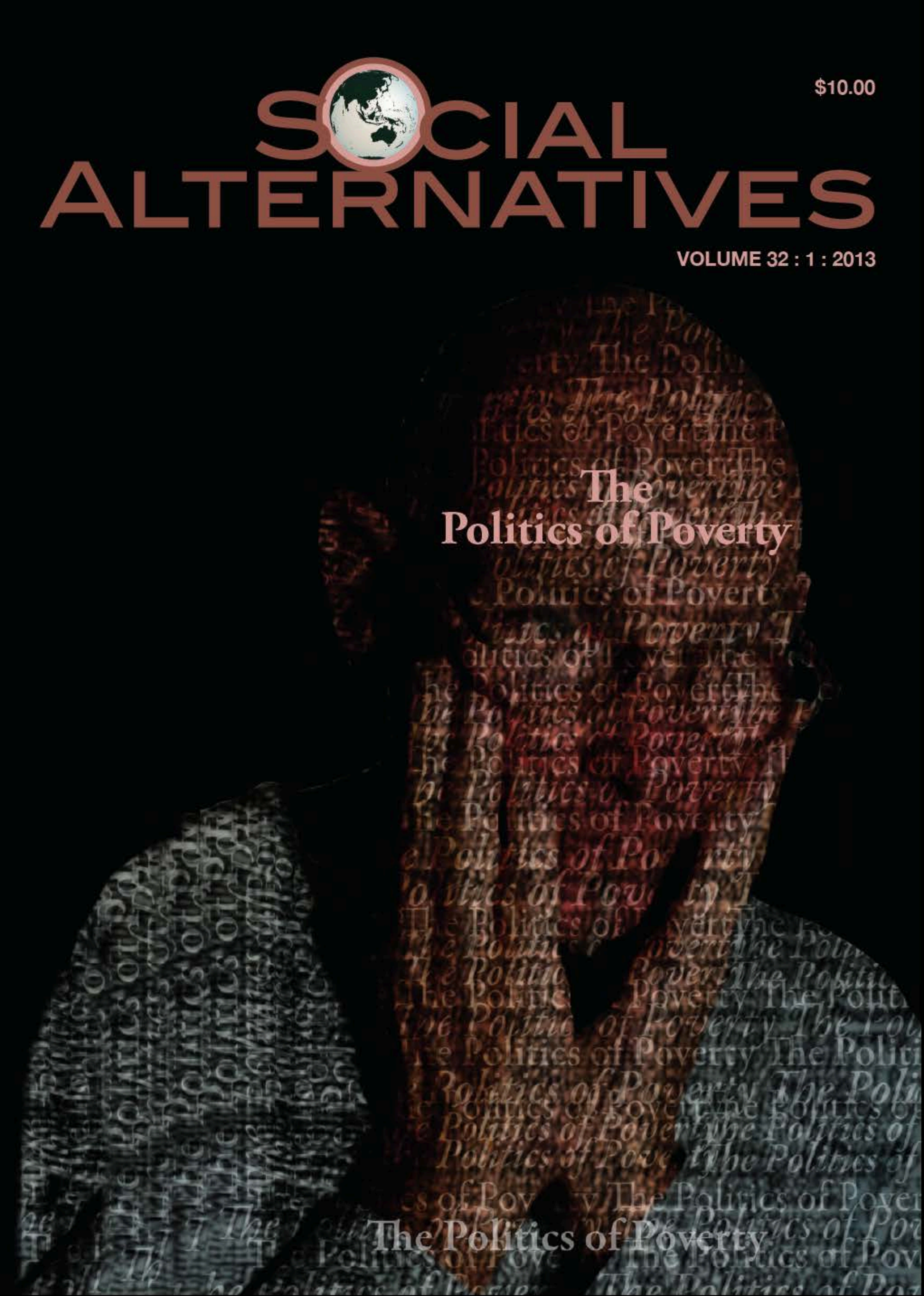
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The Politics of Poverty

The Politics of Poverty



Cover 32/1, Design: Debra Livingston – University of the Sunshine Coast.

For this issue cover concept, 'poverty in politics', the idea is to present a graphic image that imparts a feeling of helplessness and vulnerability through photographing a portrait of a person who seemingly appears in a moment of distress. Dark and muted colours were used to emphasise the emotive feelings the designer sought to communicate through this image. Images can be incredibly powerful and compelling tools of communication, conveying not only information but also evoking moods and emotions. People respond to images instinctively, based on their personalities, associations, and previous experience. Through experience and experimentation, we continually increase our understanding of the visual world and how we are influenced by it. Henley suggests that emotive images permit the creation of narratives, anthropomorphic reflection and knowledge transfer within the realms of audience experience and may potentially lead to aesthetic and emotional attachments (Henley, 2013). Media theorist, John Berger states, 'Seeing comes before words'; we see images before we can read, and we read images before we textualise them: 'It is seeing which establishes our place in the surrounding world; we explain that world with words, but words can never undo the fact that we are surrounded by [seeing]' (Berger, 1972: 7). It was important for this cover concept to include a combination of text and image to communicate the theme title, Poverty in Politics. Here, the image becomes the title through combining and the juxtaposition of various typefaces for Poverty in Politics many times, overlaid on the photographic portrait, to become an emotive textural image.

Reference:

<http://www.aiga.org/guide-whatisgraphicdesign/>

Berger J. 1972 *Ways of Seeing*, Penguin Books, London

Henley J. 2013 *Patrons Review – The role of the moving image in natural history*, *Archives of natural history*. Volume 40, Page 52-71

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