

Design Fundamentals



Graphic Design is creating an interesting, pleasant and compelling way of communicating a message.

Design Fundamentals are principles that aid in the accomplishment of this pursuit.



When survivor Peter Nakogee first went to St. Anne's Residential School in Fort Albany, Ontario, he spoke no English and had a different name.

"I got the nun really mad that I was writing in Cree. And then I only knew my name was Ministik," he told the Truth and Reconciliation Commission in 2010.

"From the first time I heard my name, my name was Ministik. So I was whipped again because I didn't know my name was Peter Nakogee."

The federal government announced Monday (14 June 2021) that Indigenous people can now apply to reclaim their traditional names on passports and other government ID.

Contrast

The name by which the new arrival at the residential school identifies is Ministik. This identity is depicted as a tattoo on his forehead, needing to be cut out.

By contrast, his new name, Peter, is just a name tag that hangs around his neck on a chain.

Ministik's village and family are the rich heritage of people and culture from which he comes. This is depicted by the bright colours of the mountain ranges and the dancing northern lights.

By contrast, the starkness of his new home is depicted with the black and white photograph of the residential school.



Movement



Ministik moves from his village, reflected in the colours behind him, to the residential school pictured below him.

Motion is also indicated in the drop of blood from his forehead and the tear drop from his eye.

Repetition

The multiple layers of mountain ranges of different colours build a sense of the richness of Ministik's heritage and the northern regions of Canada.

The style is inspired by the painter Ted Harrison, and the use of brilliant colour is inspired by Norval Morrisseau, a Canadian First Nations painter.

Repetition is also found in the blood drop and tear drop of the same design and dimension.





Emphasis & Proportion

Emphasis is creating a focal point in the design to draw attention. This is achieved to a degree by the eyes of Ministik.

Ministik's portrait fills the canvas, proportionally outweighing the other elements.

White Space

The use of white space is not utilized in this graphic. A better illustration of this design feature is the last page of the booklet.



