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Kate Moross

I am going to talk about one of the very famous graphic designer, Kate Moross. She is a London based graphic designer, illustrator as well as art director and has earned recognition for her typographic designs and illustrations . Born on April 09, 1986, in London, the United Kingdom and completed her Bachelor of Arts degree from Camberwell University of the Arts. During her Bachelors she started Isomorph Records, a record label to understand the exciting relations and links between music and design. It aimed to "Make Music Look Good" by providing Bands with Art Direction so that they can exceed in every way (Moross). A handful of music artists such as Android, Hearts Revolution, Cutting Pink With Knives and Apes.

Moreover, Kate Moross is presently the art director of Studio Moross, and at the very young age of twenty-six, she was successful enough to earn a leading position in the world of designing. Her work has a certain kind of patterns such as freeform lettering, illegible typography and three-sided shapes. I choose to write about Kate Moross mainly because I am very much interested in music, and I adore those designers who work with artists to enhance the music content and quality. I have the same interests as Kate because she realizes the importance of getting close to music to create the a proper visual representation of any sound track. Luckily, this is her

innovation of the music production, her ideas of the bands and her motto of the Studio Moross. British's renowned musician Jessie Ware also seeks Kate's help in her music and video projects. While reading her biography and her works, I was astonished to know that she was the director of some of my favourite music videos including 'If You're Never Gonna Move' and 'Wildest Moments'.

Being a multi-talented graphic designer, her works include illustrative art and designing including motion graphics and dynamic images. Following is the analysis of three of her works:



Figure 1 is an illustrated type poster of D&AD President Laura Jordan-Bambach's quote. One can quickly identify the **contrasting colours** in this poster; for example, the size of essential words is relatively large than the others such as "WOMAN" and "MAN". Besides, she emboldened essential words so that it immediately catches the viewer's attention.

Repetition of the same colour is already seen so that the design seems unified and smooth. Another crucial aspect of alignment is also seen in this poster that is although the quote in the poster doesn't have a proper indentation, the alignment of the entire text within the poster is professional. The distance of the whole block of words from each side of the poster is equal.



Figure 2 is a Graphic Motif by Kate Moross for Sunglasses hut Fashion Week Limited Edition cases. The bright colour contrasts that she used here never fail to grab the attention of the viewers. Repeating the colours of circles

within the box that is using the same colour for both of these shapes creates a 3D effect with depth. Sticking to the same **contrasting colours** and **repeating** them within the poster is captivating as well as soothing in this design. Although alignment isn't very much apparent in the poster since these shapes are randomly aligned and fitted. Proximity is seen here as the rectangle and circle creates one unit and each unit also fits in the geometric lines and curves.



Figure 3 is an illustration poster by Kate is of A-Z 100 things to do in London. Fitting a colossal list precisely into a poster is hard, which is why she has consistently emboldened and enlarged the words which hold greater importance. As far as proximity is concerned, she has combined related items within each unit so that one can quickly locate the closeness and link between these categories. Also, there is a nice consistency within the font of the text that is the font colour is the same

throughout the text. It would mean that the user will not be distracted by the conflicting colour contrasts and can safely focus on the text and its meanings.

Work Cited

Moross, K. (n.d.). *Kate Moross*. Retrieved November 29, 2019, from famous Graphic Designers:

<https://www.famousgraphicdesigners.org/kate-moross>



Figure 1 Source

katemoross.com/D-AD-Poster-2013



Figure 2 Source

katemoross.com/Sunglasses-Hut-2016



Figure 3. Source

katemoross.com/A-Z-of-London