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# CoreElement

**Making a communication effective and charismatic takes more than just finding its visual metaphor. Chandramohan looks for the core element of the brief and the message to create the whole visual plot out of it. Choosing the right elements and placing them right do the trick, believes Chandra. By keeping the designs clean and bold, the communication takes heat and ticks all the right boxes for the onlooker.**

**01 Saturday Night.** Bold yet unfussy, the illustration portrays quite remarkably the ambience of a pub. Every element or character in the scene is shown exhibiting a style that matches wonderfully well with the body language of the crowd at a pub. The background and the colours are kept subtle to help make the central characters stand out.



**02 Blind.** An attempt in portraying how blind and irrational the feeling of hatred is. We tend to lose our sight for the good owing to hatred and detestation. The image shows a caricature resembling Hitler but without eyes, signifying the fact.

**03 High Voltage Idea.** An unthinkable yet striking representation of an old saying, "At times you may need to tread your path carefully, even though power gives you wings." The creation is kept closer to dreams. The entire illustration is surreal and illusory. When it comes to making a facsimile of dreams on canvas, there cannot be a better mode than graphics ←

