

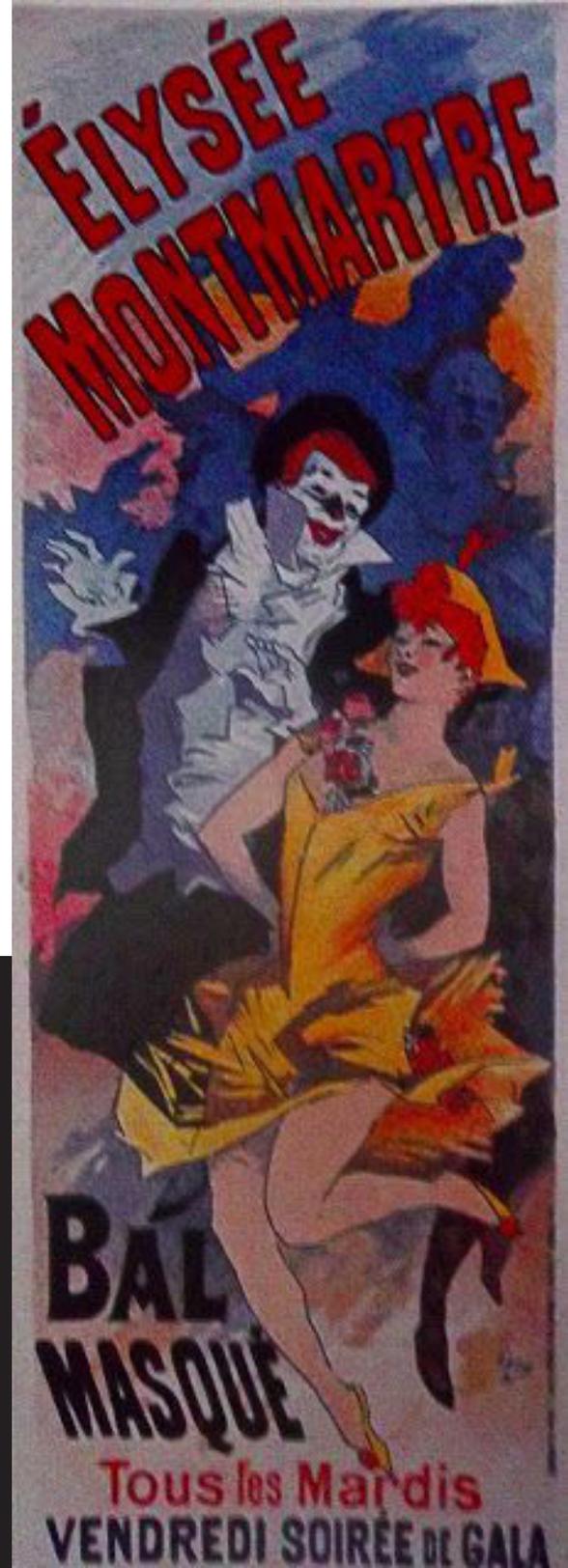
Industrial Revolution was the transition to new manufacturing processes in Europe and the United States in the 1760s. This transition included going from hand production methods to machines.

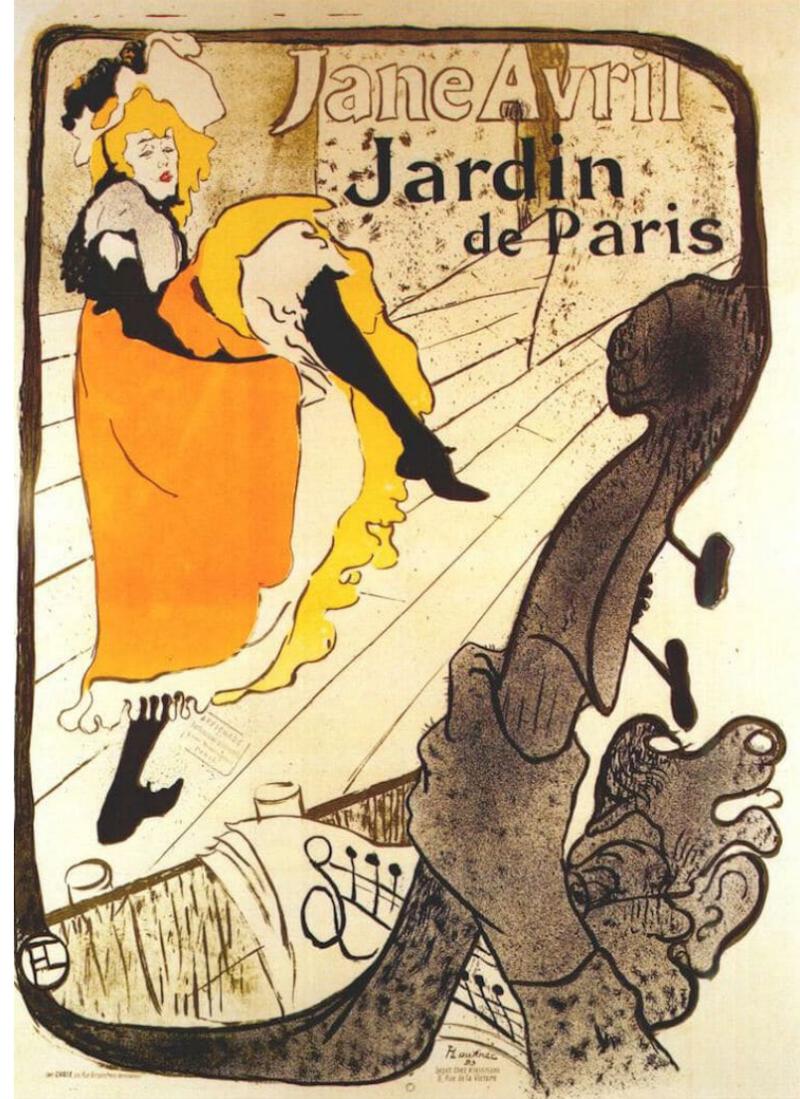
Poster Art's evolution and development has always been closely linked to technical advances in printmaking, notably lithography. The posters were endowed with graceful designs.



Jules Cheret, 1890s.

A French painter and lithographer who became a master of poster art. He has been called the father of the modern poster.





Henri De Toulouse-Lautrec, 1890s.

A French painter, printmaker, caricaturist, and illustrator who produced provocative images of modern times.

Futurism originated in Italy in the early 20th century. It emphasised speed, technology, youth, violence, and objects such as the car, airplane, and industrial city.



Filippo Marinetti, 1920s.

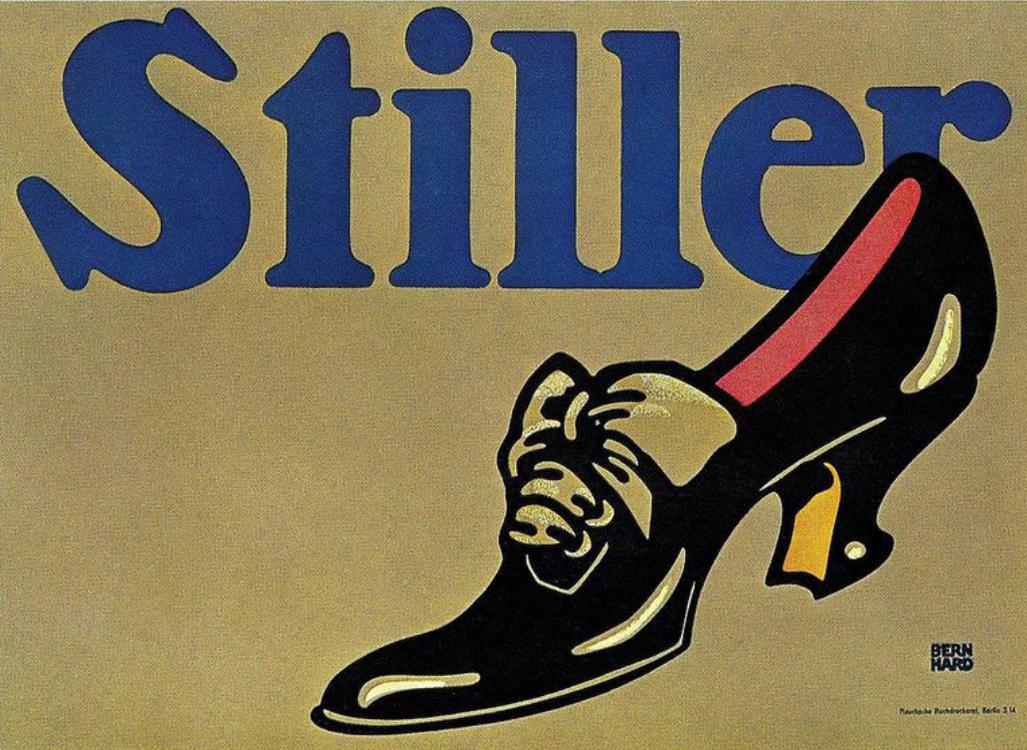
An Italian poet, editor, art theorist, and founder of the Futurist movement.

Poster Style, Plakatstil used reductive imagery and flat-color. Restricted the image to simply the object and the brand name being advertised.

Priester



BERN
HARD



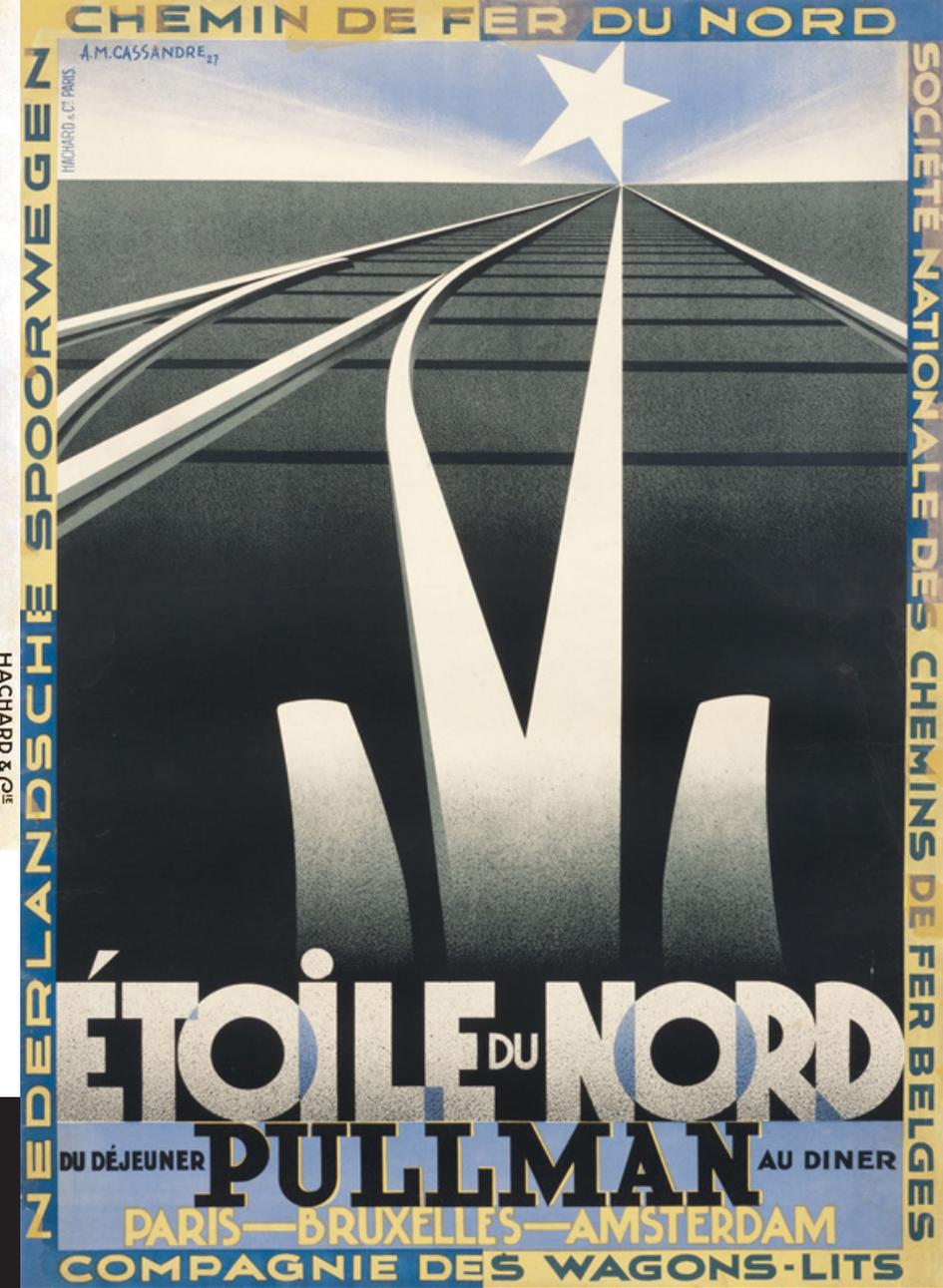
BERN
HARD

Paulcke Buchverlag, Berlin 1914

Lucian Bernhard, 1900s.

A German graphic and type designer who was influential in helping create the design style known as Poster Style.

Art Deco, Suprematism, The Bauhaus, and The New Typography movements were united by a desire to be modern. Inspired by bold, flat, geometric forms, celebrating mechanical and industrial forms.



A.M. Cassandre, 1930s.

Set up his own advertising agency called Alliance Graphique, serving a wide variety of clients.



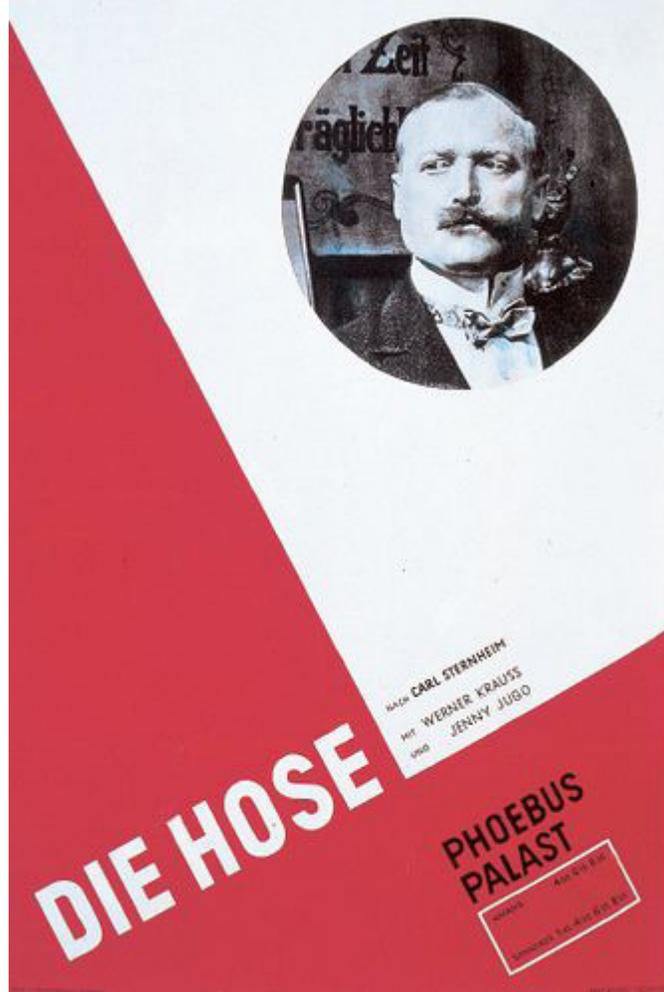
El Lissitzky, 1919.

An important figure of the Russian avant-garde, helping develop suprematism and designing works for the Soviet Union.



Herbert Bayer, 1926.

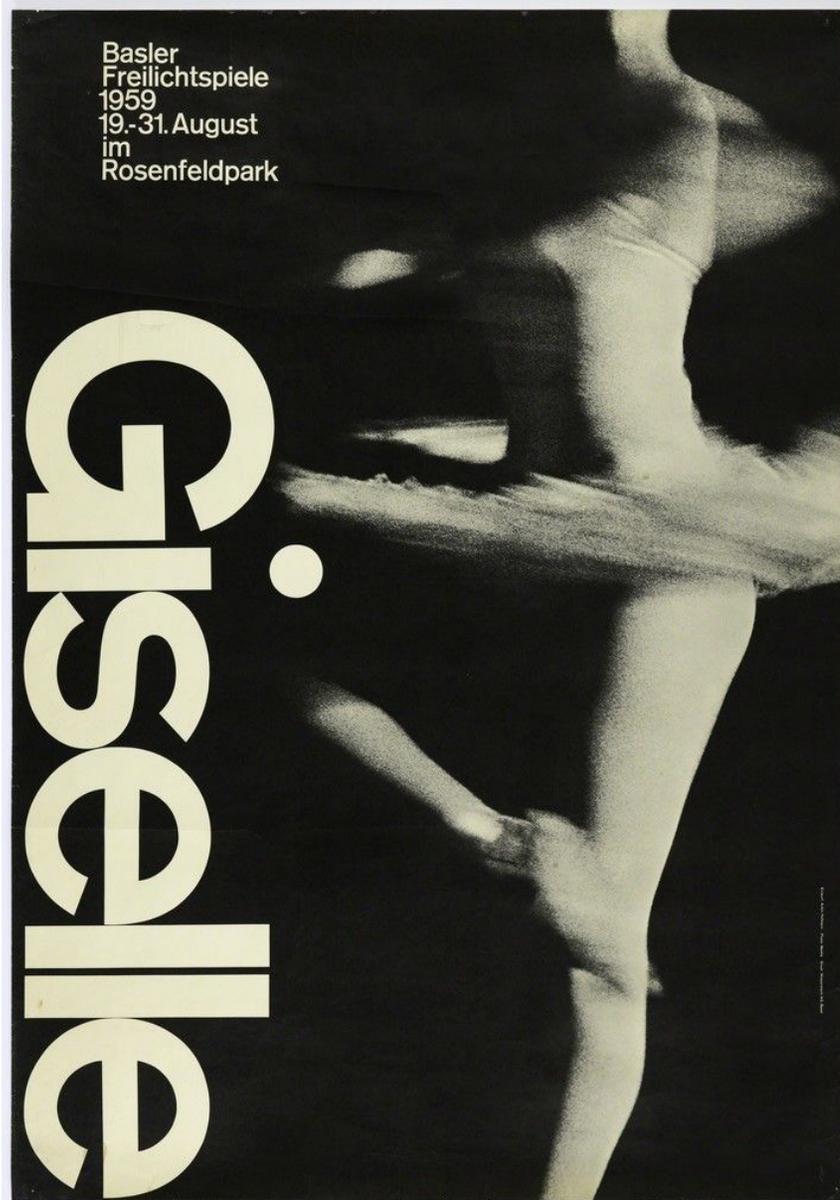
An Austrian and American graphic designer, photographer, environmental and interior designer. He freed typefaces and composition from all picturesqueness and from the excessive use of typographic symbols.



Jan Tschichold, 1927.

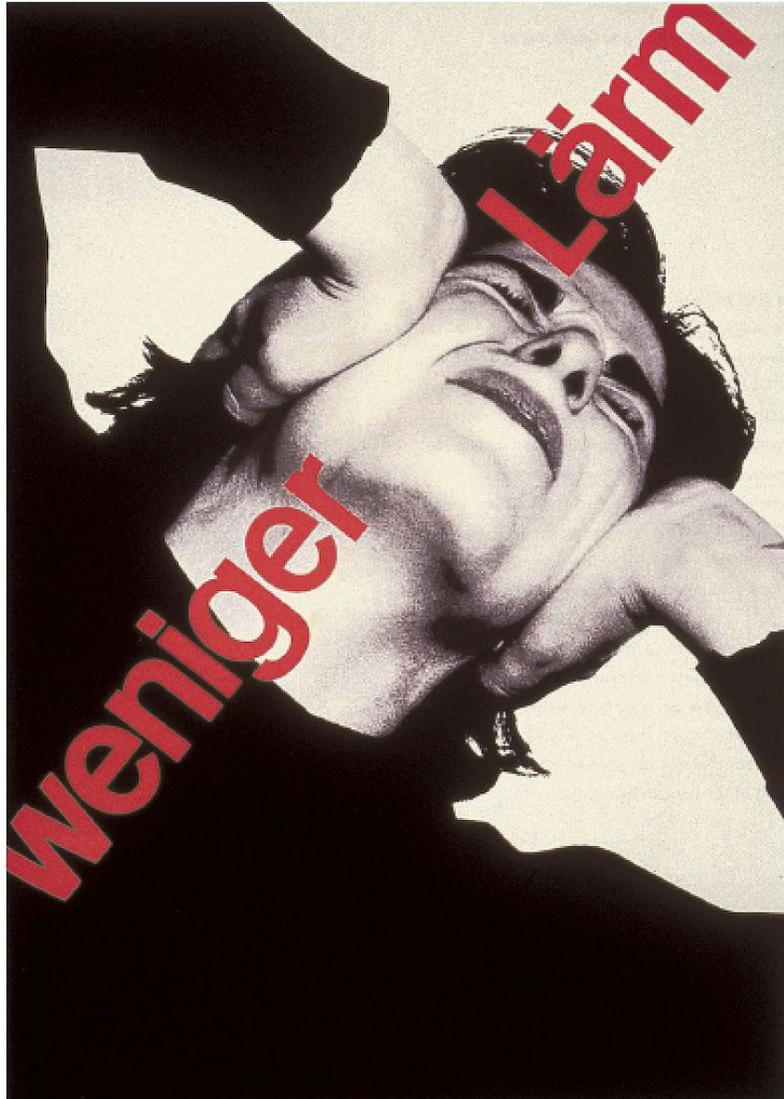
A typographer who influenced 20th century typography. His emphasis on new typography was deemed a threat to the cultural heritage of Germany, which used Blackletter.

The International Typographic Style, also known as the Swiss Style. Hallmarks of the style are asymmetric layouts, use of a grid, sans-serif typefaces, and flush left, ragged right text. The style is also associated with a preference for photography in place of illustrations, featuring typography as a primary design element.



Armin Hofmann, 1950s.

Hailed as a legend of Swiss design.



Josef Muller-Brockmann's, 1960's.

His greatest legacy is his role in the development and use of the grid system.

Academic Honesty

Are Our Standards Clear?

Come to a Community Forum
Tuesday, February 23, 1984
4-9 pm
Room 66-110

Sponsored by
Student Committee on Educational Policy,
The Office of the Provost, and
The Office of the Dean for Student Affairs



Six Artists

Hardu Keck
David Kibbey
Katherine Porter
Robert Rohm
Anthony Thompson
Dan Wills

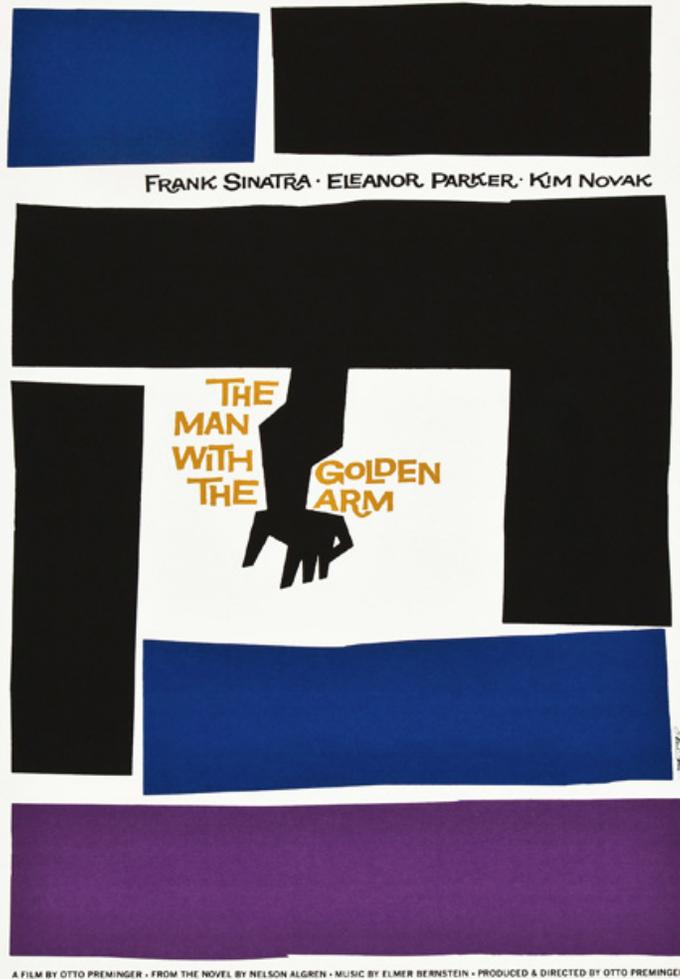
Hayden Gallery
Massachusetts Institute
of Technology
May 11 - September 6, 1970
Opening May 12, 8-10 pm
Artists will be present

Sponsored by the
MIT Committee on the
Visual Arts

Jacqueline Casey, 1970s.

She was known for her heavily influential Swiss-inspired posters.

The New York School was an informal group of artists active in the 1950s and 1960s in New York City. They often drew inspiration from surrealism and the contemporary avant-garde art movements.

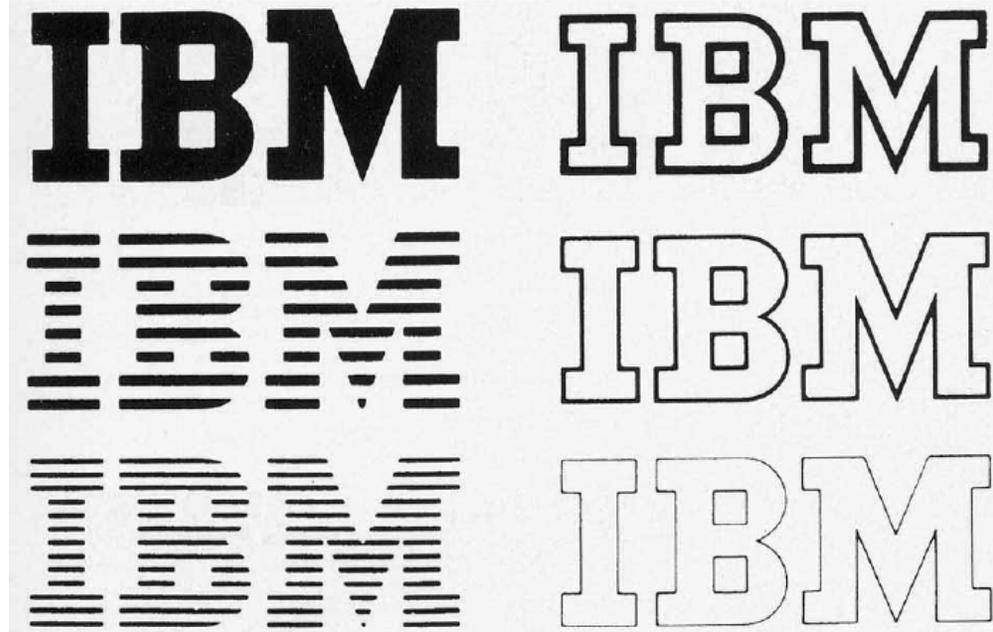


Saul Bass, 1950s.

Bass made his mark on the design world with his work in the 1950s designing iconic movie posters.

Corporate Identification

By the 1970's businesses were convinced of the advantages of a corporate identity, in the market place. Designers were engaged to design logos, write and produce standards manuals that instructed on the proper application of the logo, recommended typographic treatments and color palettes.



Paul Rand, 1956.

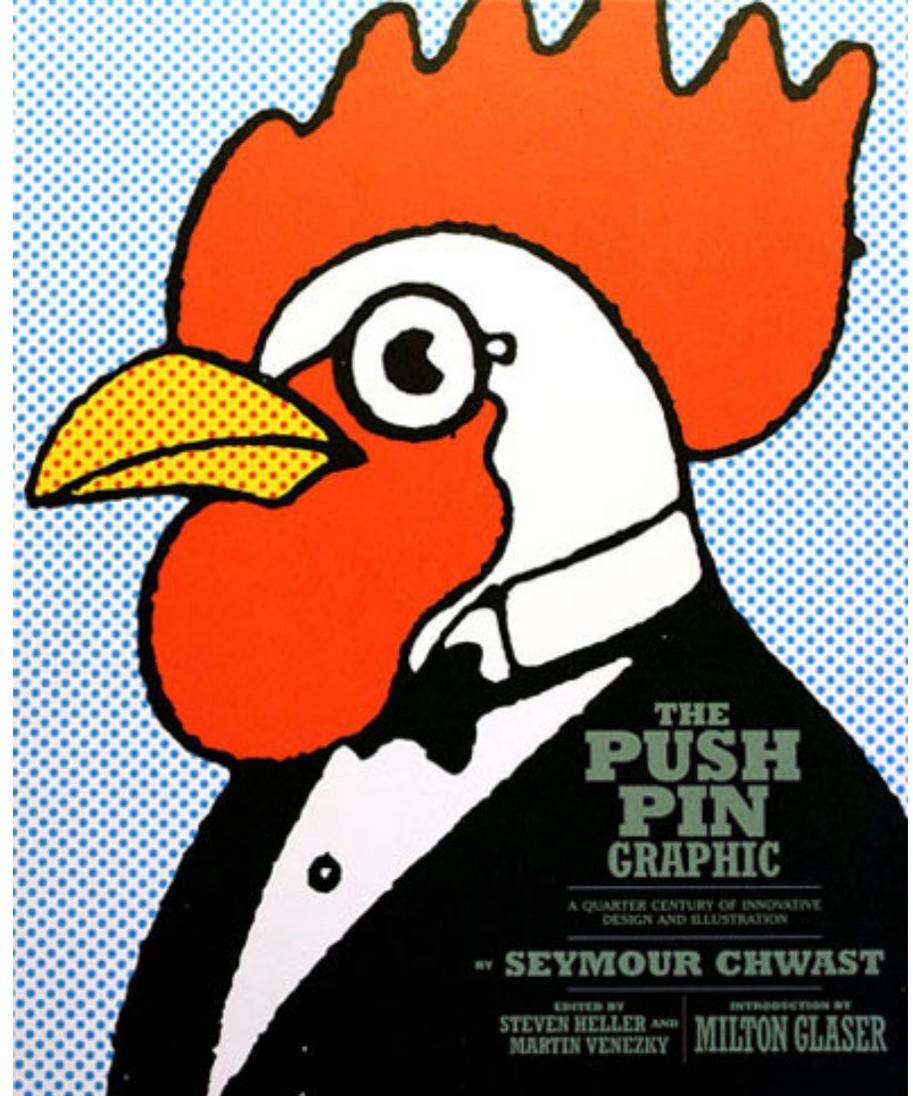
An American graphic designer, best known for his corporate logo designs. One of the first American commercial artists to embrace and practice the Swiss Style of graphic design.

The Conceptual Art Movement is probably the most radical and the most controversial plane in modern and contemporary art. Conceptual art is based on the notion that the essence of art is an idea, or concept, and may exist distinct from and in the absence of an object as its representation.



Milton Glaser, 1960s.

Transformed what it meant to create a powerful, timeless design.



Seymour Chwast, 1960s.

Shaped design and illustration, thanks to his iconic style that blended the two disciplines.

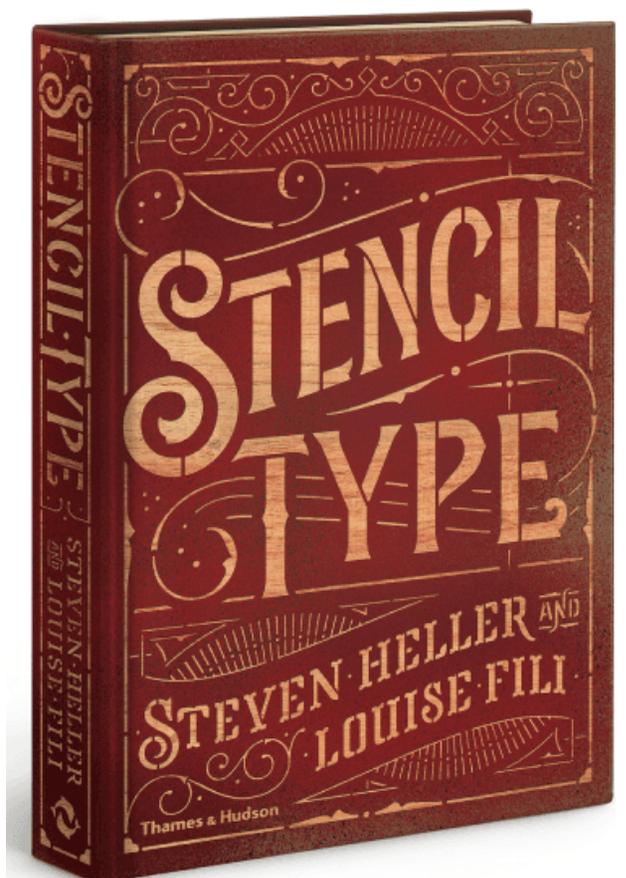
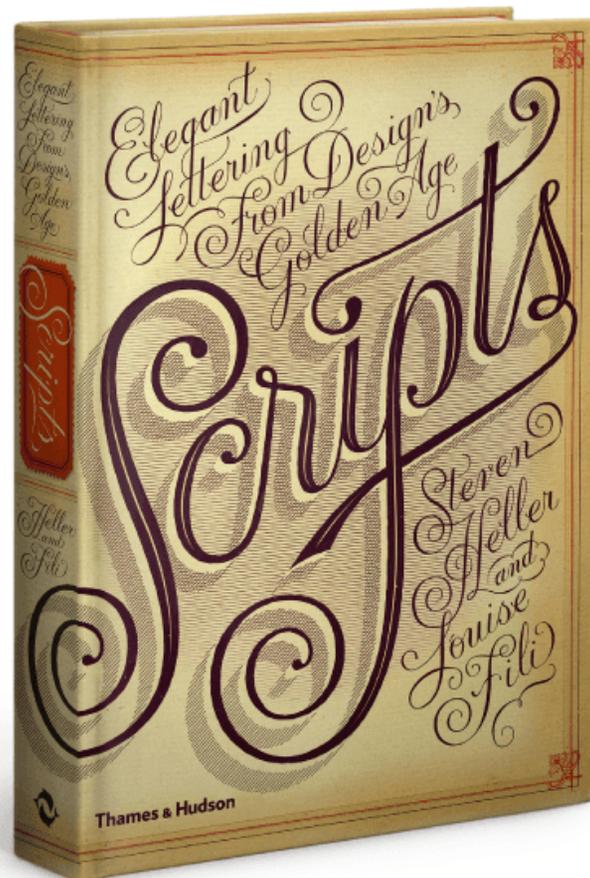
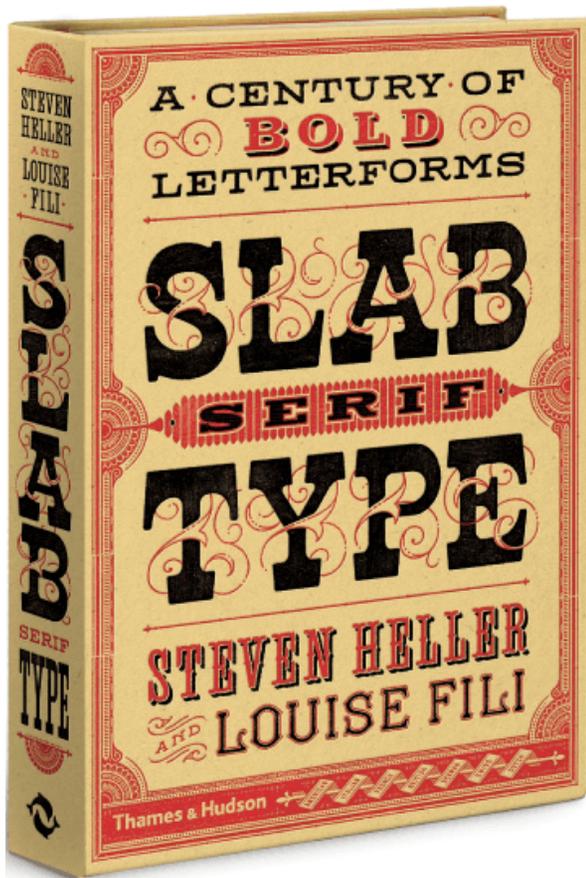
Postmodern Design in the 80s

The term postmodern has been used in the graphic design world since around the 1980s and is used to describe an art movement that contradicted the established forms of modernism.

Carin Goldberg, 1983.

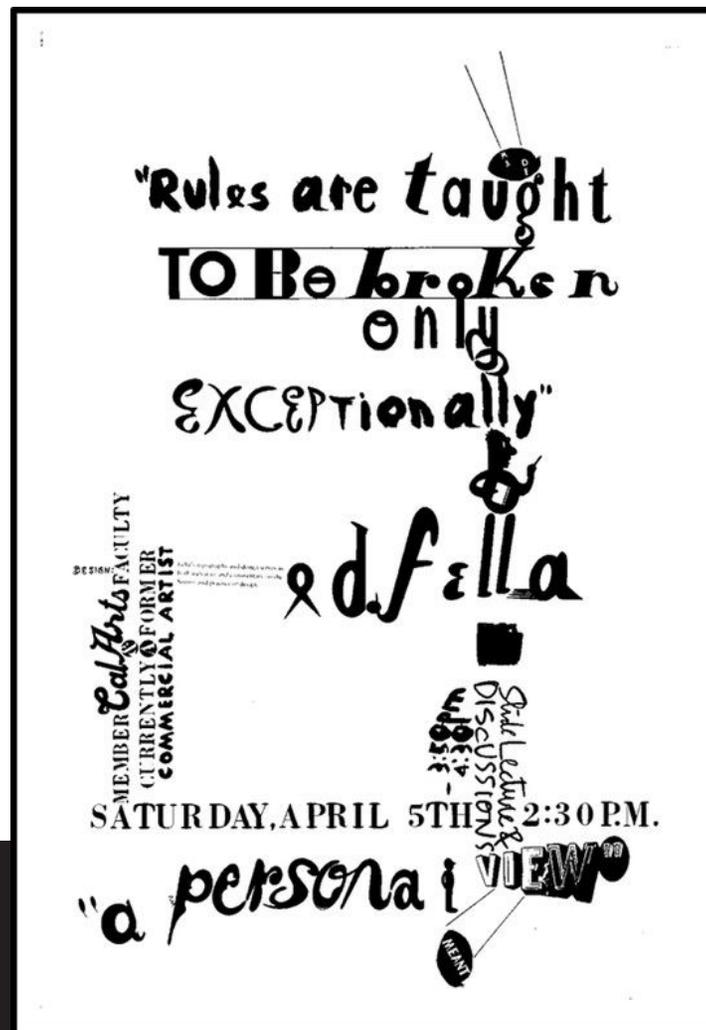
Goldberg began teaching design at the School of Visual Arts. In 2008, she was honored by the Art Directors Club for her work in education. In 2009, AIGA awarded her the prestigious AIGA Medal for her contributions to the field of graphic design.





Louise Fili, 1980s.

Fili is an Italian-American graphic designer recognized for her elegant use of typography and timeless quality in her design. Her work often draws on inspiration from her love of Modernism and European Art Deco styles.



Edward Fella, 1980s.

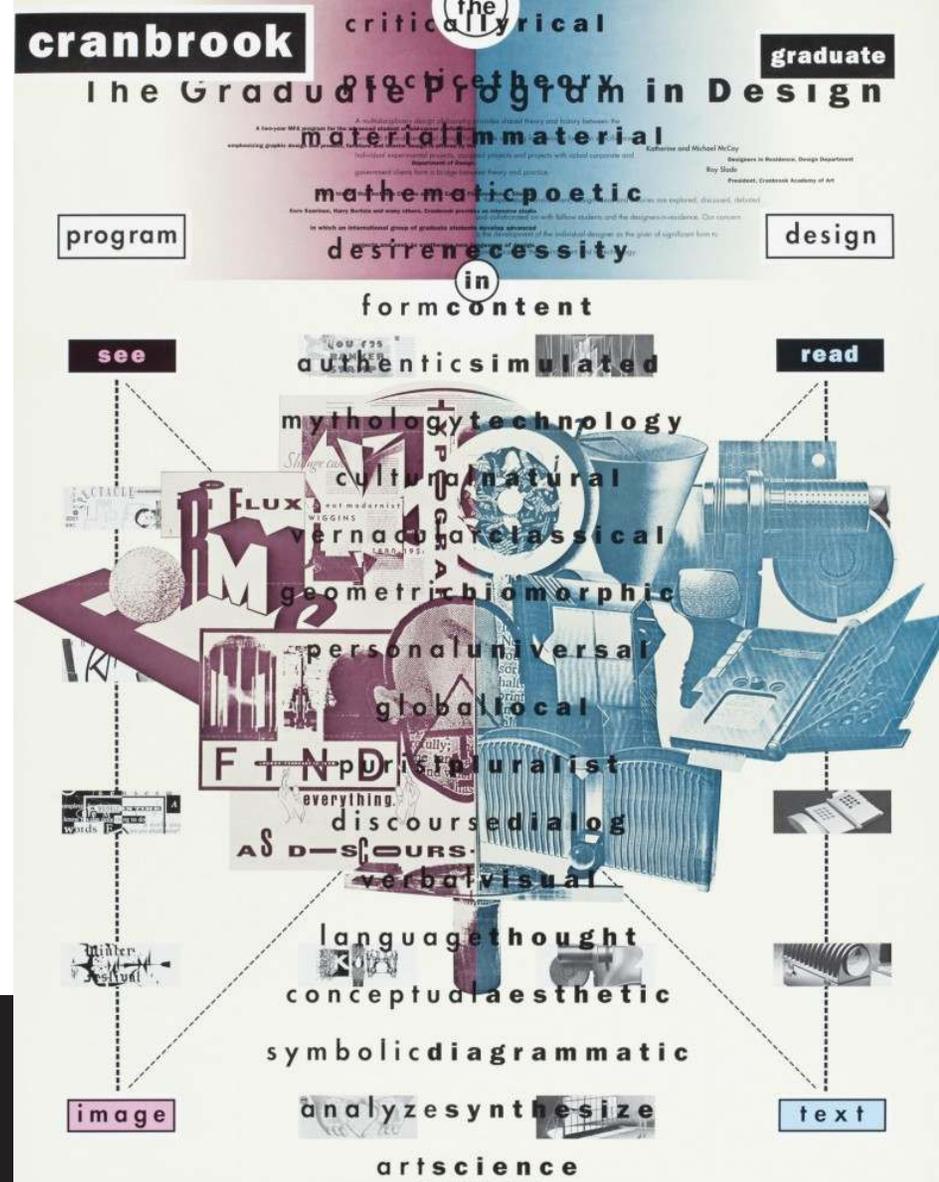
Fella is an American graphic designer, artist and educator. His work is held in the collection of the Cooper-Hewitt, National Design Museum, the Brauer Museum of Art, and the Museum of Modern Art. He is the recipient of the 2007 AIGA Medal.

New Wave or Swiss Punk Typography refers to an approach to typography that defies strict grid-based arrangement conventions. Characteristics include inconsistent letterspacing, varying type-weights within single words and type set at non-right angles.



Wolfgang Weingart, 1980s.

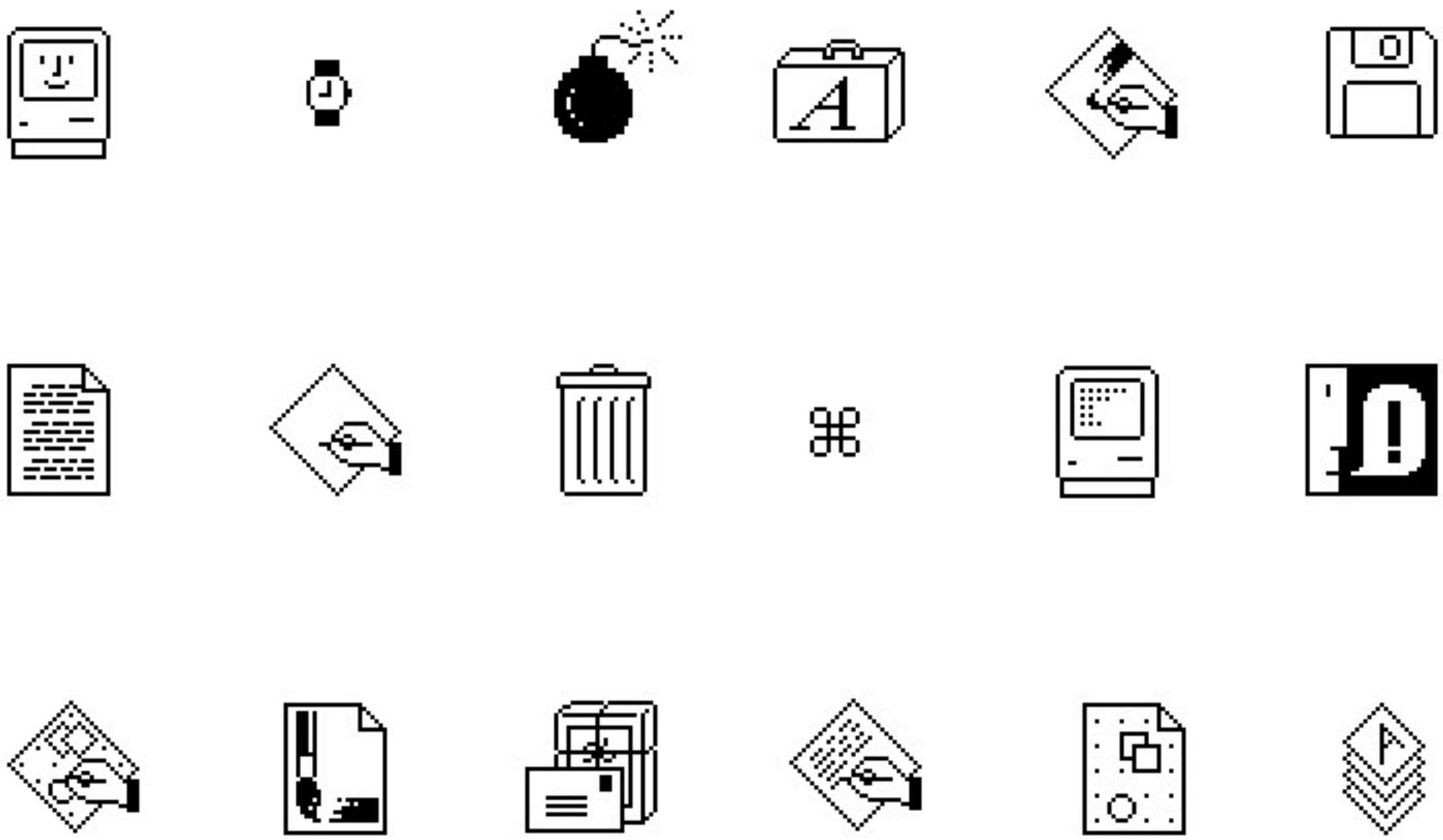
Weingart's work is experimental and spontaneous. He is credited as the "father of New Wave or Swiss Punk typography."



Katherine McCoy, 1989.

McCoy is a distinguished American graphic designer. She is a well-reputed educator, who held the co-chair of the graduate Design program for Cranbrook Academy of Art.

Digital Revolution in Design refers to the radically altered design industry due to rapid technological advancements starting from 1980s to the present day. Until the late 20th century, graphic design had been based on handicraft processes.



Susan Kare, 1984.

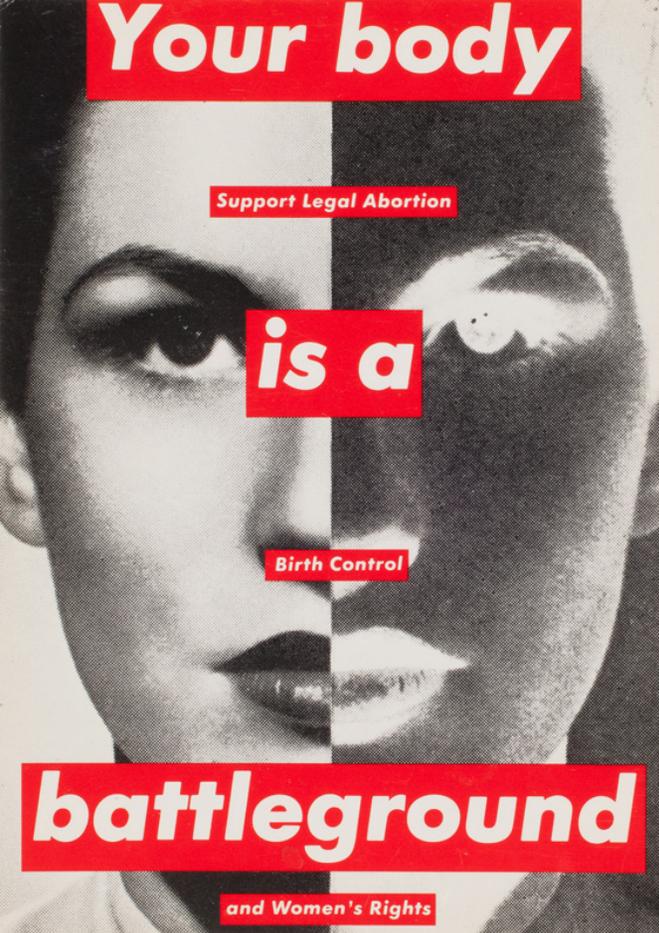
Kare's work for Macintosh have influenced much of current interface design.

Emperor
OAKLAND
Emigre

Zuzana Licko, 1980.

Licko is a type designer known for co-founding the graphic design magazine Emigre and for creating numerous typefaces, including Mrs Eaves.

The Feminist Art Movement in the United States began in the early 1970s and sought to promote the study, creation, understanding and promotion of women's art.



Barbara Kruger, 1980s.

Kruger is an American artist known for her use of type and image that conveys a feminist cultural critique. Her works examine stereotypes and the behaviors of consumerism with text layered over mass-media images.



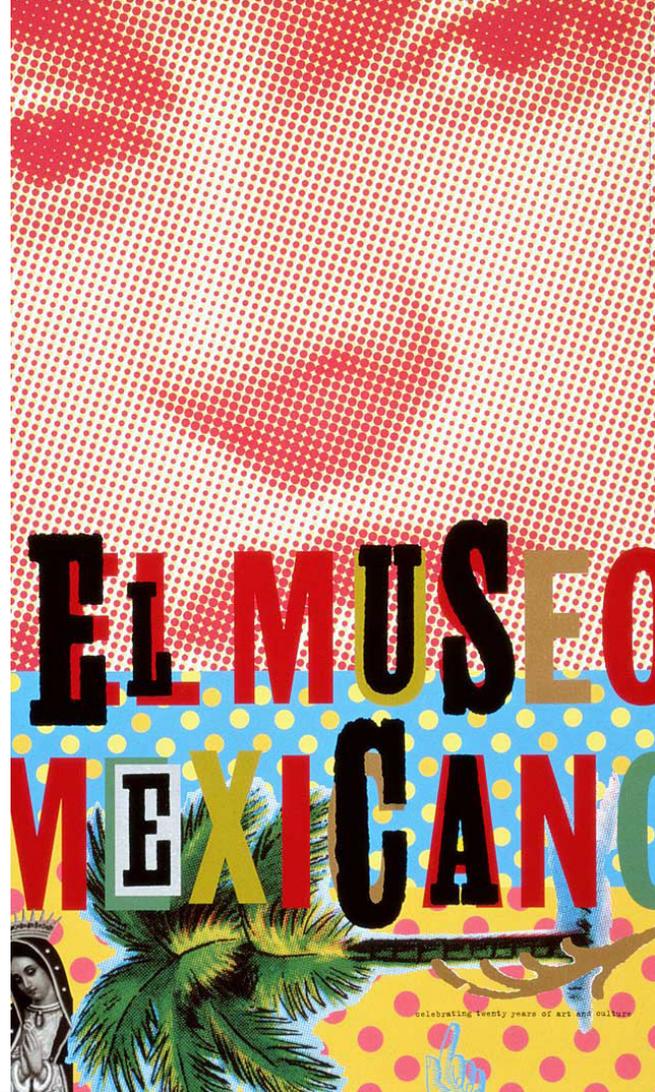
The Guerrilla Girls, founded 1985.

They are feminist activist artists who wear gorilla masks in public and use facts, humor and outrageous visuals to expose gender and ethnic bias as well as corruption in politics, art, film, and pop culture. Their anonymity keeps the focus on the issues, and away from who they might be.

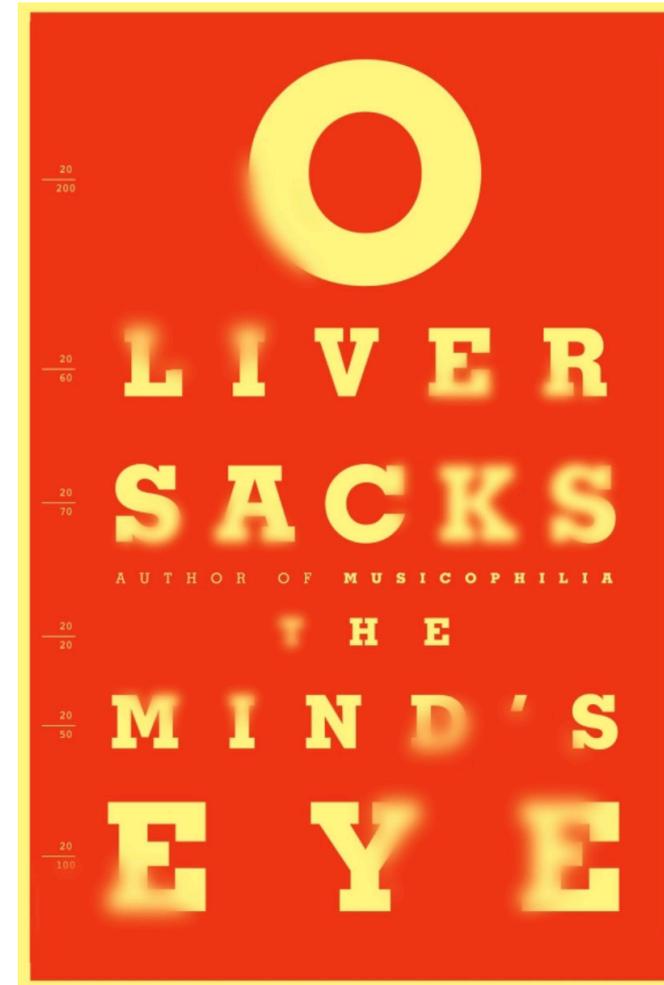
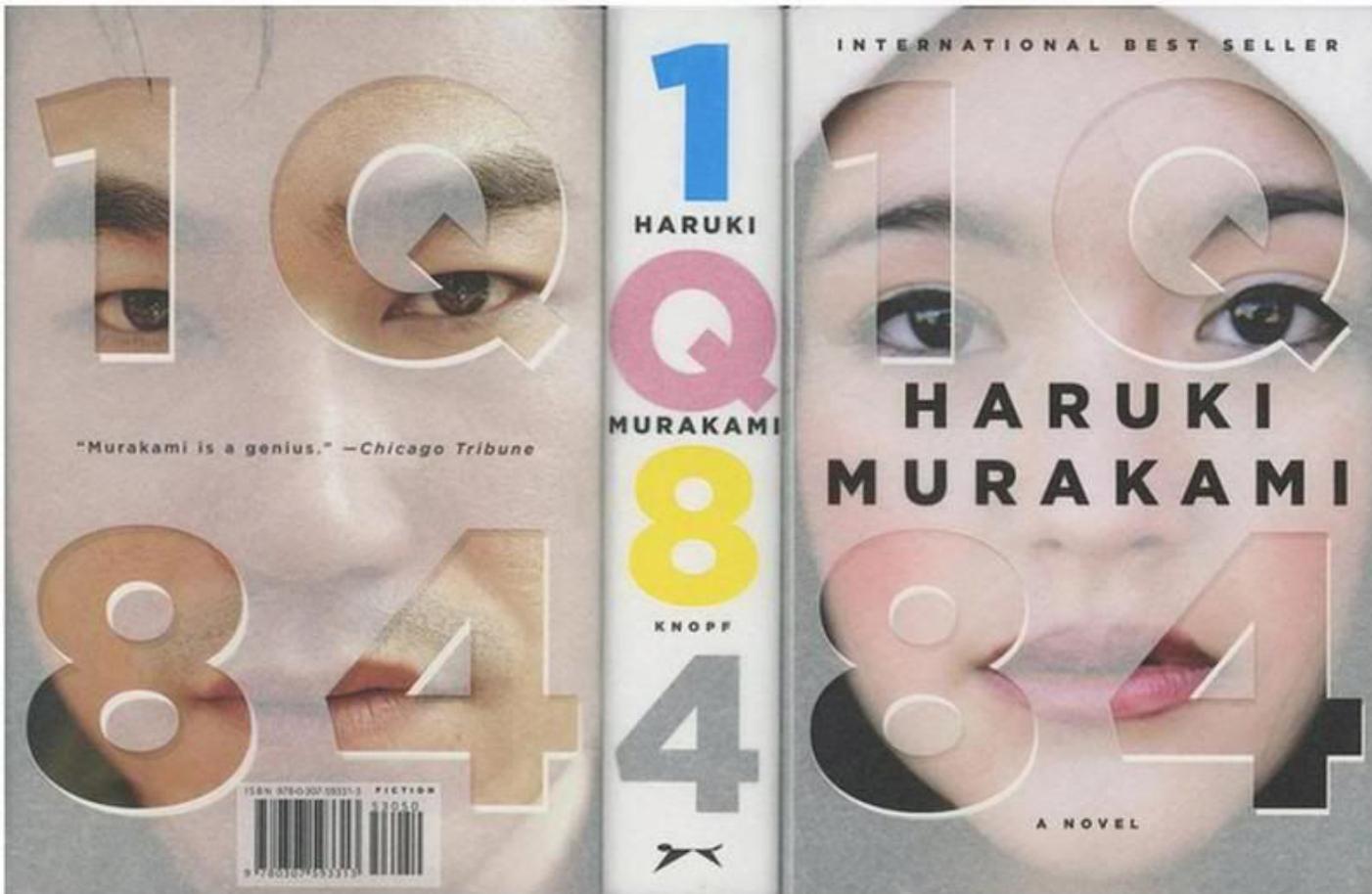
Grunge Art Movement–The New Typography common feature was evident in the frequent use of lo-fi images, foggy or discolored photography, collage or distressed letters.

**Postmodern Design from the 90s
to present.**

Celebrates the unconventional, the
flashy, and the weird.



Jennifer Morla is recognized for her ability to surprise and inform through her designs for global brands and arts institutions, and for instilling that skill in others through teaching.



***Chip Kidd* spawned a revolution in the art of American book packaging with his unique approach to book cover design.**

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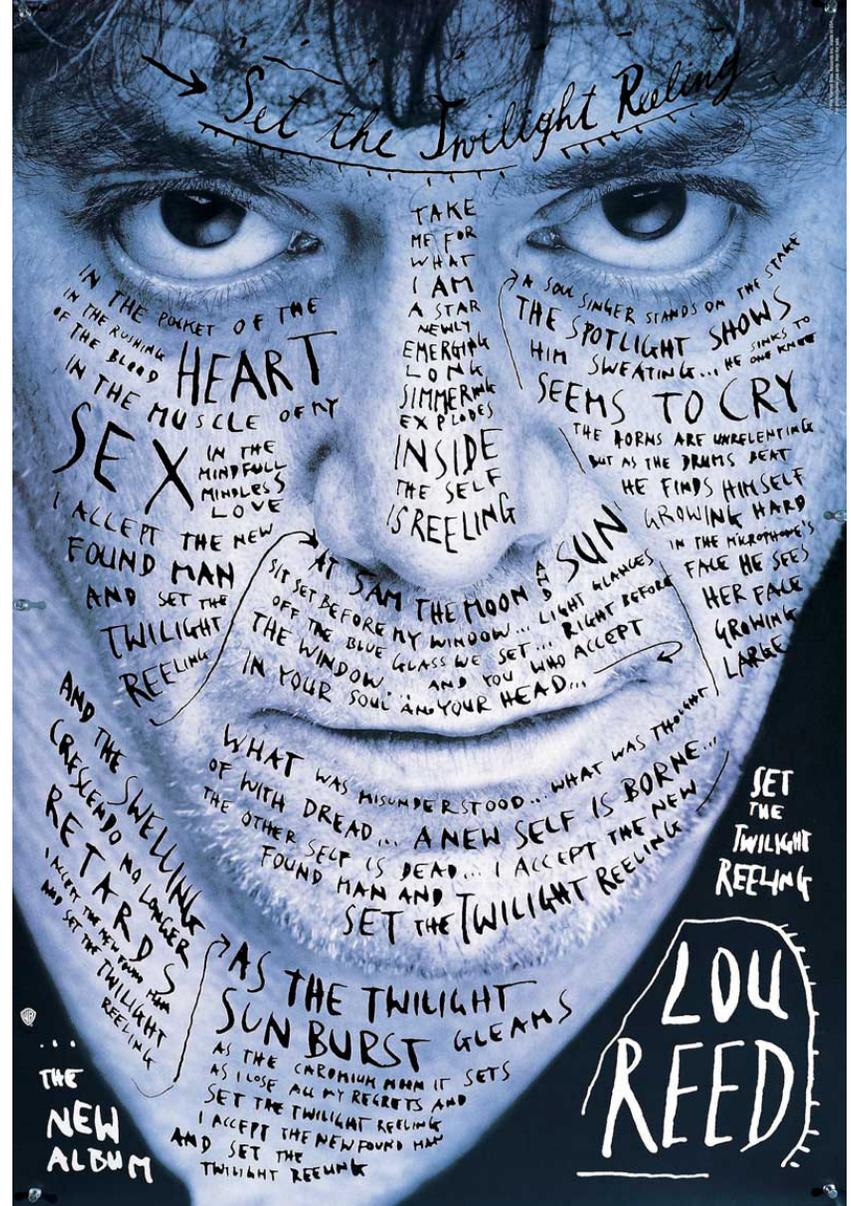
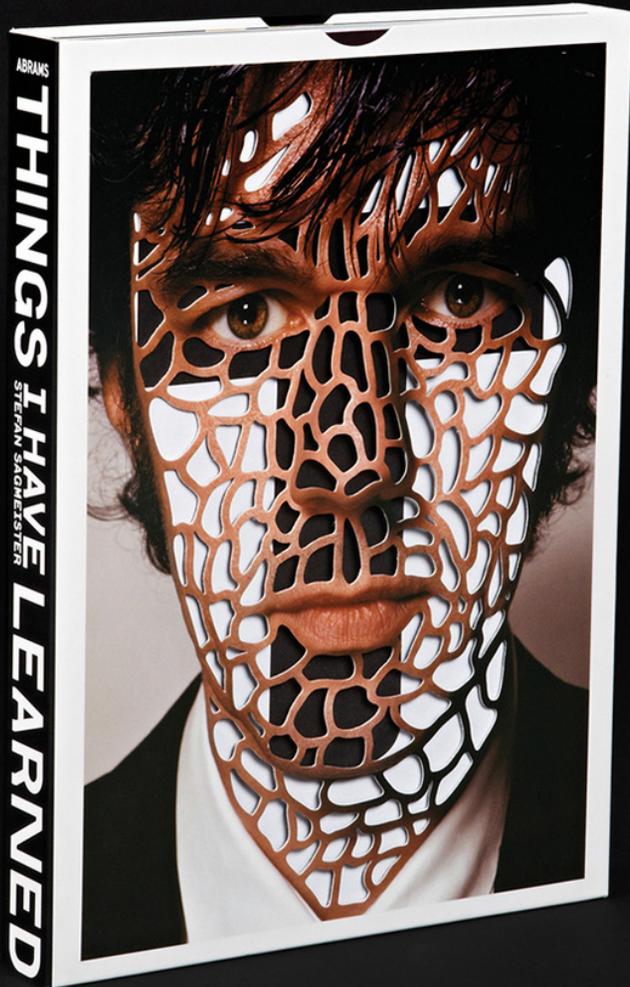
LECTURE INFO @JENNIFERSTERLINGDESIGN.COM
WORKSHOP

415 730 6931

Die Typographie ist ein unverzichtbares Element der Kommunikation. Sie ist die Kunst, die Worte in eine Form zu bringen, die sie lesbar und schön macht. In der Typographie geht es um die Gestaltung von Texten, die sowohl funktional als auch ästhetisch sind. Die Typographie ist ein Handwerk, das viel Übung und Geduld erfordert. Sie ist ein Beruf, der viel Verantwortung mit sich bringt. Die Typographie ist ein Beruf, der viel Verantwortung mit sich bringt. Die Typographie ist ein Beruf, der viel Verantwortung mit sich bringt.

Handwritten text in a cursive script, appearing as bleed-through from the reverse side of the page. The text is mostly illegible due to its orientation and the quality of the scan.

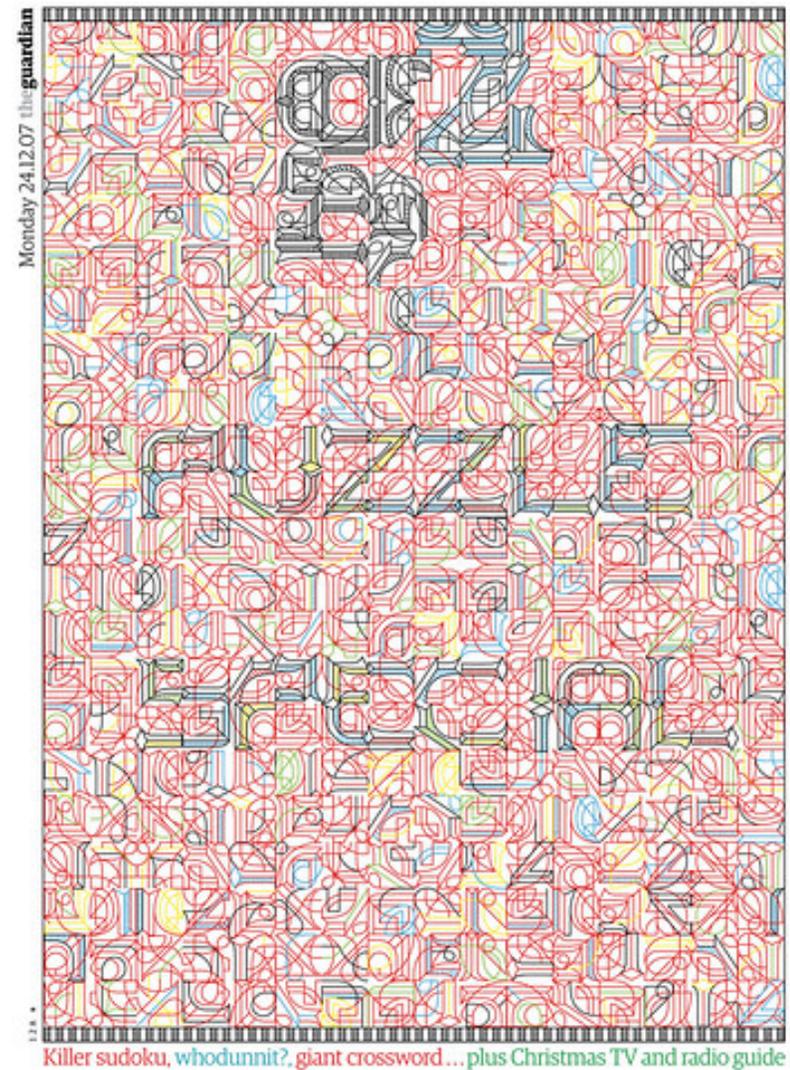
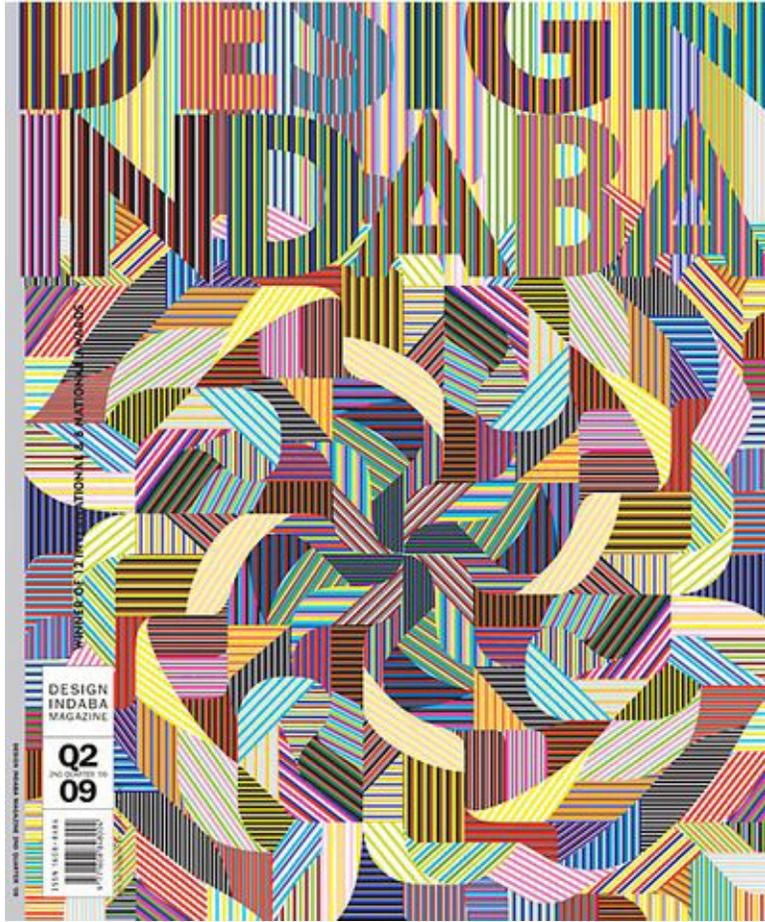
Jennifer Sterling is one of the most visually distinct voices in contemporary graphic design with her minimalist style and uncanny ability to transform type into modern art on the page.



Stefan Sagmeister is a New York-based graphic designer, storyteller, and typographer.



***Jessica Walsch* is an American graphic designer, art director and illustrator, and founder of creative agency & Walsh. Her graphic design practice can be noted as blending handcraft with painting, photography and digital illustration.**

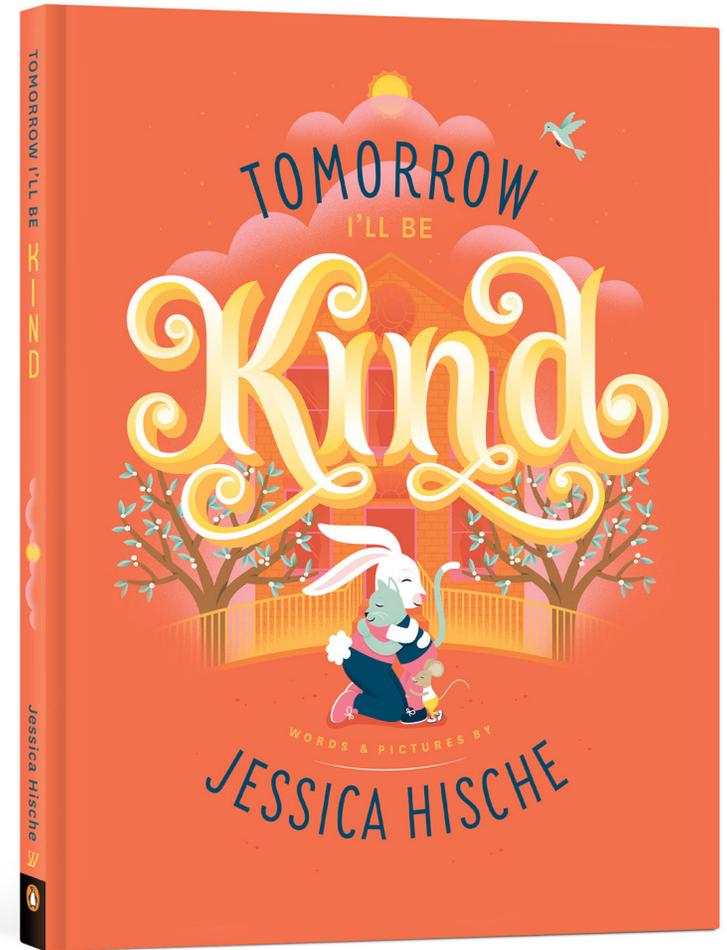
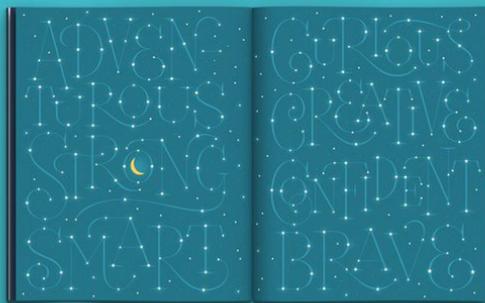


Marian Bantjes is a Canadian designer, artist, illustrator, typographer and writer. She is known for her custom lettering, intricate patterning and decorative style.

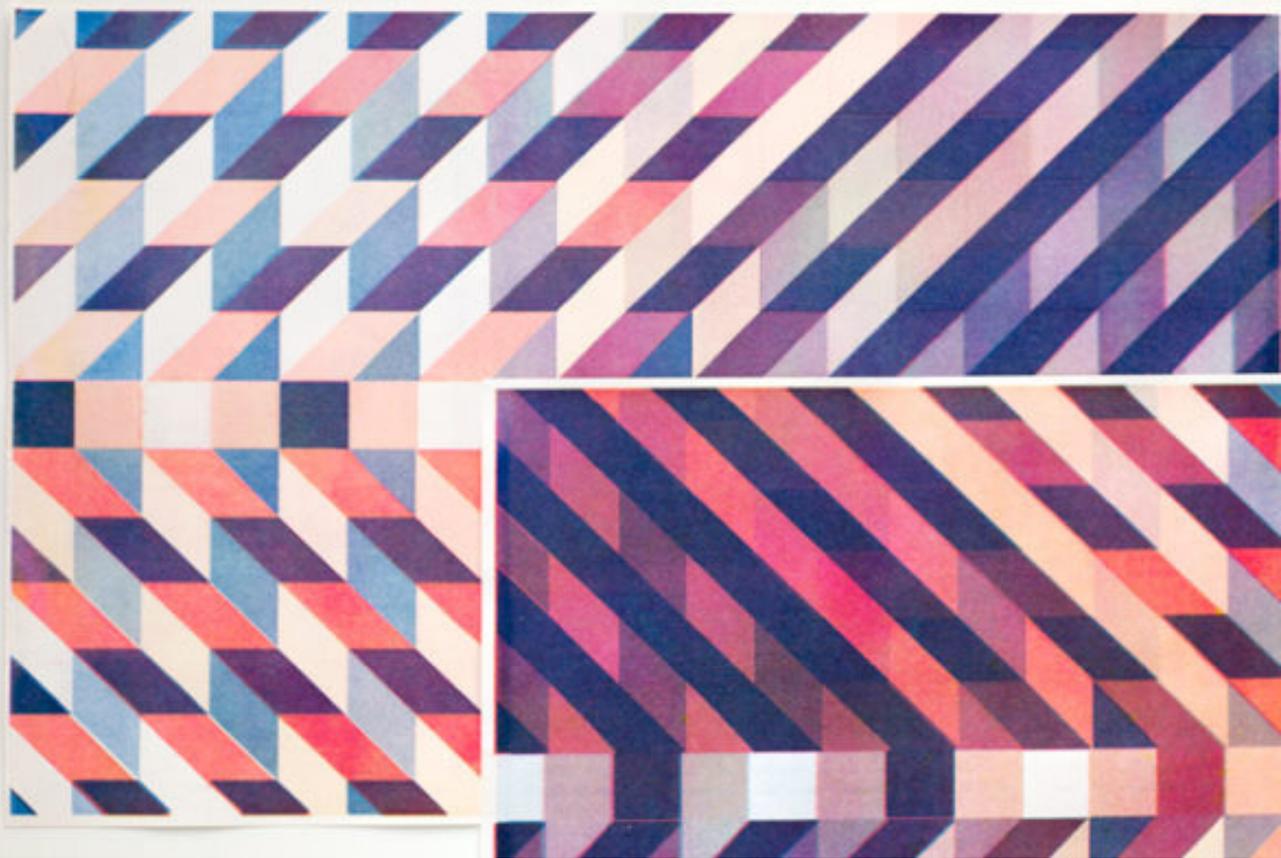


Timothy Goodman is a designer, illustrator, muralist and author. His art and words have populated walls, buildings, packaging, cars, people, shoes, clothing, book jackets, magazine covers and galleries all over the world.





Jessica Hische is an American letterer, illustrator, and type designer who has been featured in several journals/magazines.



Kelli Anderson shatters our expectations about reality by injecting humor and surprise into everyday objects.





Alex Trochut is a Spanish artist, graphic designer, illustrator, and typographer, recognized for his inventive lettering style.



***Leta Sobierajski* is an independent designer and art director combining traditional graphic design elements with photography, art, and styling to create unique visuals. Her work is incredibly diverse, ranging from conventional identities to brilliantly bizarre compositions.**

Leta Sobierajski



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Lotta Nieminen is an award-winning graphic designer, art director and illustrator.

