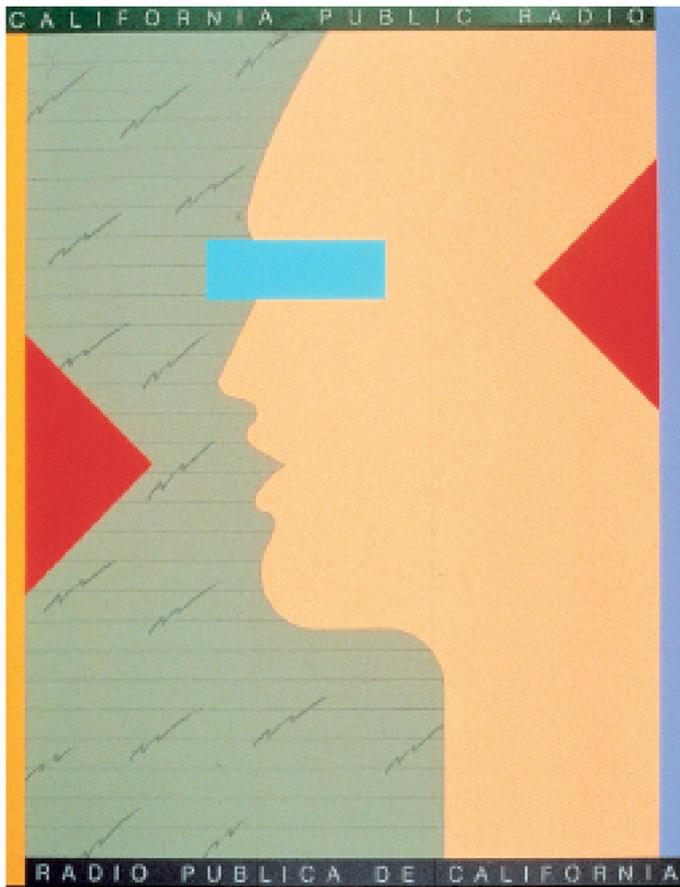


Postmodern Design in the 80s

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.



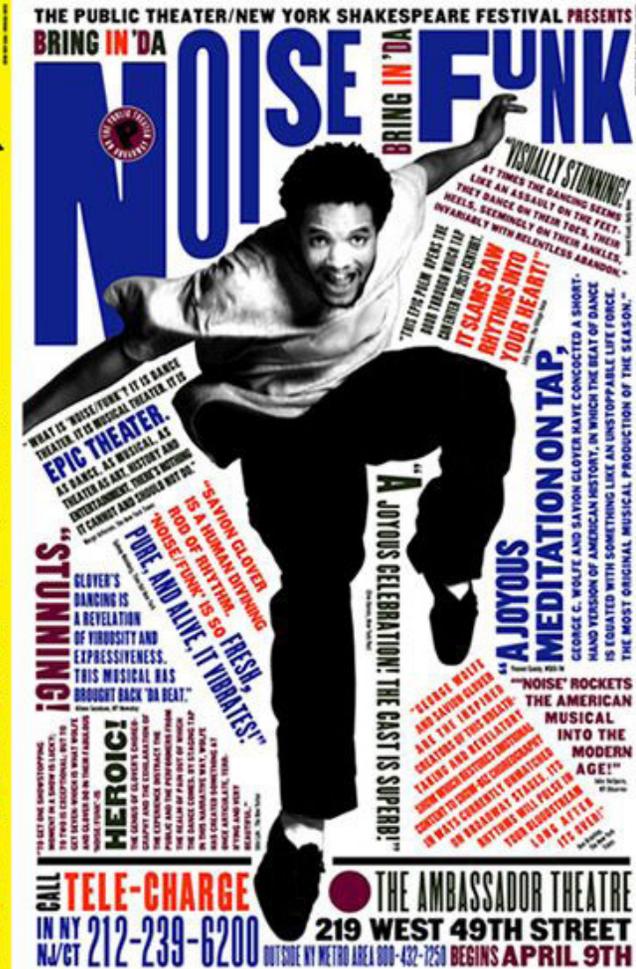
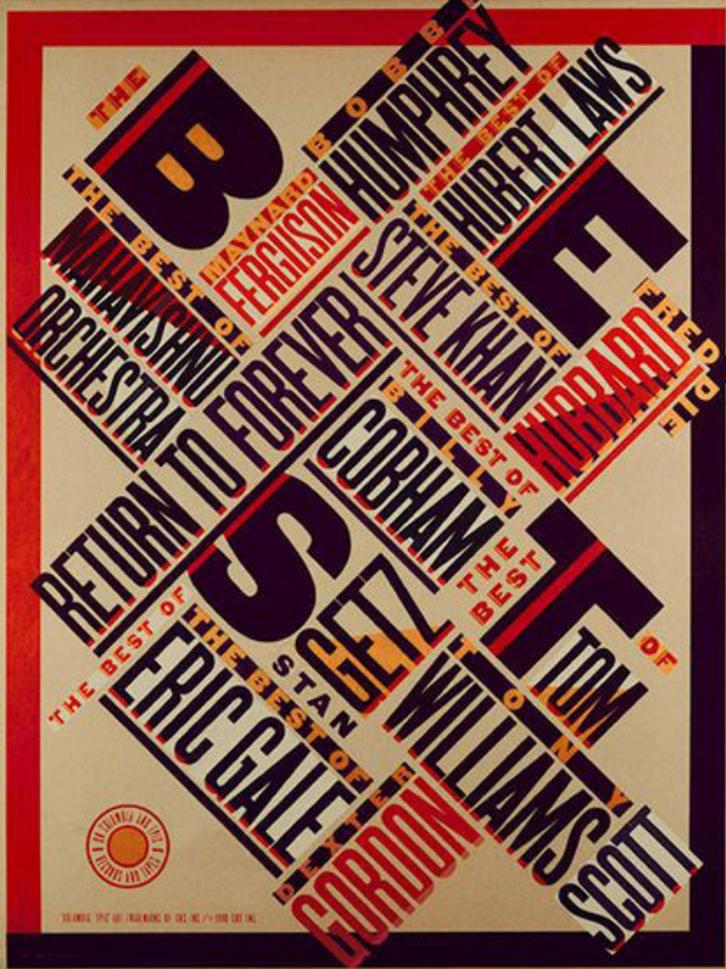
Michael Vanderbyl, 1979.

He was one of the artists in the early 1980s that helped establish the San Francisco Bay Area as a center of the postmodern movement in graphic design.



Neville Brody, 1985.

Neville Brody is an internationally known British graphic designer and typographer, who is best known for his work on magazines, most notably 'The Face.

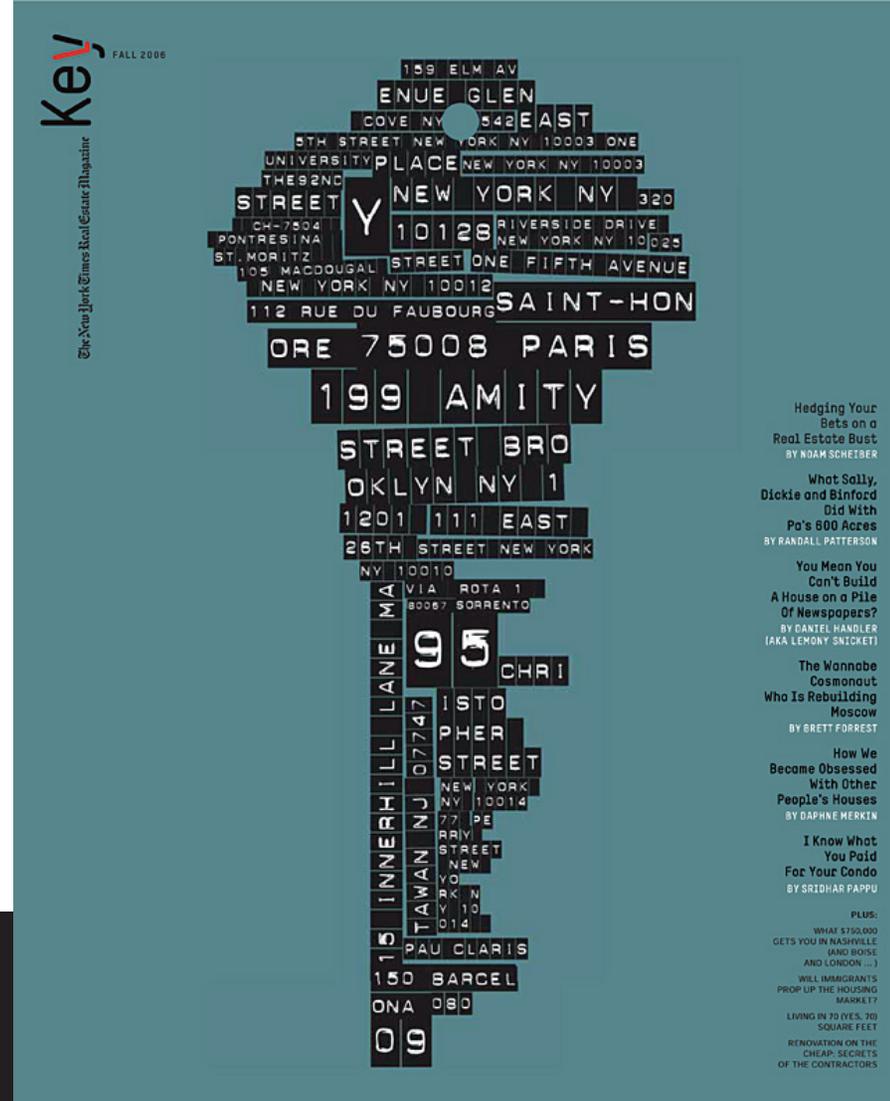


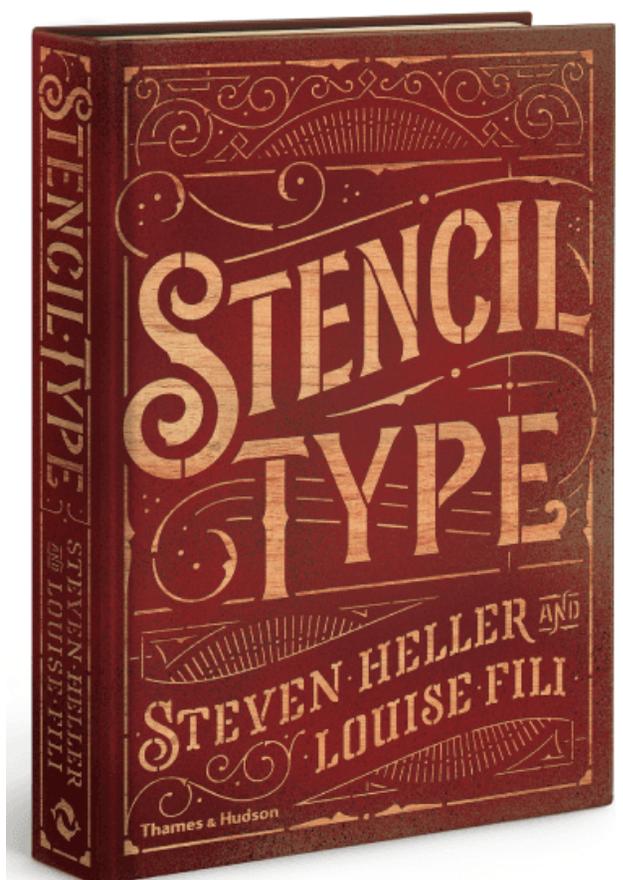
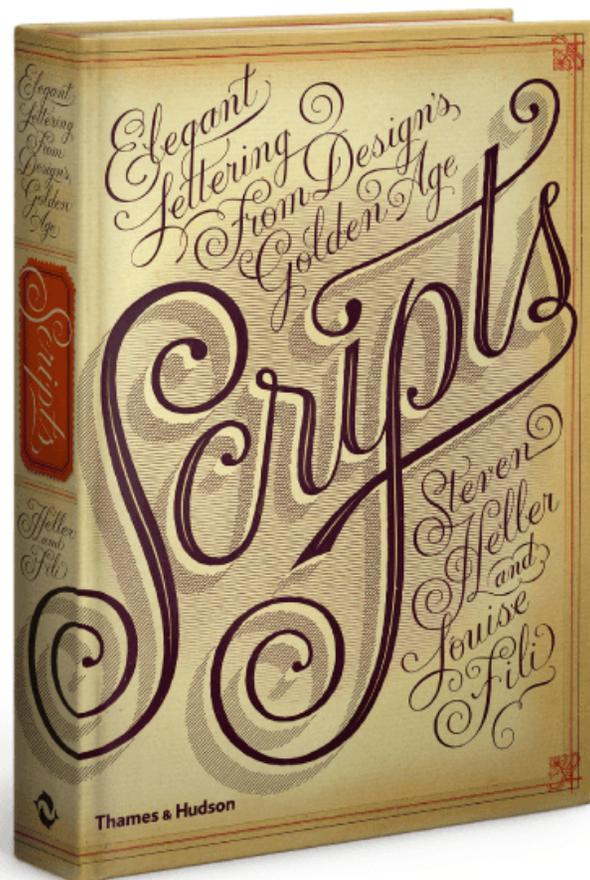
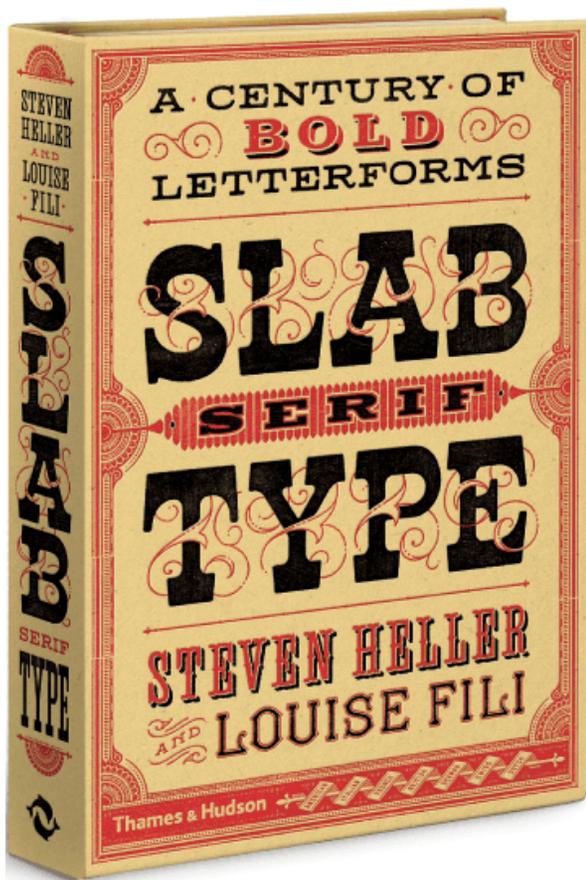
Paula Scher, 1980s.

Paula Scher is a popular contemporary American graphic designer. She is known for treating type as a visual image.

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.



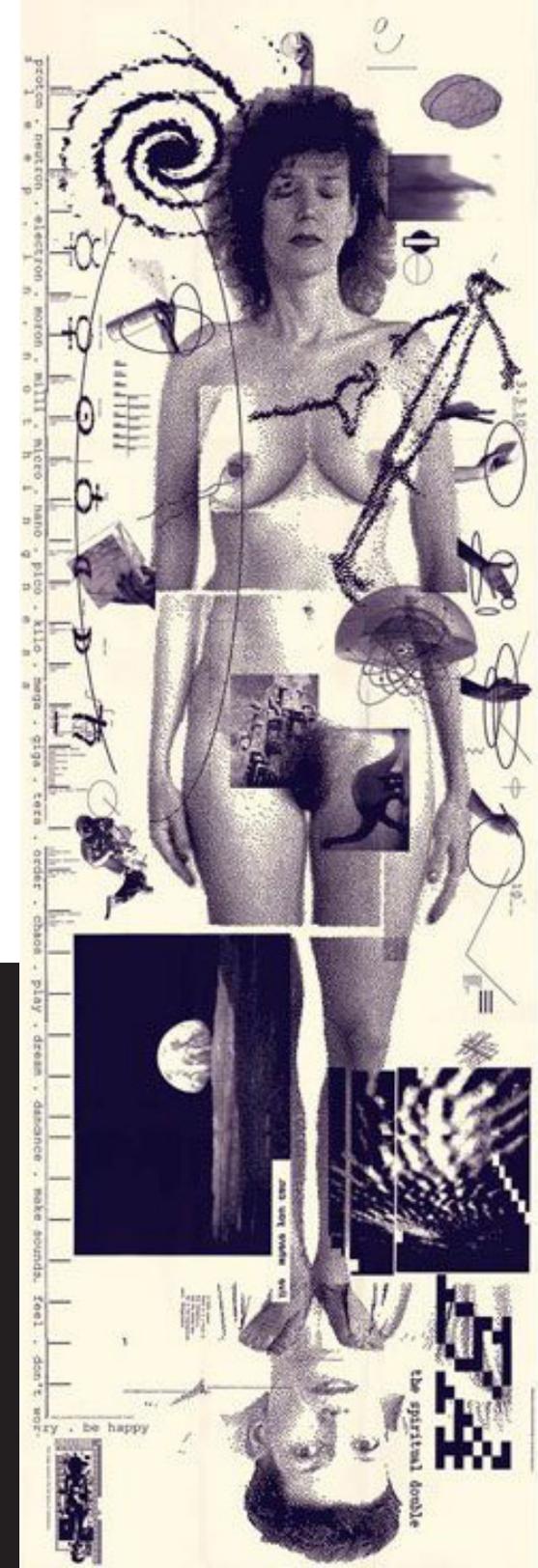
Wolfgang Weingart, 1980s.

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



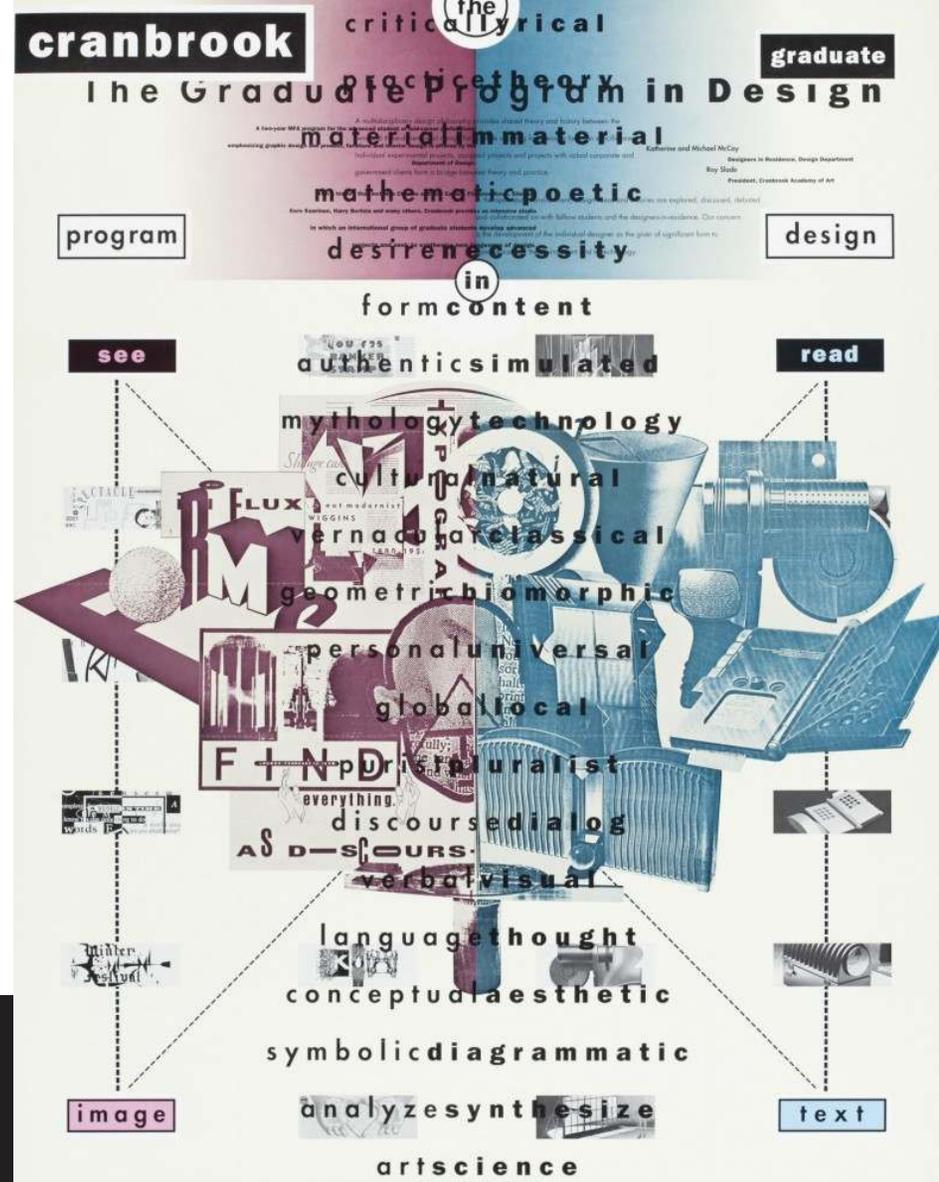
April Greiman, 1980s.

April influenced the acceptance and use of technology in graphic design. She is also credited with helping to import the European 'New Wave' design style to the US during the late 70s and early 80s.



April Greiman, 1980s.

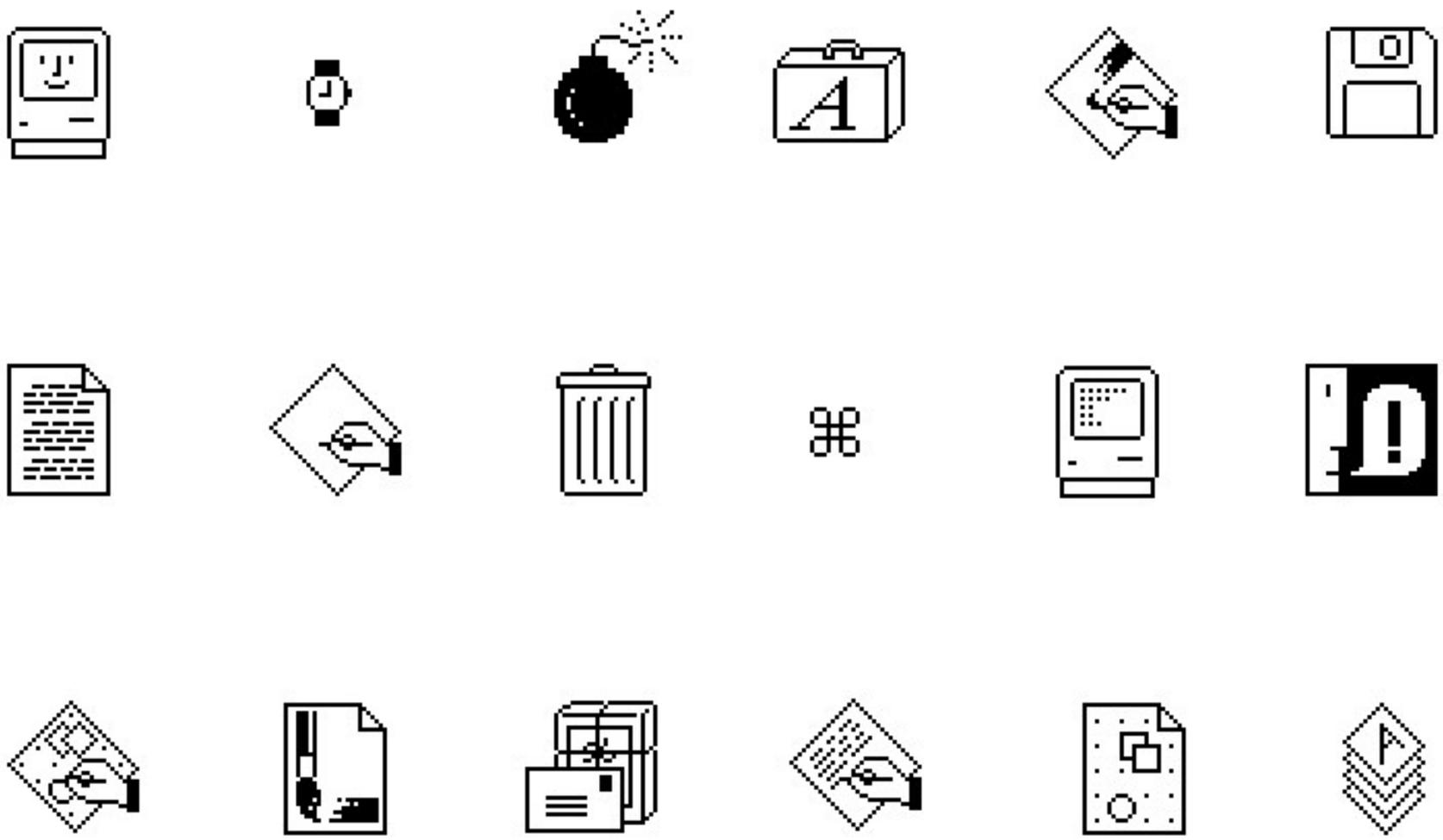
Greiman is a U.S. American designer widely recognized as one of the first designers to embrace computer technology as a design tool.



Katherine McCoy, 1989.

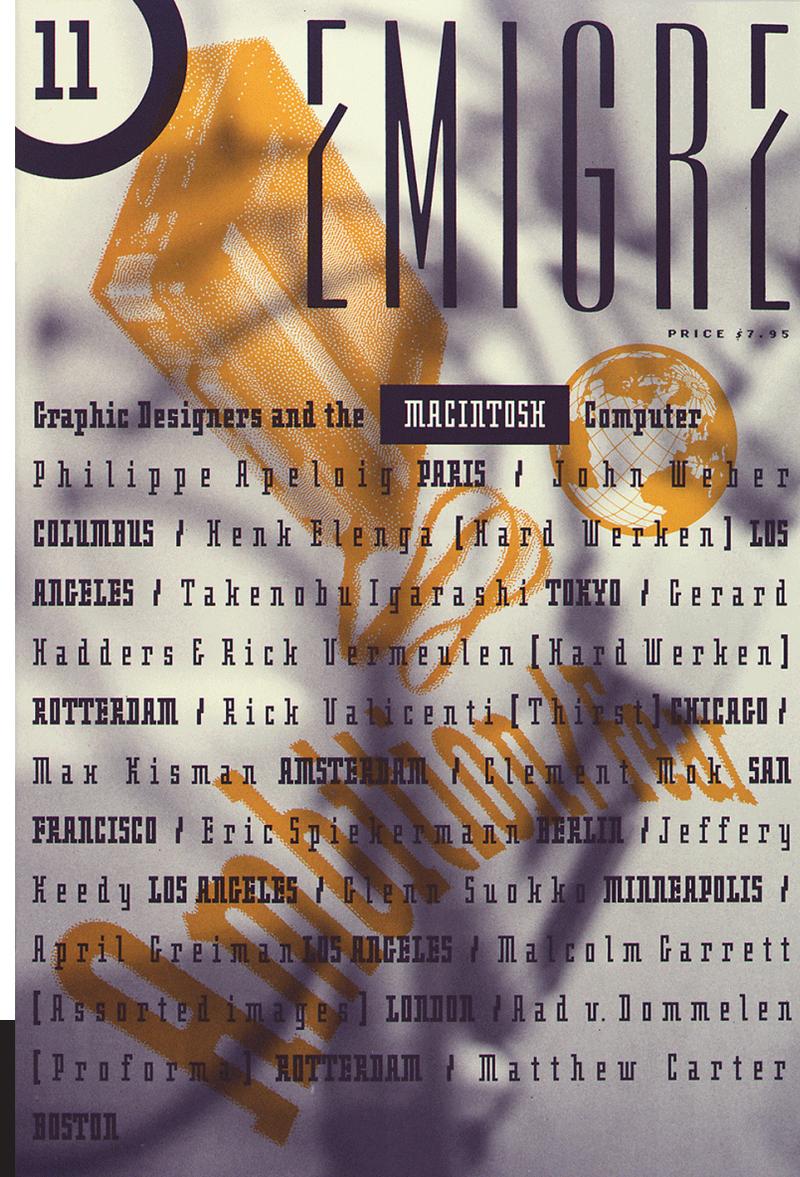
McCoy is a distinguished American graphic designer. She is a well-reputed educator, who held the co-chair of the graduate Design program for Cranbrook Academy of Art.

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.



Rudy VanderLans, 1989.

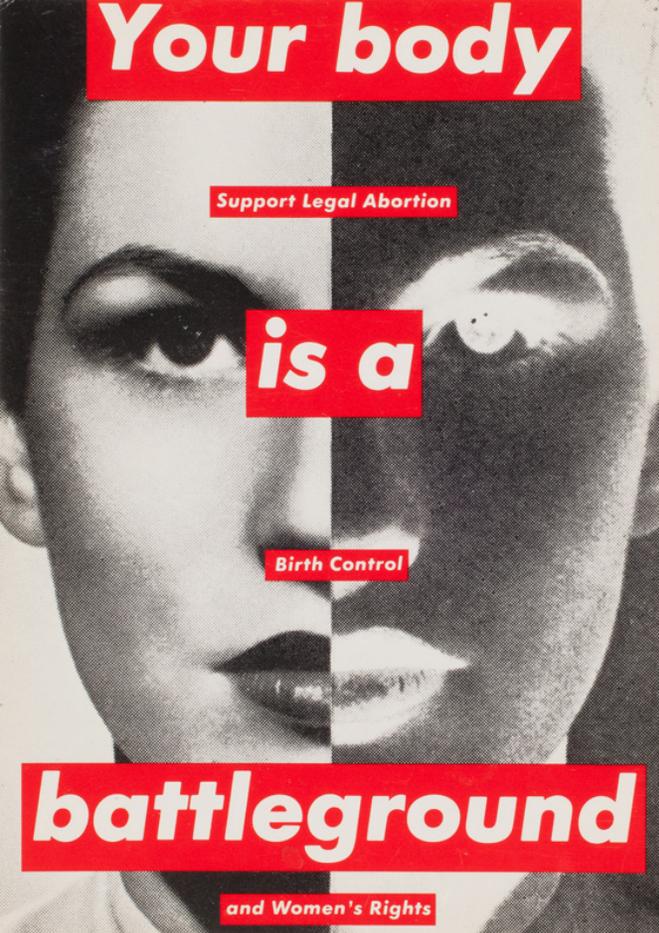
Rudy is a Dutch type and graphic designer and the co-founder of Emigre, an independent type foundry, with Czechoslovakian-born designer Zuzana Licko.

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.



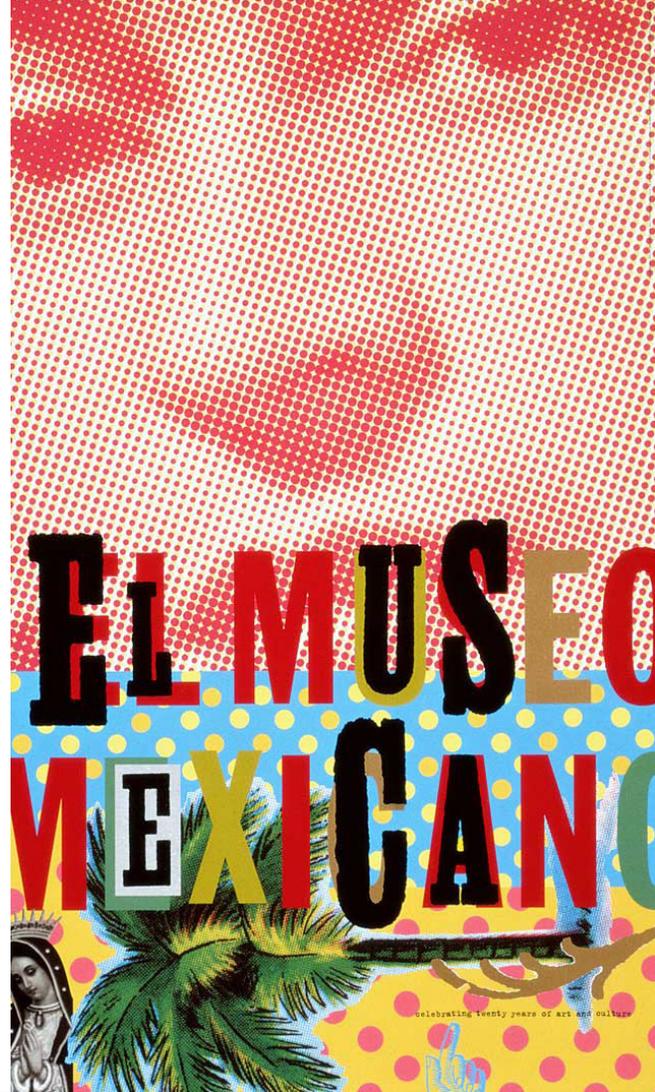
Jenny Holzer, 1980s.

Holzer belongs to the feminist branch of a generation of artists that emerged around 1980, looking for new ways to make narrative or commentary an implicit part of visual objects.

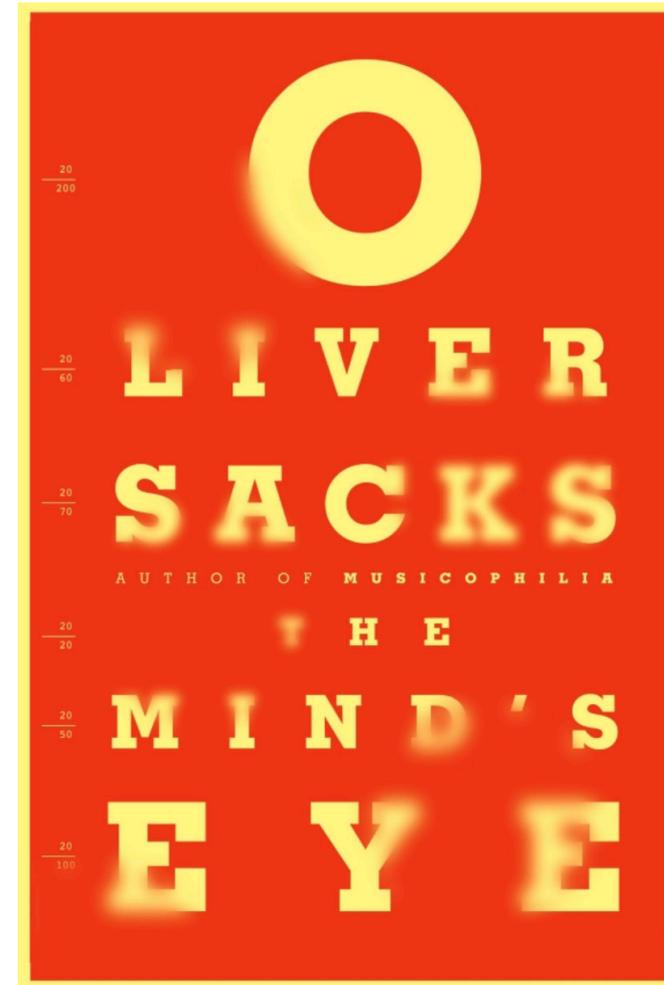
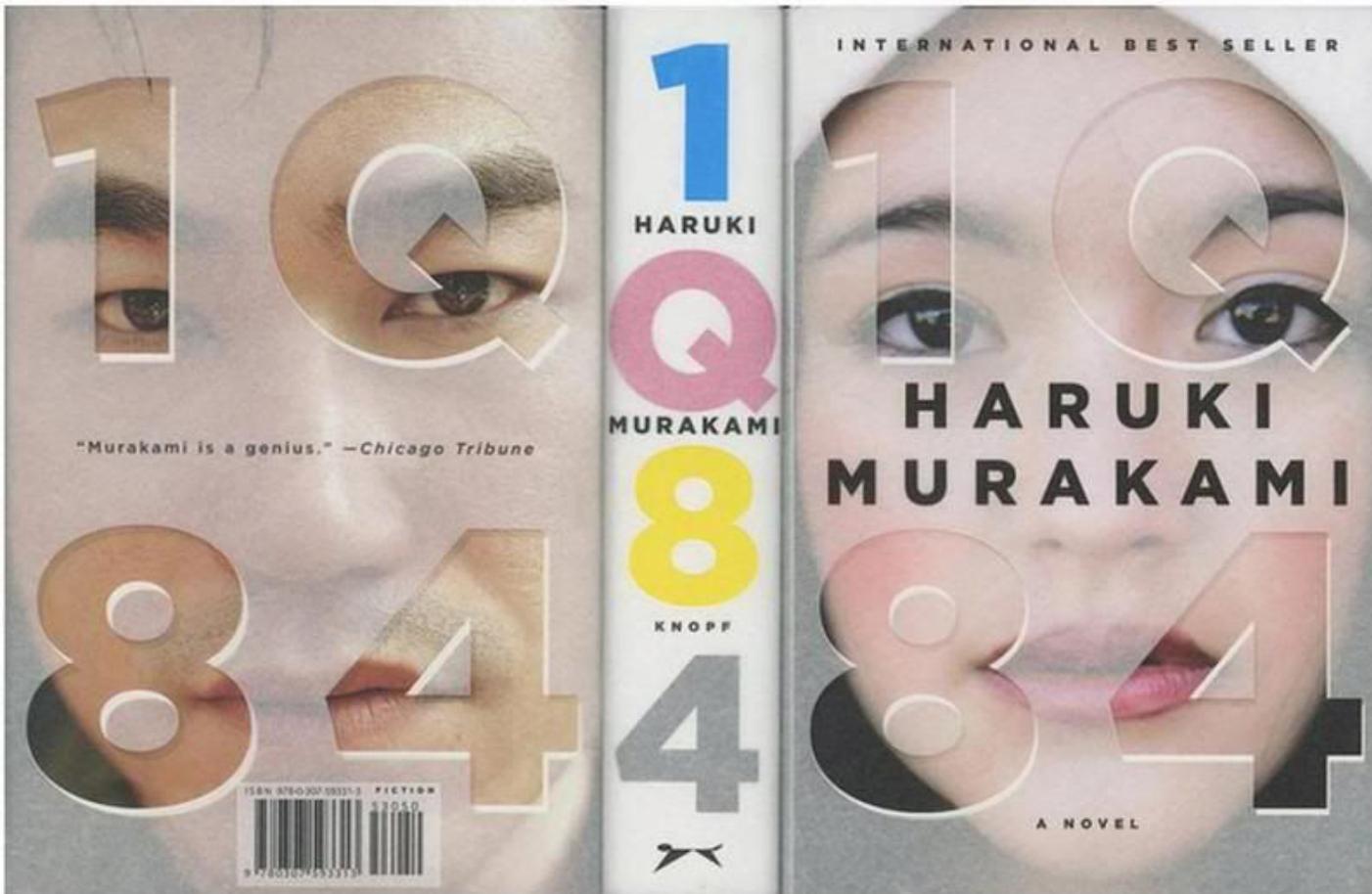
Grunge Art Movement–The New Typography common feature was evident in the frequent use of lo-fi images, foggy or discolored photography, collage or distressed letters.

**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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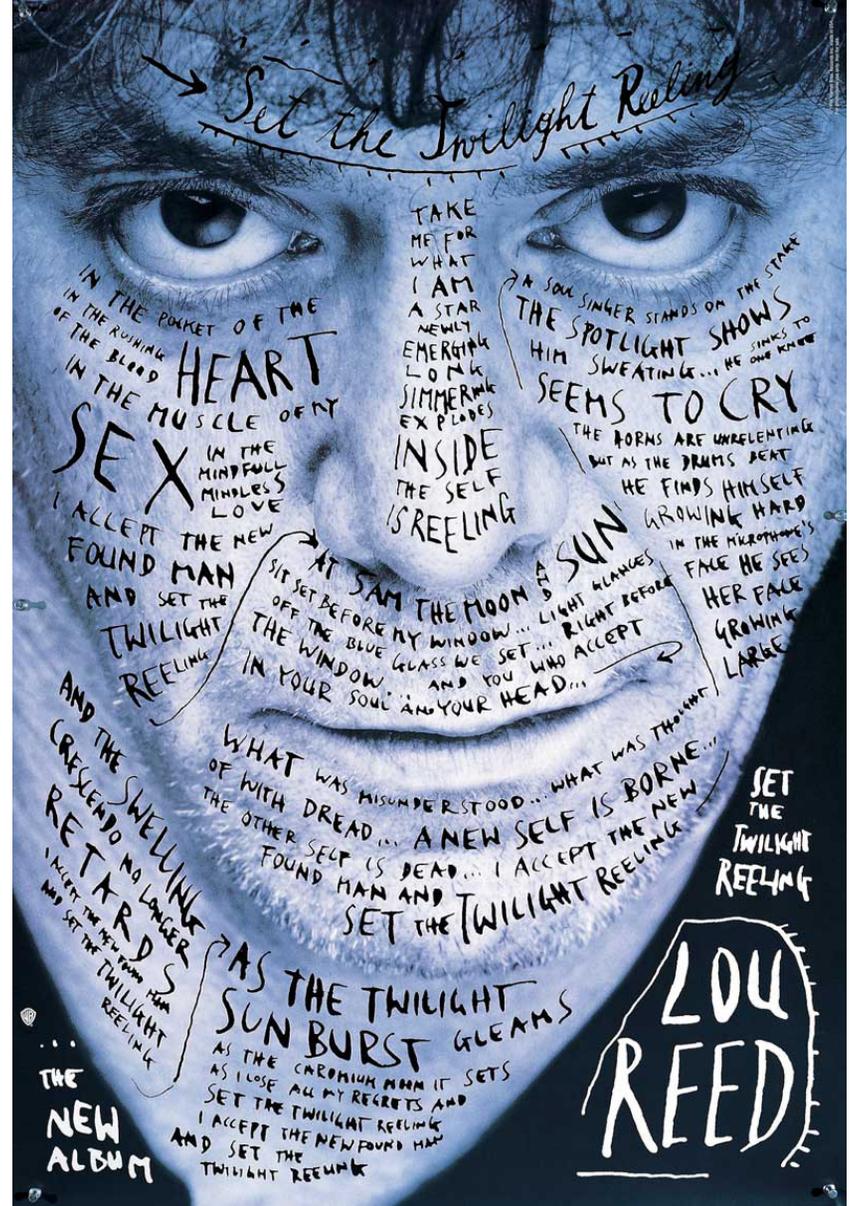
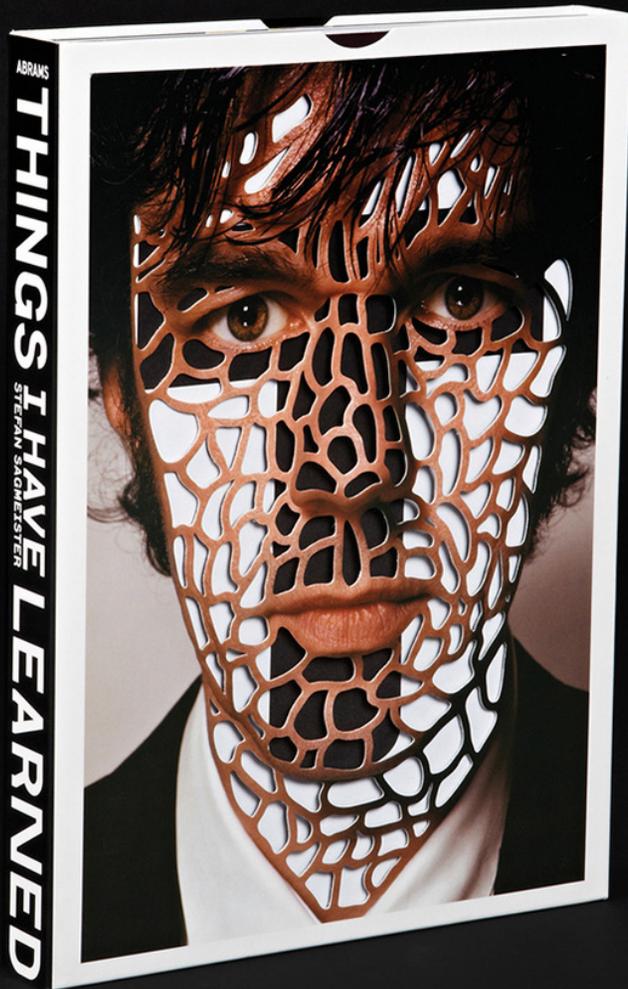
415 730 6931

Die Typographie ist ein unverzichtbares Element der Kommunikation. Sie ist die Kunst, die Worte in eine Form zu bringen, die nicht nur gelesen, sondern auch gesehen werden kann. Die Typographie ist eine Wissenschaft, die sich mit der Gestaltung von Texten beschäftigt. Sie ist eine Kunst, die sich mit der Gestaltung von Texten beschäftigt. Sie ist eine Kunst, die sich mit der Gestaltung von Texten beschäftigt.

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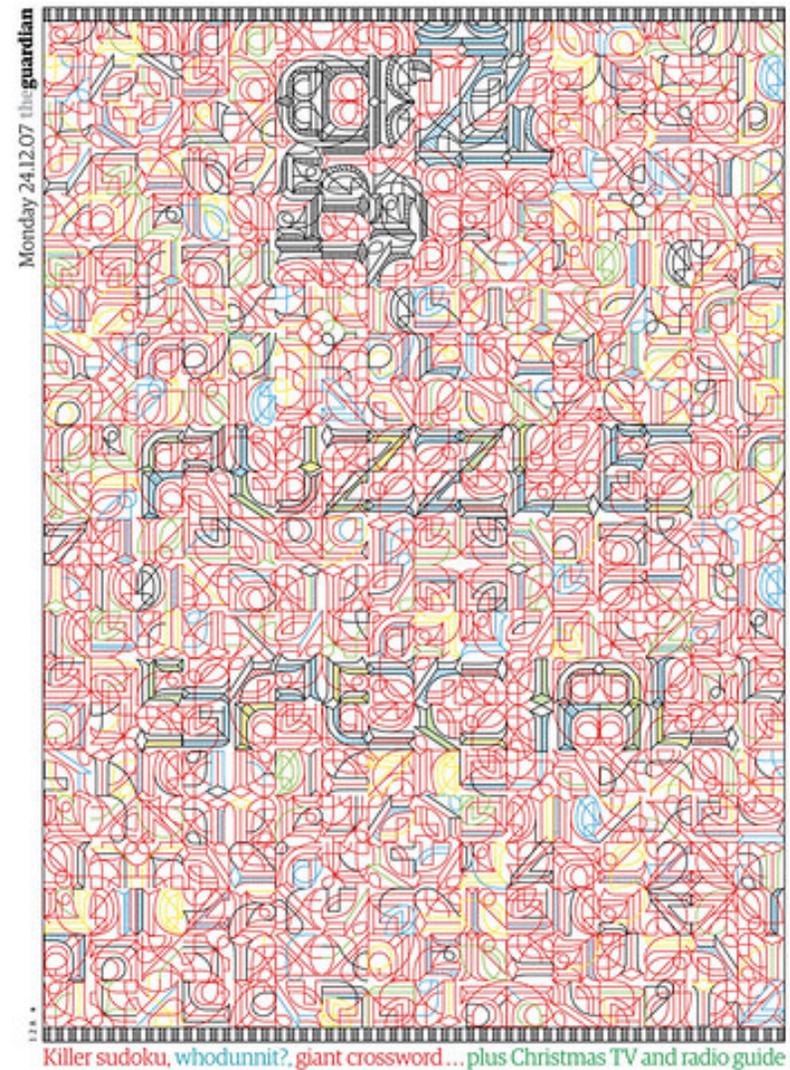
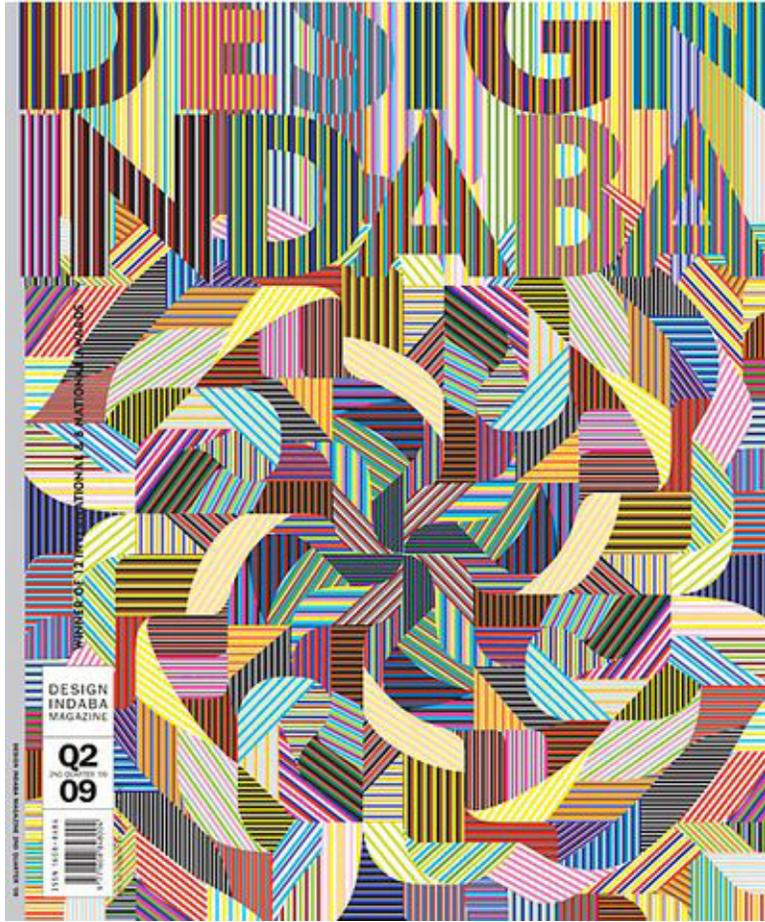
Jennifer Sterling is one of the most visually distinct voices in contemporary graphic design with her minimalist style and uncanny ability to transform type into modern art on the page.



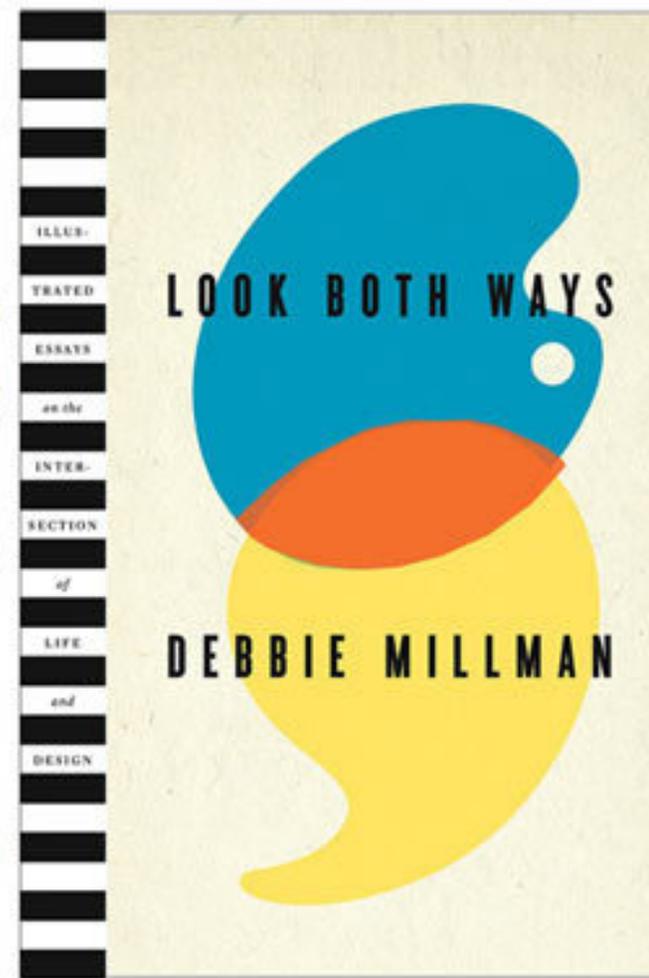
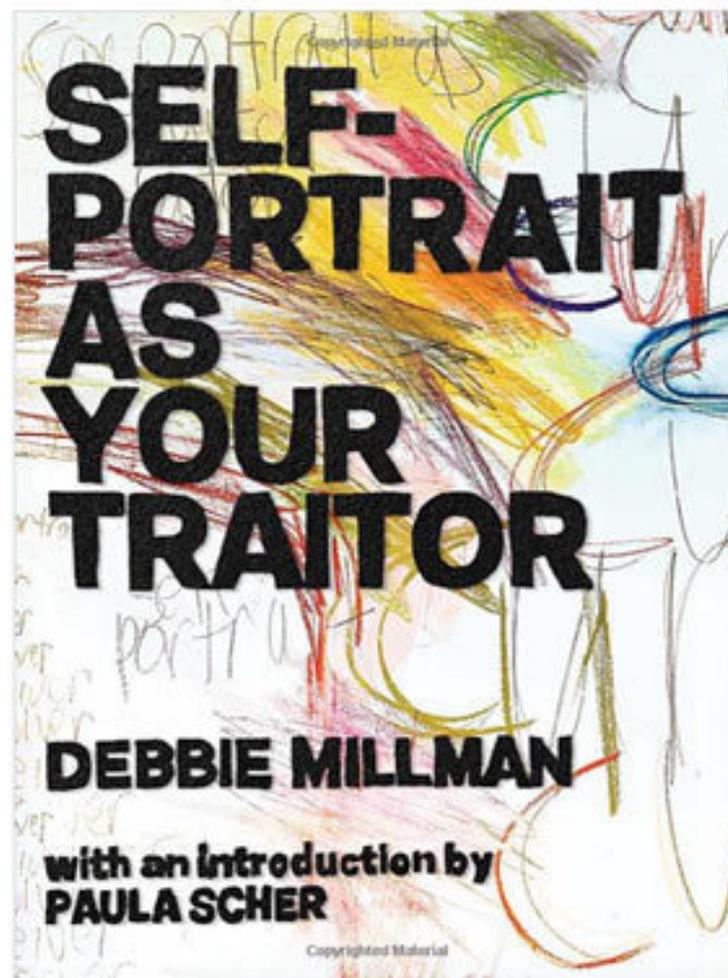
Stefan Sagmeister is a New York-based graphic designer, storyteller, and typographer.



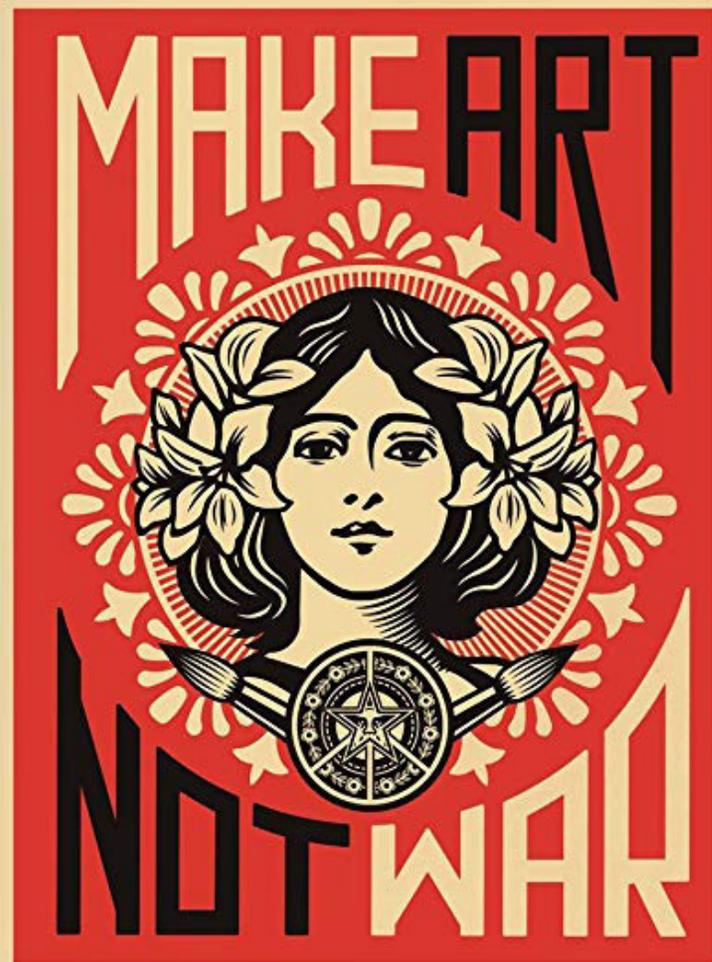
***Jessica Walsch* is an American graphic designer, art director and illustrator, and founder of creative agency & Walsh. Her graphic design practice can be noted as blending handcraft with painting, photography and digital illustration.**



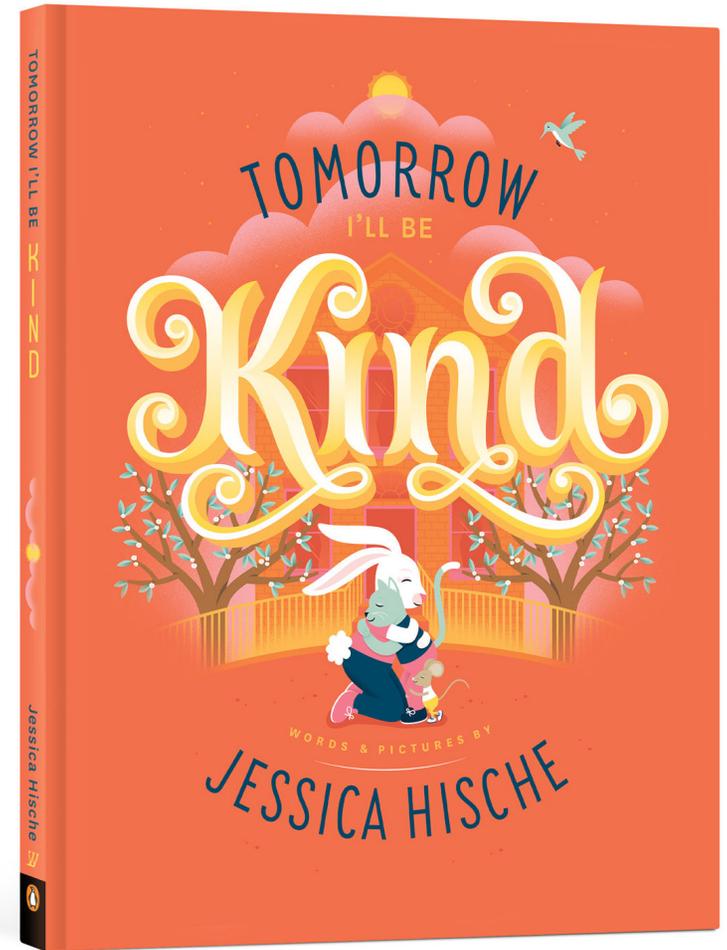
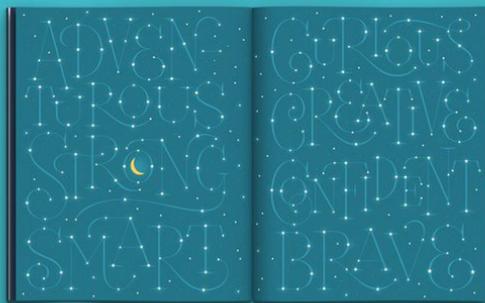
Marian Bantjes is a Canadian designer, artist, illustrator, typographer and writer. She is known for her custom lettering, intricate patterning and decorative style.



***Debbie Millman* is an American writer, educator, artist, curator, and designer. She has authored six books and is the President Emeritus of AIGA and was previously the editorial and creative director of Print magazine.**



Shepard Fairey is an American street artist, graphic designer, activist, and illustrator who emerged from the skateboarding scene. He is described as one of the best known and most influential street artists.



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.

