



The History of

# Design Movements

*A Typographic Exercise*

By Christopher Navarrete

# Design Movement Timeline

Victorian  
American Wood type  
Arts & Crafts  
Art Nouveau  
Sachplackct  
Futurism  
Dada  
Constructivism  
De Stijl  
New Typography  
Bauhaus  
Art Deco  
Polish school of posters  
International typographic style  
The New York school  
Psychedia  
Punk  
New Wave

# A Period of Prosperity

## Victorian Era: 1837-1901

The Victorian Era is named in reference to the Queen of Britain, Alexandrina Victoria. This era lasted for most of the 19th century, which equals to the period of time that she was in office. The Victorian Era comes directly after the Industrial Revolution and is mostly a period of peace and prosperity.

During the Victorian Era, technology improved dramatically and inventions such as photography became popular. During such prosperous times, London's Great Exhibition occurs as a celebration. The installment of factories and its of ability of mass production generated jobs, which lead to an increase of the middle and upper class. As individuals were becoming richer, the demand for luxurious items and a life of conformit excalated.

Within the Victorian Era's time frame, a number of design movements occured, but the predominant style was always a combination of Gothic and medieval design. Most people refer to the movement as a period of "Gothic revival".

Extravagant embellishment was applied to everything - from architecture to clothes and even lettering. Ornamentation and ostentation became dominant. Sir George Gilbert Scott was the most successful Victorian gothic architect. His style and vision of architecture was influenced by French High Gothic (1280-1340). His most famous work is the Albert Memorial which took 8 years to build given its delicate embellishments.

Throughout his career, he was responsible for 800 building designs. He also aided in the restoration of cathedrals. Another great Victorian figure was William Morris, who at the end of the 19th century, led the Arts and Crafts movement. Morris was not an artist or an architect, he simply had a passion for hand made, high quality furniture. He founded Morris & Co. where he sold medieval like furniture. The Arts and Crafts movement valued craftsmanship and neglected machines. The goal of Victorians was not to honor the past but to show how prosperous England was. Today, it is considered very refined as pieces sell by the thousands.

Lourdes Barahona

# EARLY TYPE PRINTING

## AMERICAN WOOD TYPE 1820-1880

Trade was mostly influenced by wood type production. This includes book examines, letterpress, wood engraving, sign painting, calligraphy, poster printing, and type-founding.

For centuries, books and illuminated manuscripts were hand written by monks or scribes. They needed to hand copy letter by letter. This may have taken a long time because a large amount of letters were required to complete a single book.

By the 19th century, because of the Industrial Revolution and an increase in products, there was a large domain for advertising and promotion. American printer Darius Wells began creating letterforms out of wood. As a result, print maker could carve wood letterforms in any sizes they wanted.

In 1834, William Leavenworth adopted the pantograph to the Wells router. This combination formed the basic machinery required for making wood type on a production basis.

Later, J. Edward Hamilton founded the original Hamilton factory in 1880. It was named the J.E. Hamilton Holly Wood Type Company. Within the next 20 years, it became the largest manufacturer of wood type in the United States. A major step in the manufacture of wood type was the introduction of hollywood type in 1880 by James Edward Hamilton. This less expensive production method gave Hamilton an economic advantage over his competitors.

Wood type is usually cheaper than other print types when printing in smaller quantities. Examples include limited edition books and even wedding invitations. The handmade quality gave a sense of the human touch, which feels warmer and less clinical. After design had become more and more digitally based, people wished the handmade and organic texture from the wood type printing was still around.



# the age of crafting stuff

## **Arts and Crafts Movement: 1880-1920**

The Arts and Crafts movement was an important step in the evolution of visual design. Beginning in around 1880 in Britain, the Arts and Crafts movement was created in order to reform design and decoration. Back in the Great Exhibitions, older designs were perceived as vulgar in detail and ignorance on basics of patterns. While early in its age, Arts and Crafts have shown high importance, giving design in all kinds of objects some form of meaning, eventually helping Britain's economy.

The most well known artist of the movement, William Morris and writer John Ruskin increased the popularity of the Arts and Crafts movement. The form has soon expanded from architecture to type and books. Morris became the hallmark of the movement, arguing that separating intellectual and manual parts of design is ruining what art was all about.

During the time period, critiques were made over the use of machinery in Arts and Crafts. William Morris usually considered the usage as "evil". However, Morris decided that the use of any technology was okay as long as he was able to produce what he wanted. With the benefit of the reduced labour, machinery managed to improve on Arts and Crafts. Arts and Crafts however was insisted on having manual work without technology. Work by hand is important for any artist and was heavily idealized by the movement.

The idea of Arts and Crafts soon went out of Britain and even expanding to places outside of Europe. North America was a good example of this. Upon arts and crafts being introduced to the Americas, the North tried to re-interpret what the movement was, with "craftsman"-styled architecture. In Japan, Yanagi Souetsu started the Mingei movement, based on folk art. His ideas were heavily influenced by the writings of Morris and Ruskin.

Soon, it expanded to nearly everything: Painting, furniture, glass, and illustration alike. However, the biggest thing it accomplished was bringing the birth of Garden Design. Working with the likes of Walter Brierley, Gertude Jekyll started applying the idea of Arts and Crafts into gardens. Jekyll soon made many kinds of landscapes for Walter, such as Bishopbarns. The movement ended in the late 19th century, creating a heavy influence on the world of design.

Sean Medina

# The creation and Philosophy of Art Nouveau

## **Art Nouveau Movement:** 1890-1910

The design movement known Art Nouveau originated in the middle of the 1890's and ended in 1910 in Belgium and in France. This movement was known by other names internationally such as; Glasgow style (Scotland), Jugendstil (Germany and Austria), Modernisme (Catalonia) and Tiffany style (United States). Art Nouveau was brought to life by English designer and businessman William Morris, who believed in the idea that design should be based on things such as the objects of our everyday life. He rejected the overused characteristics that were heavily used during the Victorian era and as well as the classical Renaissance periods.

Art Nouveau was a movement based on the style of ornamentation which came from the influences of Celtic motifs, the Rococo style and especially the Japanese influence of decorative flowers. Where the style was applied in architecture, glasswork, paintings and prints.

This term Art Nouveau was first seen in the Belgian art magazine L'Art Moderne in 1884, which describe the work of "Les Vingt," which translates to the 20, this describes the 20 most progressive artists at the time, which included James Ensor. Ensor and many artists agreed to theories which were led by French architect Eugène-Emmanuel Viollet-le-Duc and British critic John Ruskin, who both believed in the evolution of beauty and the focus of nature and everyday life and how it is applied to all the arts which played a roll into the Art Nouveau movement.

Some examples of how artist from the Art Nouveau movement took the plant forms and other life forms they saw in their environment then abstracted them into elegant, organic motifs, was artist William Morris who created a textile design The Strawberry Thief (1884). Which incorporated the elegant and exotic pink and blue flowers in which they are mirroring to one another and surround the field of strawberries, where he as well incorporates green Celtic like motifs within the background.

Another example was by artist Henri de Toulouse-Lautrec poster print La Troupe de Mlle Eglantine (1896), represents women dancing at and everyday life Parisian concert hall using the Rococo curves that would be seen on furniture into the simple outlines of their dresses as well in the outline of their hats.

Maria Barales

# The Futurists Poet

**Futurism:**  
1837-1901

Futurism movement started with Italian poet, Filippo Marinetti in 1876. According to (dictionary.com) Futurism, "a style of the fine arts developed originally by a group of Italian artists about 1910 in which forms derived chiefly from cubism were used to represent rapid movement and dynamic motion". Marinetti published a Manifesto of Futurism in the Paris newspaper. The Manifesto voiced excitement for war, the machine age, speed, and current life. It stunned general society by announcing, "We will destroy museums, libraries, and fight against moralism, feminism, and all utilitarian cowardice". Futurism praised propelled innovation and urban advancement. Focused on the new, its individuals wished to obliterate more established types of culture and to exhibit

the magnificence of present day life, the excellence of the machine, speed, brutality and change of the style.

In the years preceding the rise of its development, its individuals had worked in varied scope of styles motivated by Post-Impressionism, and they kept on doing as such. They delivered and dangerous and sincerely charged verse that challenged remedy sentence structure and syntax. Noise and speed, two overwhelming states of twentieth-century life, were communicated in the futurists poetry. The futurist poets believed that the utilization of various sizes, weights, and styles of sort enabled them to weld painting and verse, in light of the fact that the natural excellence of letterforms, controlled inventively, changed

the printed page into a work of visual art. The Futurists called their style of verse parole in libert  in which all thoughts of meter were rejected and the word turned into the fundamental unit of concern. Along these lines, the Futurists figured out how to make another dialect free of linguistic structure accentuation, and measurements that took into consideration free articulation. Marinetti's Manifesto of Futurism, three or four ink hues and twenty typefaces could intensify word's expressive power e.g. Italics could be utilized for brisk articulation and intense for brutal clamors and sounds. Futurism became a major influence on other art movements, and fierce, progressive methods were embraced by the Dadaists, constructivists, and De Stijl.

Van-Ninzie Edouard

# REBELLING WITH DESIGN

## Dada Movement: 1916-1924

Since our beginning, art and all forms of creative expression have played a key role in how people expressed political agenda, economic change, social climate, and often just themselves. As tensions were rising on the political front (increased militarism, rise of nationalism, etc.), the early 1900s brought rise to a new art form, Dadaism. Inspired by experimental forms of art such as Cubism or Constructivism, the Dada movement fed off the unconventional. Its aim was to make a “-mockery of materialistic and nationalistic attitudes” (Dada Movement). This “conceptual” art movement made its mark by taking a satirical approach. The art wasn’t geared towards aesthetic appeal, however, it was meant to offend the materialistic ways of the middle class and make the viewer think.

This new perspective wasn’t only reflected in its followers but in the art itself. Dada Artists were often known for their unconventional approach to their work, using readily available objects and opting away from the calculated work of past art. Artists such as Hans Arp and Marcel Duchamp exemplified these principles.

Coining the term ‘readymade’, artist Marcel Duchamp was at the forefront of the Dadaism. Using everyday items, Duchamp took these items out of their usual environment. These stylistic acts poked fun at the mainstream ideal of art. Duchamp didn’t focus on trying to visually please his audience, yet put his own humor and ideals into his pieces.

Much like Duchamp, Arp didn’t care for the meticulous and precise way “traditional art” was crafted. Arp was one of the first and most notable artists to leave his work up to chance. As many artists spent years mastering control over their craft, Arp saw randomness as a tool. In fact, Arp didn’t seek to create specific works, choosing to let the work speak for itself and titling it after.

These approaches to art paved the way for the Conceptual art movement, which focused on the meaning of their art themselves rather than the finished product. It opened a different form of artistic expression. This avant-garde style allowed the artist to become more experimental with their work and redefined what art can be.

Shylin Ferrera

# The Russian Design Revolution

**Constructivism: 1913-1940**



Constructivism is a style in which assorted mechanical objects are combined into abstract mobile structural forms. The movement originated in Russia in the 1920s and has influenced many aspects of modern architecture and design, according to Dictionary.com, Constructivism was created by a Russian man named Vladimir Tatlin. Constructivism first appeared Naum Gabo's (a Russian sculptor) realistic manifesto in 1920. Cubism, Supremacism, and Futurism inspired the art era, Constructivism. The origin of Constructivism was originally created for the Soviet Union and development of Russia Futurism. The geometric abstraction of Constructivism is Supremacism and Cubism. People that work on Constructivism three-dimensional compositions during the 1920's then later started to work two-dimensional art work, such as books or posters. During the civil war artists and designers participated in the movement, design posters that were related to constructivism. UNOVIS that was created by Kazimir Severinovich Malevich. It was a short-lived but influential group of artists, that design and painted propaganda plaques and buildings according to Wikipedia. Out of all the art work that was made, Lazar Markovich Lissitzky had the best poster in the streets of Russia, which was named 'Beat the Whites with the Red Wedge'.

During the 1920's the Soviet Union established a new economic policy. This opened more job opportunities and market opportunities in the Soviet economy. People made advertising posters, commercials, paintings and other art-related subjects. Rodchenko and Stepanova were best known for doing Constructivism. The more art work they did the more competition they were, and more business grew, and more companies developed but that didn't stop Rodchenko and Stepanova. Both artists' art work was unique, eye-catching, bright, bold, had geometric shapes and bold lettering, that caught people's attention. Later, Rodchenko and Stepanova started to use constructivism in clothes designs. Till this day, most professional artists have used constructivism in order to grab the attention of their audience. Its use is especially prevalent in advertising.

Graham, Ruimel

**D**e Stijl was a movement founded by Theovan Doesburg and Piet Mondrian. This movement also included other Dutch group artists and architects such as Piet Mondrian J.J.P. Oud, and Vilmos Huszar. The meaning of the word De Stijl means "the style" and "the new plastic art" in Dutch. It adopted the visual elements of Cubism and Suprematism, the anti-sentimentalism of Dada, and the Neo-Platonic mathematical theory of M.H. J. Schoenmaekers; this was a mystical ideology that enhanced the concept of "ideal" geometric forms. De Stijl became highly noticed in response to the tragedy of World War I and the wish to remake society in its aftermath. This movement embraced an abstract, pared-down aesthetic centered in basic visual elements like geometric forms and primary colors. It embraced a visual language, which consisted of precisely rendered geometric forms; such as straight lines, squares and rectangles. De Stijl helped Doesburg and Mondrian promote their innovative ideas in their journal of the same name. De Stijl artists not only turned their focus to fine art media such as painting and sculpture, they opened to other forms of art. Painters such as Mondrian, van Doesburg and Ilya Bolotowsky, and architects such as Gerrit Rietveld and J. J. P. Oud have adopted what they perceived as a purer form of geometry, consisting of forms made of straight lines, and basic geometric shapes.

This design movement helped to embrace the international style of the 1920s and 1930s. In the words of Mondrian (referring to Neo-Plasticism in Pictorial Art), "as a pure representation of the human mind, art will express itself in a aesthetically purified, that is to say, abstract form. The new plastic idea cannot, therefore, take the form of a natural or concrete representation." Indicating the "new plastic art," or simply "new art," the term embodies Mondrian's vision of an ideal, abstract art form he felt was suited to the modern era. The concept of Neo-Plasticism was largely inspired by Schoenmaekers's treatise "BeginSelen Der Beeldende Wiskunde", which suggested that reality is made of series opposing forces such as the formal polarity of horizontal and vertical axes, along with the juxtaposition of primary colors.

# **The New Plastic Art**

**De Stijl Movement: 1917-1931**

Amani Moore

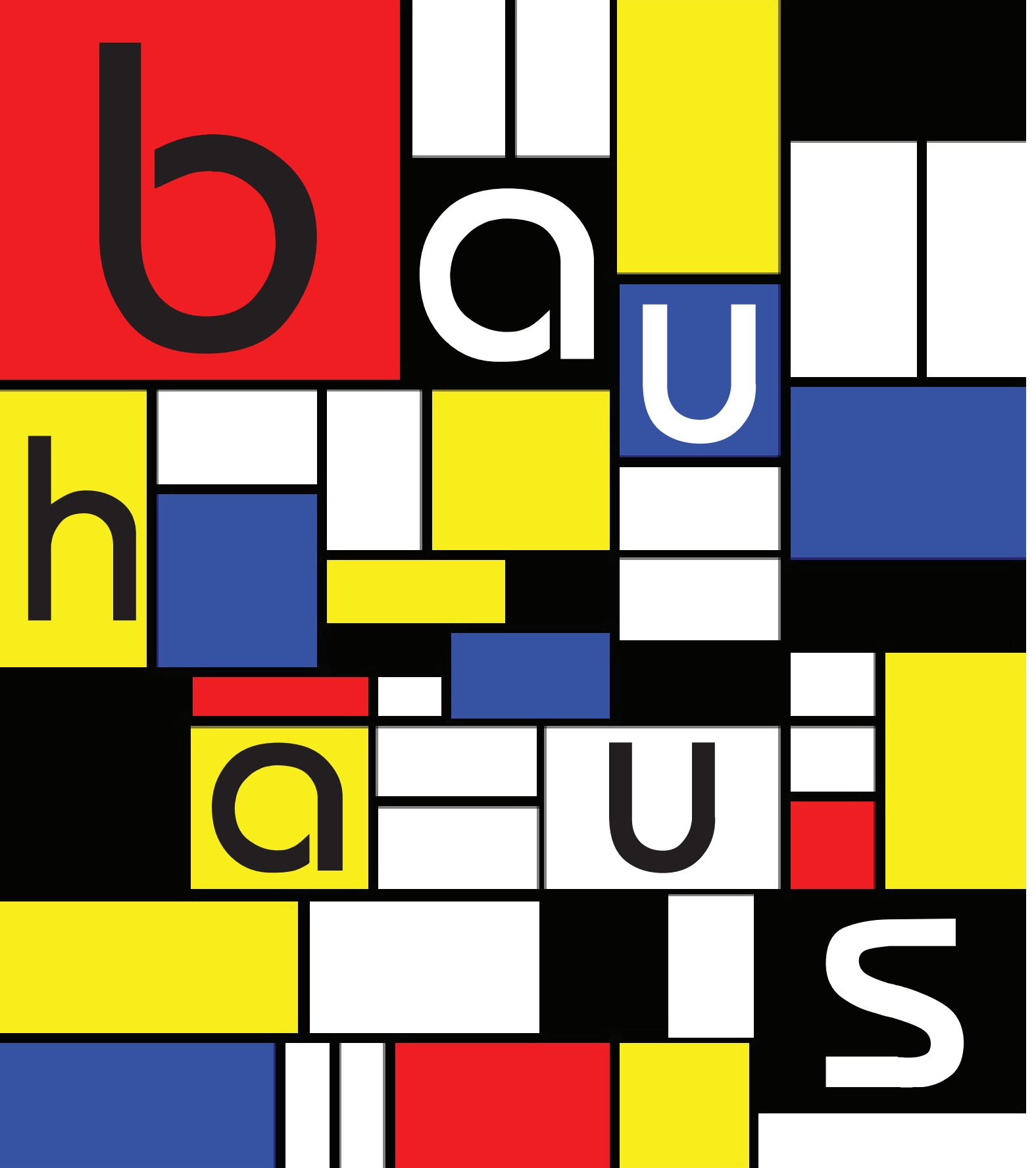
# Rejection of Tradition; Beauty in Movement

## **New Typography Movement:** 1927-1937, 2009-2010

The New Typography movement brought a very artistic movement in Central Europe. Not only does the New Typography design movement completely reject the traditional format set in at the time it was introduced, but it demonstrates beauty in asymmetry and the use of negative spaces. It was a modernist movement that changed the typographic world. In addition, designs used negative space, asymmetry, bars, lines, Futura and Gill Sans. One major reason this movement was popular because Jan Tschichold published his guide book "Die Neue Typographie." On Moma.com, "Almost overnight, typographers and printers adapted this way of working for a huge range of printed matter, from business cards and brochures to magazines, books, and advertisements." As a result, it responded to the new developed printing technologies and helped many designers break out of the traditional shell of printing and typography.

Edgar Chang

Jan Tschichold enforced this movement by using it in his designs. Csun.edu states, "He wanted to promote functional design and declared the aim of every typographic work to be the delivery of a message in the shortest, most efficient manner. He felt that a dynamic force should be present in each design for type should be in motion rather than at rest." In fact, his designs delivered a message and gave type motion and a modern design.



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Fearing that art had lost its purpose in society and both creativity and manufacturing were drifting away from each other, founder Walter Gropius joined the Weimar Academy of Arts and the Weimar School of Arts and Crafts to create Staatliches Bauhaus, a German art school that ran from 1919 to 1933 in Weimar, Dessau and Berlin. Designed to reinvigorate the field of art, Bauhaus taught various crafts and fine arts including architecture, painting and sculpting among others. Bauhaus was one of the first schools to teach multiple courses in modern design; as a result, students were trained “equally in art and in technically expert craftsmanship, the Bauhaus sought to end the schism between the two” (Britannica). The courses were taught by some of the most famous and inspirational artists of its time, including Paul Kliss (Stained-glass and painting), Wassily Kandinsky (wall painting), Lyonel Feininger (graphic arts), Herbert Bayer (typography and advertising), and Marcel Breuer (interiors).

In design, the Bauhaus movement is “characterized by economic sensibility, simplicity and a focus on mass production... The Bauhaus movement teaches ‘truth to materials’ as a core tenet, which means that material should be used in its most appropriate and ‘honest’ form, and its nature should not be changed” (Bauhaus Interiors). Bauhaus focused on a less is more philosophy; it used design that is minimalistic, geometrical and functional. In addition, only the primary colors red, blue and yellow were used. Today, its influence can be seen in architecture, graphic design, typography, industrial design and more. For example, it popularized the usage of steel frames for support in chairs, tables and sofas in modern furniture. It also disseminated household items that were easy to use and produce, such as clocks and kitchenware. Furthermore, the school of Bauhaus is regarded as a prototype for today’s art schools. Overall, Bauhaus is highly regarded because it has had a major impact in present design.

Christopher Navarrete

# bauhaus' influence on today's world

**Bauhaus Movement: 1919-1933**

# The Origin of Paris' Luxurious Design Movement

Ernst Saint Fort

## Art Deco Movement: 1920-1950

The Art Deco movement dates back to 1920 in Paris. It used modernist tools and was created to be pleasing to the eye. Art Deco is made up of artist made imagery. The style was inspired by Art Nouveau. Art Deco came about after Art Nouveau started to die out. That's one of the reasons why these styles look so similar. Famous Art Deco designers include Cassandre, Louis Clark and Serge Chermayeff. Cassandre's work was very interesting. His work was tantalizing, lively, and includes a strong message. One poster by him is titled "Dubbonnet". It was designed for a wine company and goes scene by scene. He starts off by looking at the wine, he is not fully colored. Then, as he progressively drinks the wine, his body gets fully colored. Towards the

end of the 19th century in France. artists, architects and designers began to see how it was becoming outdated.



Art Deco, which started in Paris, became a global entity. You can see the movement progressively through traces of artistry and collective design in London, Cuba, and Shanghai. Some of the main elements of Art Deco is geometric shapes, artist made imagery, and bright colors. . The difference between the two is that Art Deco is more concerned with geometric designs and a cleaner look. It is overall more pleasing to the eye as it is easy to view and understand.

In conclusion Art Deco is a unique style that has an interesting past. This design style is filled with beautiful pieces of art that is found everywhere.

# Polands Rise from War

## Polish School of Posters: 1950s - 1980s

Jerry Pico

The Polish School of Posters movement came about when the first World War ended and Poland gained its independence. There was not no official country of Poland, as it was being occupied by other nearby countries Russia and Austria. When the war ended, all aspects of Polish life flourished. No artists were able to express their work during those hard times and one of the founding fathers of the movement, Tadeusz Gronowski, changed that. He was the first to utilize other european art techniques in his posters, as he spent a great majority of his time in Paris

in the 1920s. He was the first artist of his kind to use a full spectrum of techniques and ambiances to use in his posters. He mastered his craft by using unconventional tools at the time, such as what can be called today as a airbrush. He sparked the interest of countless other artists and they, in turn, gave influence to this new movement to others after them. This was a new way of expression that had a gravitational pull towards society and thus changed the way people viewed art in Poland, and eventually around the world. Other artists that paved the way for the Poster

School of Posters movement were Waldemar Świerzy, Henryk Tomaszewski and Jan Młodożeniec. Each delivered their own flavor to the movement, while still following the same rhythm of how to make abstract but captivating pieces. Jan Młodożeniec was one of the most prominent members of the Polish School of Posters movement. His works have garnered him international recognition and has done pieces for many films, such as The Serpent's Egg and The Conformist. Waldemar Świerzy produced more than 1,500 posters, more than any other artists in the Polish School of posters movement. Henryk Tomaszewski caught at the Warsaw Academy of Fine Arts Poster Studio, helping to shape the young minds of future artists. Many of these artists had such themes in common. They would create pieces dealing with the social and political nature of everyday life in Poland. A great majority of these pieces are notable for their thick strokes, opposite rich vibrant colors on rough looking surfaces.



# Switzerland's Sensational Style

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#### Switzerland's Sensational Style

#### International Type Style: 1920-1960

International Typographic Style, also known as Swiss Style and Bauhaus, emerged in Germany, Russia, and Netherland during the 1920's and Switzerland during the 1950's. Although becoming well known during those times, the style was first brought to life by the H. Berthold AG Type Foundry in 1896. Its first typeface known as Akzidenz-Grotesk, a realist sans-serif, which would later be used as a model to create Neue Haas Grotesk made in 1957 and later renamed and rereleased as Helvetica in 1960. This typographical style was also influential during the Bauhaus design movement from 1919 to 1933, marked by its lack of decorative design and blend of architecture and its simple design.

Gabriela Calabretta

Along with design movements, there were also many influential designers that used International Typographic Style in their work, making them recognizable individuals. One example would be Müller Brockmann who studied architecture and was a graphic designer and teacher. He had written a few books, one notable one being called "Grid Systems in Graphic Design" and his crisp and clean use of Helvetica, color and shape in his work which is still used as inspiration today. Another influential designer that used International Typographic Style was Armin Hofmann, a swiss graphic designer, head of the graphic design department of the Basel School of Art. He was a major part in creating the graphic design style known as Swiss Style, a style emphasizing an efficient use of colour and fonts.

# The New York Rebels

**New York School Movement:**  
1930 - 1960

The New York School Movement was a design movement that originated during the 1950s. Artists rebelled against European art and started an abstract art form where painters used movement and action to display their emotions on large canvases of heavy paints. While some presented angry emotions, others were calm and used bold colors and simple forms to create their pieces. The New York School Movement was given its name due to its beginning in New York City, where artists created exhibits of their pieces all over Manhattan. Some of these artists would hang out at bars to discuss some of their works and even inspire to create some of their own works. It was like the age of abstract expression. These artists did not like the rules of painting. They used emotions like anger or subtle calmness to paint and in the end expressed what each of their pieces meant to them. This was also the movement of sculptures where these people did the same except they used metals of all kinds to make abstract pieces. These sculptures used tension and light emotion. Some of them created furniture that didn't display as normal symmetric furniture. Some of these sculptures used the metal from the war to create metallic pieces.

These artists would even display their works around New York as monuments or as part of the architecture. Not to mention the theater community exaggerated on the improvisation style. These thespians created and spread the acting of making stuff and putting stuff in creative situations which entertained the people that normal theater couldn't provide. This included dancers that do the same. These dancers would revolutionize the modern dance and merge it with the performing arts. This also led jazz musicians and expression musicians to an age in which they merge random and diverse music together. These people were influenced by the abstract expressionist and their works. Basically in the end, these artists, musicians, sculptures, and thespians rebelled against the modern and European ways and rules of art.

Rafael Bernal

Designing with

# Hallucinations

Irvin Cortes

## Psychedelic Movement:

1960 – 1975

Psychedelic art was influenced by hallucinogenic drugs, such as LSD or any hallucinatory drugs. The movement began in the 1960s in San Francisco. It started off with music, but then it transitioned to art and other aspect of pop culture. The term of psychedelic is a relating or denoting drug that produces hallucinations. Drugs are a way to introduce the expression of an artistic work, such as posters and album covers. Psychedelia reflected the movement of Art Nouveau and Victorian influences.

The style of psychedelic included spirals, concentric circles, and repetition of symbols or motifs. Surrealist is involved, and the motifs is important for the movement. The movement has had a big influence on comic book artists who created an underground genre. this underground genre is know as underground comix.

*“drugs are a way to introduce the expression of an artistic work.”*

There are several influencers on the Psychedlic movement, including Wes Wilson. Wilson is known for creating a poster for Bill Graham of the Fillmore in San Francisco. Around 1966, he created a psychedelic font that looked like it was moving in a sway sort of motion.

There was also Victor Moscoso, who is known for using techniques from a comic books, Art Nouveau, Victorian images, and pop art. Artist Moscoso’s idea was to use vibrante colors to create a hallucination effect in his work. There was also Rick

Griffin, who was known for being in the Big Five. Griffin created posters, logos, and album sleeves. In the year 1967, there was an event named The Summer of Love, where about 100,000 people participated in order to celebrate music, art, and life. In the end, the Psychedlic movement became know as a hippie movement.

# With DeSign Rocking

Punk rock is a rock music genre that came about around the late 1960s in the United States, UK, and Australia. When people hear the word Punk their thoughts often times resemble "worthless person" (especially a young hoodlum), punk kid "criminal's apprentice," "prostitute, harlot, strumpet," and with knowing that they're viewed this way Punk rockers never want to conform with the rest of society because their values don't align and because of that they're often outcasted and given a bad rep by the rest of society resulting in strong emotions of being alone and not agreeing with authority. Punk rock and other forms of what is now known as "proto-punk" music, rejected the mainstream sound of 1970s rock.

The Punk Art movement stemmed from the main characteristics of Punk rock which are being raw, dark, authentic, hardcore, gritty, and slightly eccentric. The aspects of punk art represent the main points of attributes of Punk Rock. Often times you would see punk art captured in black and white to represent the dark and negative feelings that most punk rock artist feel when they make their music, or even sometimes have a red, white, and blue backgrounds because those are the colors of the flags where the movement originated . Also you would see the lettering not be perfectly aligned with each other or each letter in its own box, disregarding the conventional type methods, looking similar to the ransom notes made from letters cut out of a magazine. This emphasizes the punk rock movements priority of individuality and not wanting

## Punk Movement: 1975-1990

to be like everyone else. Bands such as Los Saicos, The Sex Pistols, The New York Dolls and The Ramones laid the foundation for punk in the US. The New York Dolls led the charge as glam punk developed out of the wider Punk rock movement, the movement incorporated more of the LGBTQ community and females contributing to the theme of Punk rockers being outcasts of society.

Punk fashion is the clothing, hairstyles, cosmetics, jewellery, and body modifications of the punk subculture. Punk fashion varies widely, ranging from dark and distressed clothing to wild hair, piercings at the time considered outlandish, and alot of tattoos. Punk Rockers were motivated by feeling free to express yourself and not having to be like everyone else and the Punk Art movement represented it to a T.

Ashthon Duncan

The Establishment of the

# NEW WAVE MOVEMENT

1970s - 1990s

The New Wave movement started in the early 1970's and was pioneered by Wolfgang Weingart, who used his background in Swiss graphic design to create an entirely new style. In his own words, he said, "I took 'Swiss Typography' as my starting point, but then I blew it apart, never forcing any style upon my students. I never intended to create a 'style.' It just happened that the students picked up—and misinterpreted—a so called 'Weingart style' and spread it around." If I were to describe it in my own words I would say the New Wave style is very abstract, but at the same time the images you're seeing sometimes aren't anything but ordinary. With New Wave tactics, you can take an ordinary picture or word and highlight parts of it in different fashions in order to guide your perception of it. This new style of design was very different from any other style at the time besides Punk, which you can clearly see the influence in.

**Weingart wanted to relay messages in a different, less dry, and more memorable way. Deconstructive page layouts were big in the nineties and it seemed as though this was the next big thing all artist were looking for. The Swiss Punk style set the tone for a lot of art following it's style for years to come, including fashion, video production, photography, and magazine layout. Nowadays, artist like to use it to inspire their own styles like A\$ap Rocky, a rapper from Harlem who began his own design team named AWGE which basically mashes the New Wave art style with modern day rap, videography, and apparel.**

Andre Watson



Typographic Design II  
COMD 2327  
Spring 2018