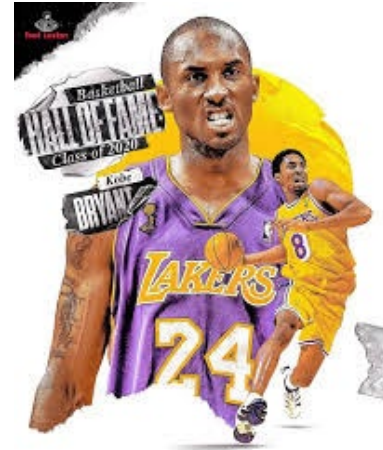
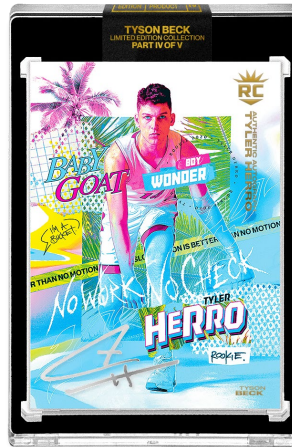


Assignment 11

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Mainstream vs Underground media has always been a constant battle between the two, One side is dedicated on pleasing the customer and their palatable, while the other side is designing their out of pleasure but when in come to design that pleasure will soon become a profit for the Mainstream media. Contemporary design is also a style that is relevant in this battle, just like the psychedelic style, which was once an underground style, contemporary design artist experiment with different ideas and in some cases different material as well. It was unconventional to change or use the design principles differently than it was originally used for. Its style comes from plenty of historical movements, mostly associated with the swiss design, it pushed artist to think outside the box, widen the range of the design but once mainstream company sees what's trending and/or see what people are attracted to, they scoop in and "adapt" the style or sometimes in some cases steal.

In the case for my designer Tyson Beck, I believe he took his underground style and brought it to the Mainstream media. Tyson Beck is a Freelance designer that designs for plenty Sport Associations and companies such as, NBA, NFL, MLB, UFC, Nike, Adidas, Under Armor and many other, but he mostly designs for the NBA. The reason why I said he brought his underground style to mainstream is because just a few years ago the sports design community wasn't as big as it is now, Beck I will say is one designer that brought light to that community. In just a few years Beck implicated his fun, bright, expressive, innovated, and wild style into sports designs and now is widely known has one of best sport designers. A lot of designers that design for the sports leagues isn't as known as Beck, while Beck is the front of the assembly line everyone else I believe is in the back. Beck also designs trading card of players from these sports associations, he has free range of creativity on how he wants the card to look, he doesn't hold back when it comes to his designs as you can see on the photos above. Beck does not have a traditional style, but he pushes the design norms to the test. If I had to put my figure on it, I would say his style consist of swiss design, pop art and expressionism.

Beck I believe opened a new realm of design that people are more interested in doing now that sports has a larger audience than ever before, especially how creative you can be with sports design. Beck isn't influenced by underground designs but undergrounders are influenced by Beck especially me. Because Beck has been doing sports design since 2003 and got a job with the Lakers in 2007, his influences comes from the player and the player he met. But Beck has definitely shaped how sports designs is perceived in the mainstream, when you are already recognized at as the best sports designer your work is stamped in history. Even though Beck embraced and accepted what the NBA and other associations wanted, he kept it to their standards but his real creativity come with his wallpaper design and the design he come up with for TOPPS trading cards. Sports Trading cards always had a nostalgia to them, people would either collect them for profit down the

line or keep them as a collection just like sneakers heads for the past couple years their value been coming back. Beck adds diversity to the cards by remixing classic cards and also making new ones with wild styles, colors, and add elements such of the player nickname, team logo and elements that represent the team/city. When it comes to card designs Beck tends use a scrapbook collage style to keep it the nostalgia of the card but at the same time keep it new and fresh. Since Beck has started designing trading cards, he has seen a lot people take place in card design just has a hobby, before he didn't see or hear of anyone doing just for fun. He has also influenced people to design trading cards within the sports community. It is not a coincidence Beck inspiration on sports design, people like me sees his work and get inspired especially if you're into sports.

Reference Page

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