Why Theory?

Why Theory?

(Forward to *Graphic Design Theory*, Ellen Lupton)

to raise Philosophical
Aesthetic
Political questions

Why Theory?

(Forward to *Graphic Design Theory*, Ellen Lupton)

to...

- stimulate growth and change in one's own work
- inspire new lines of questioning
- draw people together around common questions

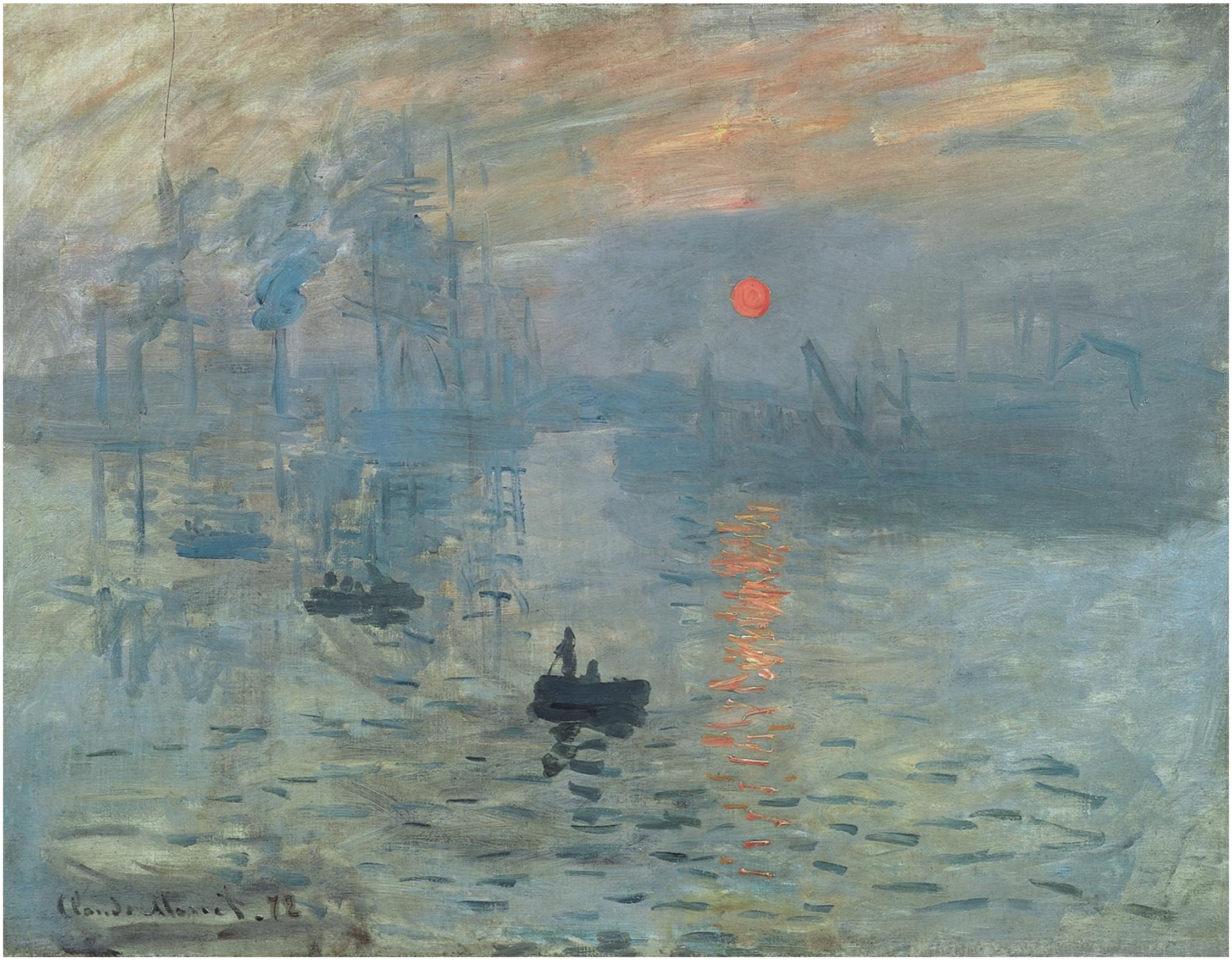
Revisiting the Avant-Garde

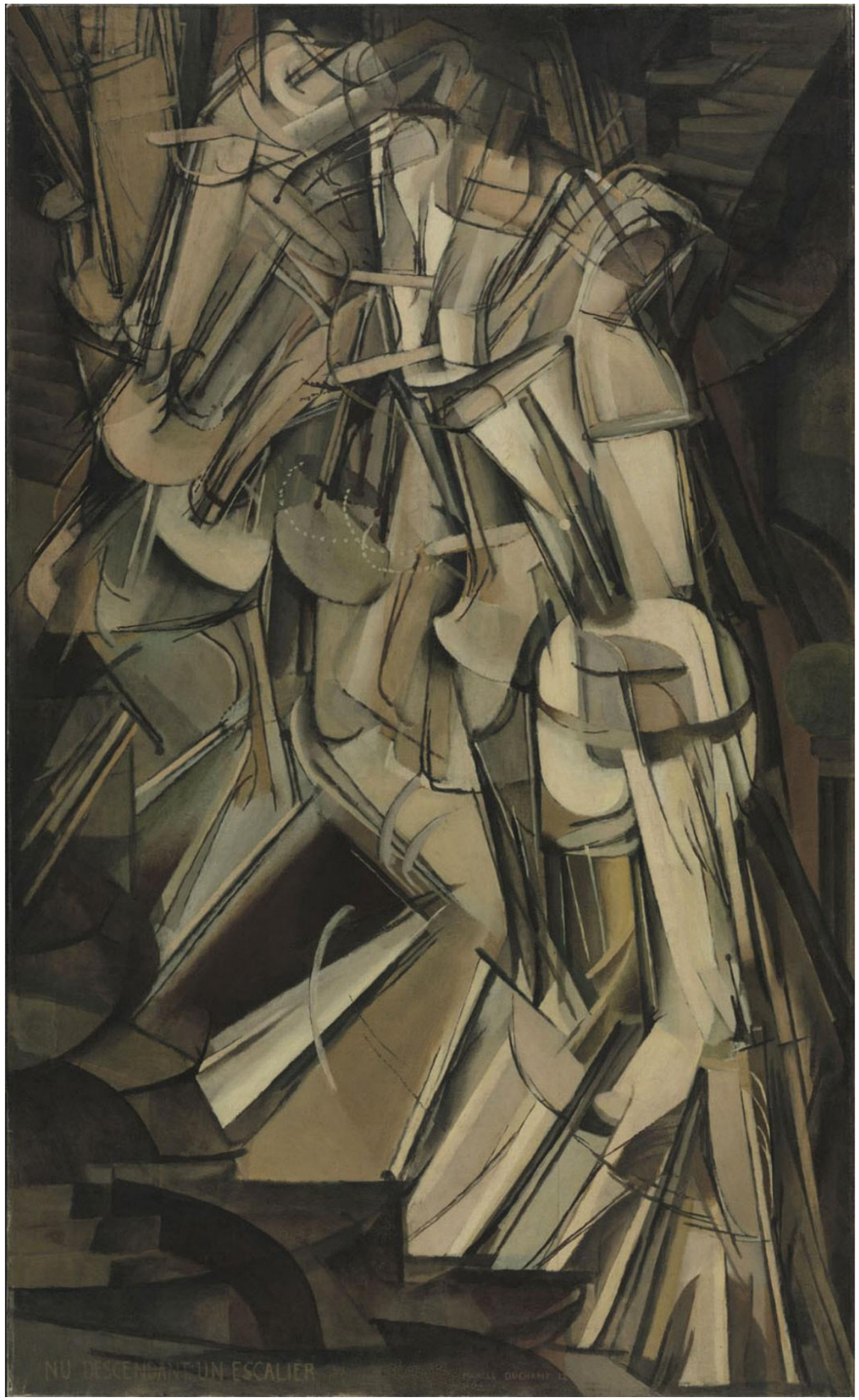
(Introduction to *Graphic Design Theory*, Helen Armstrong)

Avant-garde

Edouard Manet, *Luncheon on the Grass*, 1863

Claude Monet, *Impression, Sunrise*, 1872

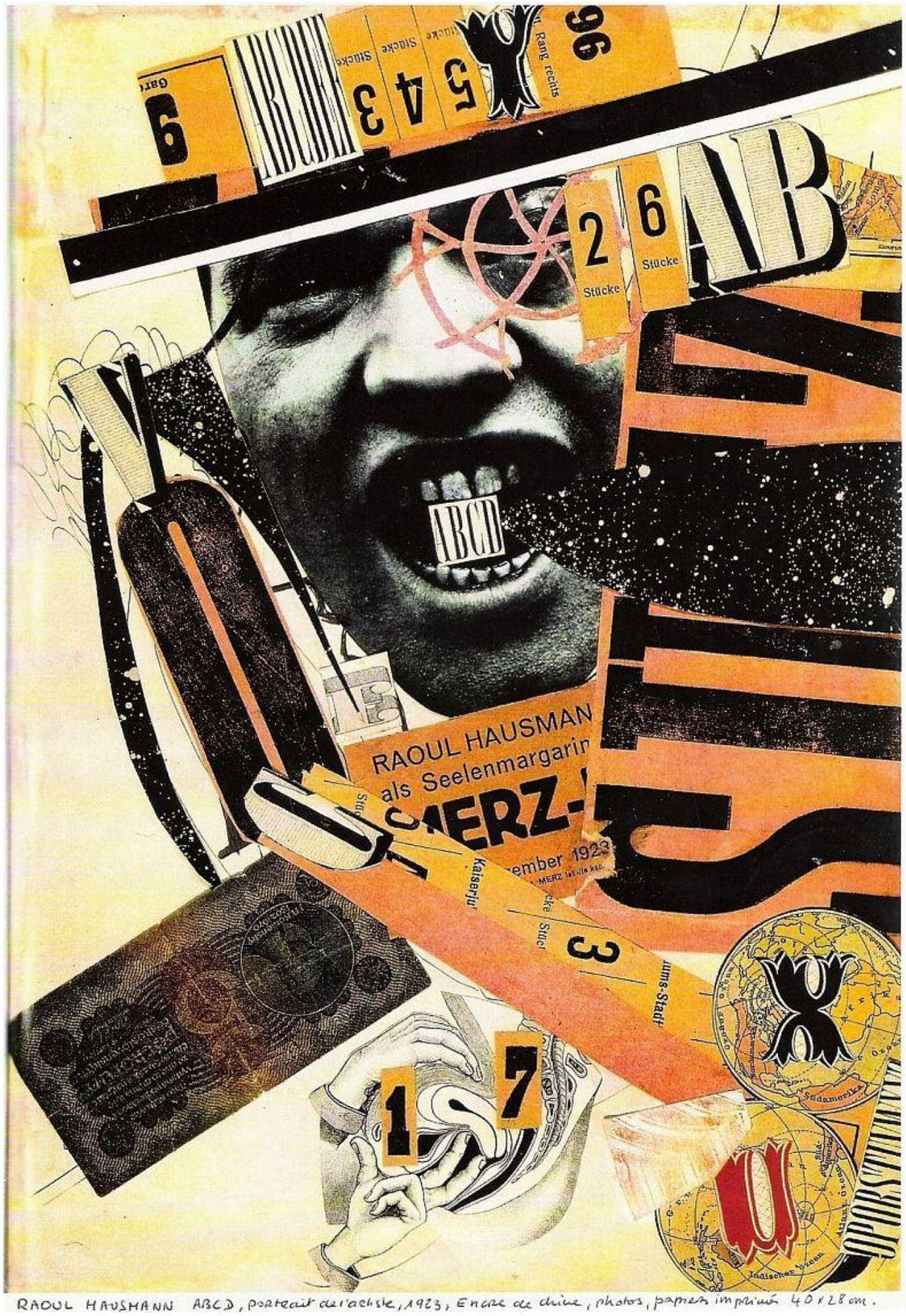




Marcel Duchamp
Nude Descending the Staircase, No. 2
1912

Umberto Boccioni, *States of Mind I: The Farewell*, 1911

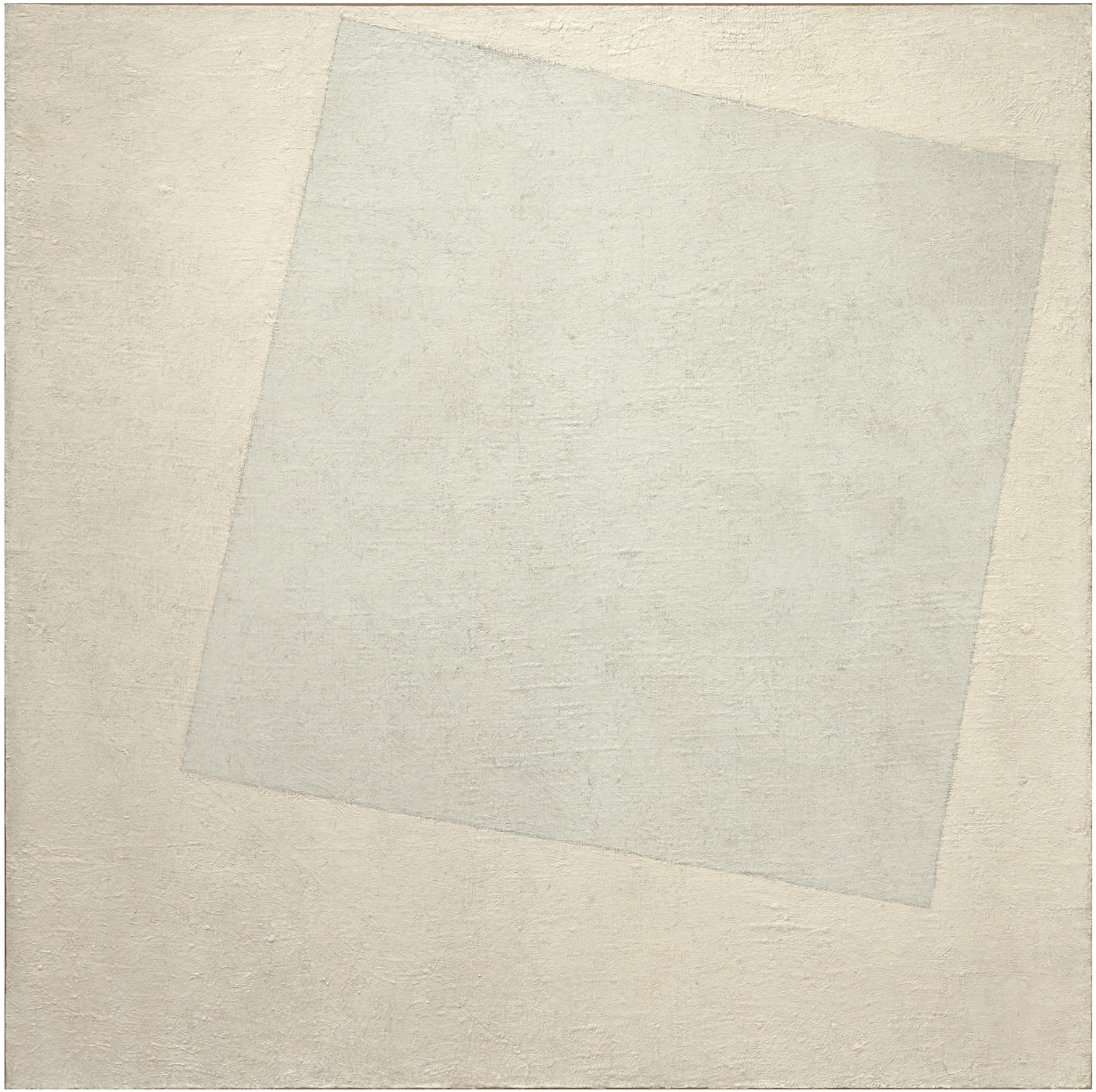
Pablo Picasso
Composition with Fruit, Violin & Glass
1912



RAOUL HAUSMANN ABCD, portrait de l'artiste, 1923, Encre de chine, photos, papiers imprimés 40 x 28 cm.

Raoul Hausmann
ABCD
1923

Kazimir Malevich, *Suprematist Composition*, 1918



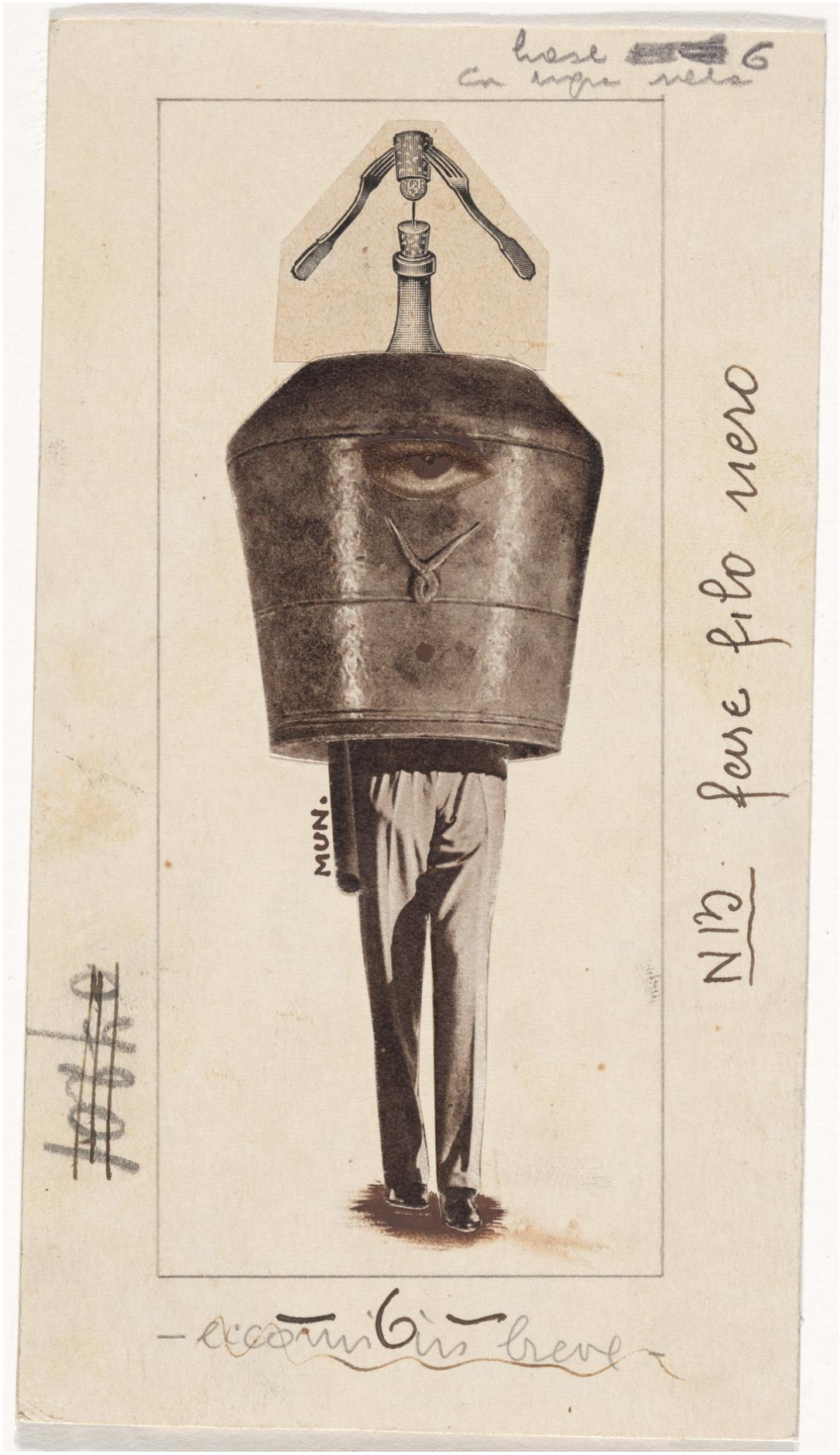
Aleksandr Rodchenko
Kino Glaz
1924

Revisiting the Avant-Garde

(Introduction to *Graphic Design Theory*, Helen Armstrong)

- Collective Authorship
- Universal Systems of Communication
- Social Responsibility
- Avant-Garde of the New Millenium

Design as Art?



Bruno Munari
Here I Am Briefly (Eccomi in breve)
c. 1938

Bruno Munari, *Cubo Ashtray*, 1957

Bruno Munari, *Double Spheres Object*, 1963

Bruno Munari
Falkland Hanging Lamp
1964

What is Design?

Why is Design Important?

What is the Role of a Designer?

What Constitutes Good Design?

What Constitutes Bad Design?