



Graphic Design Style Theory

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What are design styles?

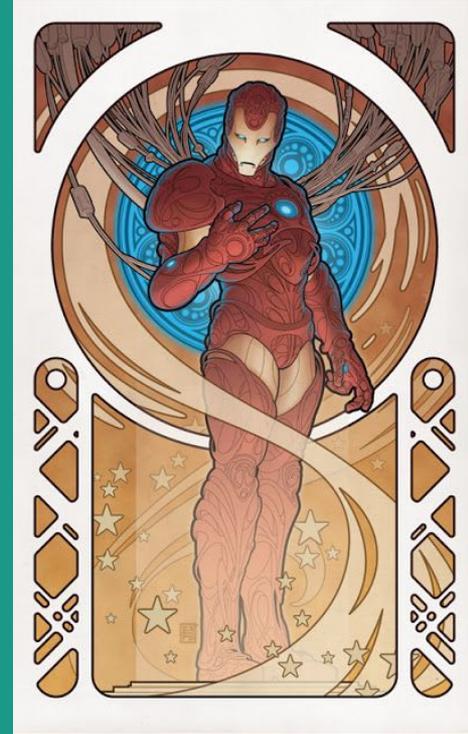
what we recognize as a “design style” is a set of particular colour harmonies, typefaces, compositional styles.
Usually the goals of design is to use techniques for how to accomplish those goals.

Art Nouveau 1890 - 1910

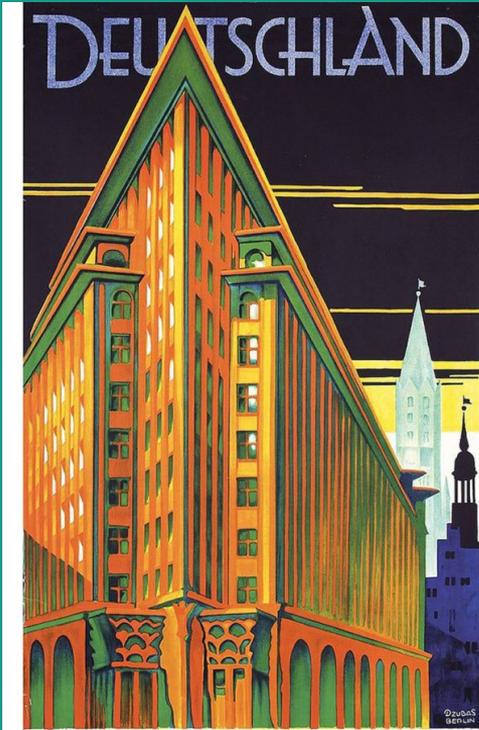


- Intricate illustrative style
- Bold, heavy weighted outlines
- Hand drawn and coloured
- Use of natural forms
- Use of a natural colour and tonal palette
- Regularly features female personas

21st century inspired Art Nouveau

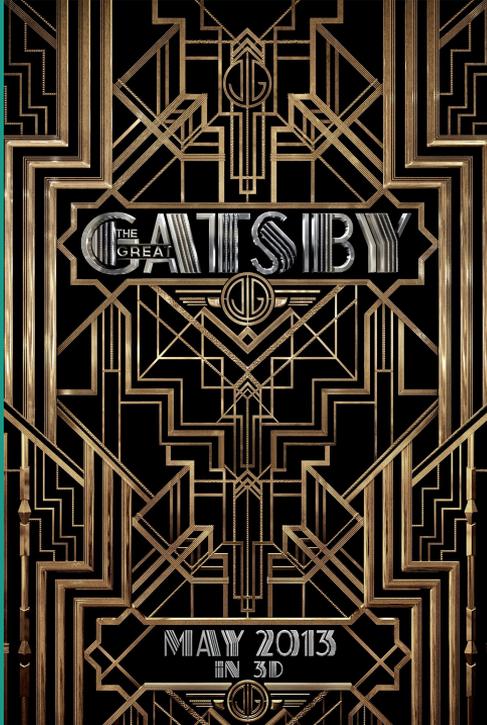


Art Deco 1920- 1930

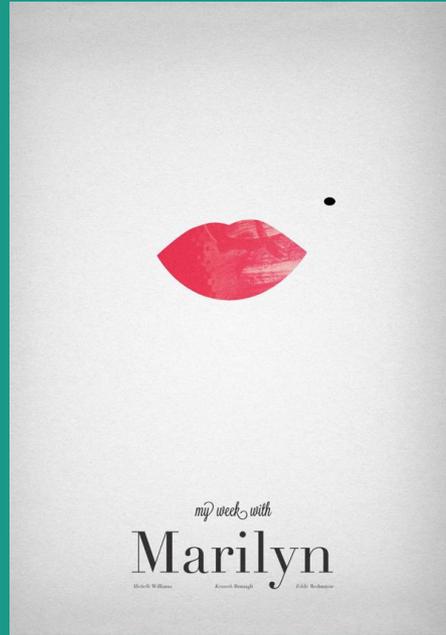


- Bold geometric shapes
- Use of vertical and motion lines
- Capitalised typefaces
- High contrast in colours
- Flat (in terms of depth)

21st century inspired Art Deco



Minimalist and Flat 1960 to present



- No depth of field
- Minimalist design space
- Neutral tones and secondary colours
- Linear design elements
- Use of negative space

Contemporary art 21st century

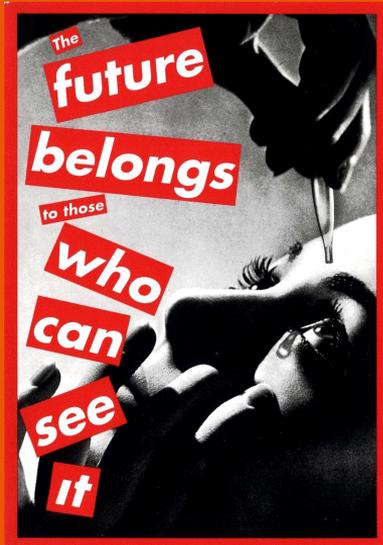


- art made and produced by artists living today
- Using current events
- abstract expressionism
- postmodern movement



Barbara Kruger

- Contemporary art Graphic designer.
- Kruger's artistic practice allows for a conceptual connection to historical events.
- The violence of the stereotype may be placed in relation to an idea of concealed and latent social war underpinning the historical period of the Cold War: notions of intimidation, control, threat or fear of an imminent event coming from an Outside or an Other that is about to disrupt or even totally annihilate a supposedly homogeneous identity.



I think that pictures and words have power, and if you are working critically on a certain level--and that can also mean working pleasurablely, I don't think it has to be dour and difficult and impossible to understand--art can make accessible suggestions about the way we live our lives, and ask questions, be funny, even gorgeous, and I think it can do its work.

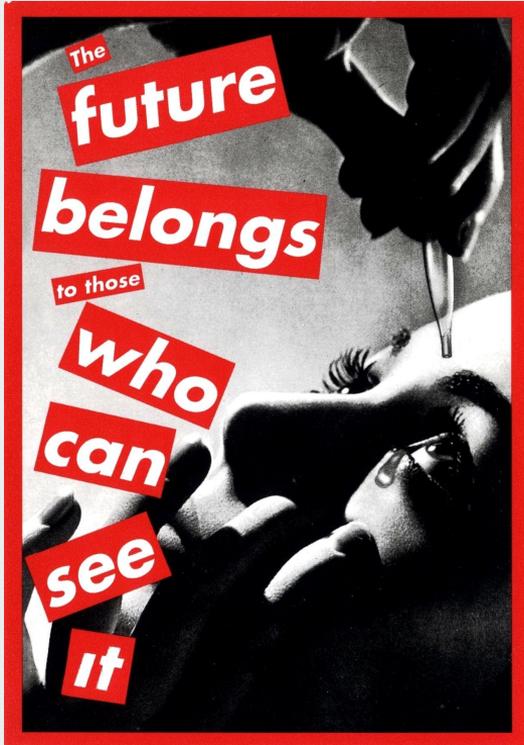
-Barbara Kruger

Does the message change when using a style?

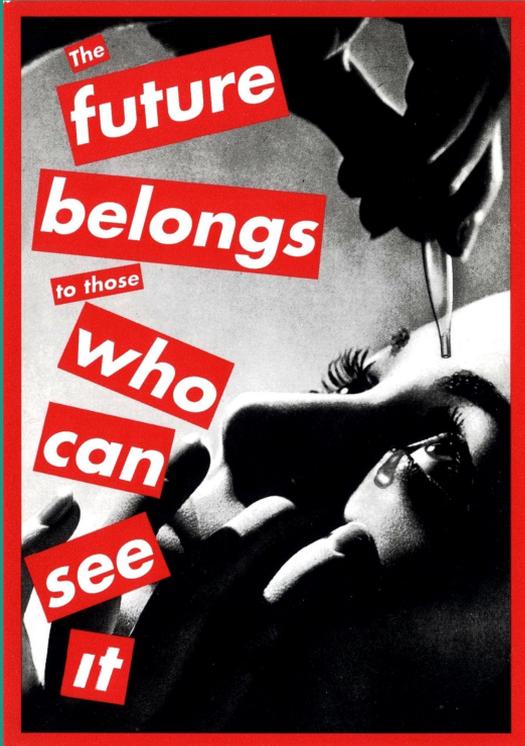
- Kruger's design is Contemporary art if she use any other design it would ruin her message because Contemporary art is an abstract expressionism. It use current time issue to address the message.
- Another style would change the tone of the message.
- Why did supreme steal kruger design style because of impact give off or just because it looks nice.



The Future belong to who can see it



“The future belongs to those who can see it” put in. The message Barbara is trying to send is that the future really does belong to those who see it. Meaning that if somebody wants a certain job and they see themselves doing, then that job will be theirs.



Barbara Kruger

Vs



My Poster



Thank you

Any Question