For this final art project, I decided to choose one of these graphic design styles that has been around since the 19th century. The design style that I chose was called Art Deco design. Art Deco is a design style that started in Paris during the 1920s and 30s. It did not take hold until after world war 1 in 1925 when time flourished. The style had influenced all areas of design. E.g., architecture, interior design, industrial design, fashion etc. Art deco is defined by geometric shapes, bold curves, strong lines, aerodynamic forms, motion lines etc. Unlike early modern style, art deco exercise uses illustrations and graphic representations of everyday objects. The term “ART DECO” was coined in 1966, after an exhibition in Paris called Les Annees 25, celebrating the 1925 International Exhibition of Modern Decorative and Industrial Arts.

The art design that I chose was derived from an unknown concept called Retro futurism. Retro futurism is a creative art movement that shows the influence of depiction of the future produced in the earlier era. The concept of future design is to show the way we live our lives as it is expressed in the form of art, design, movies, comics and even cartoons. The design that I chose from this concept is called Omega Code. The omega code was discovered by Roxan Gomez who is a firm collector of retro futuristic images. The image first shows a black figure standing in a ballet position (best way I could describe it), then you notice green glowing triangle pyramids behind it, sort of like an illuminati without the eye. Finally, you see a giant circle in the background which displays stars and colors of the galaxy. I guess the person who made this image had the ideal of what the future would look like if one supreme bean were to rule.

After choosing this image, I decided to reference it to something common in our modern-day society. Something we can see on the wall of an academy and on basic clothes we wear today. So, I decided to look up a dance theater called Alvin Ailey American Dance Theater. This dance theater is a modern dance company that was founded in 1958 by a choreographer and dancer Alvin Ailey in New York City. It is made up of 32 dancers led by artistic director Robert Battle and associate artistic director Mather Rushing. Alvin Ailey American Dance is known to sell merch online and in stores. So for my art deco design, I decided to put my chosen retro futurism design complication on three products that would sell in the design world. Those products were a sleeveless shirt, a bottle and 2 cups. It is not one of my best work but consider it being my final work, I think I made better progress now than when I first started the class.