Design Histories
from
MODERNISM
to **GRUNGE**

Jan **Tschichold**

MODERNISM:

Strict, structured grid system with emphasis on negative space, just as important was the use of clean sans-serif type.
The idea was to create strong graphics that were against commercialism, greed and cheapness.
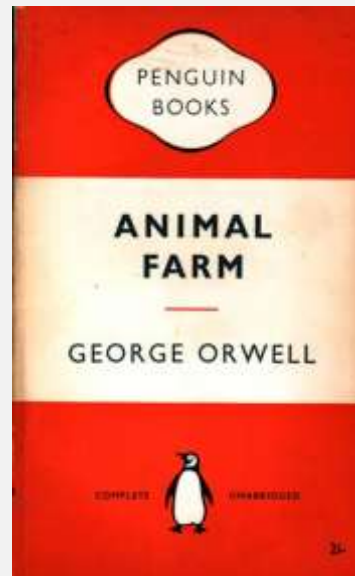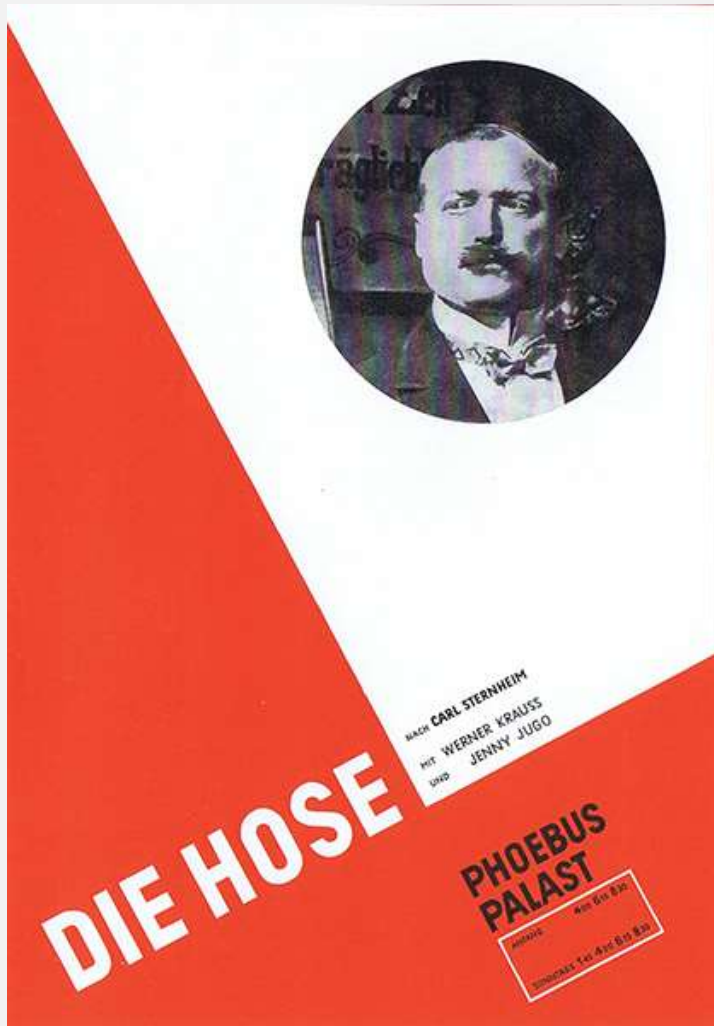
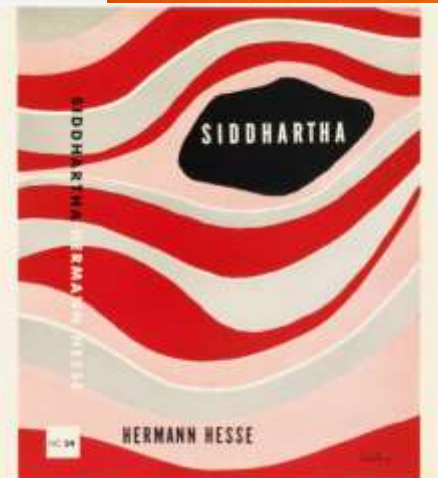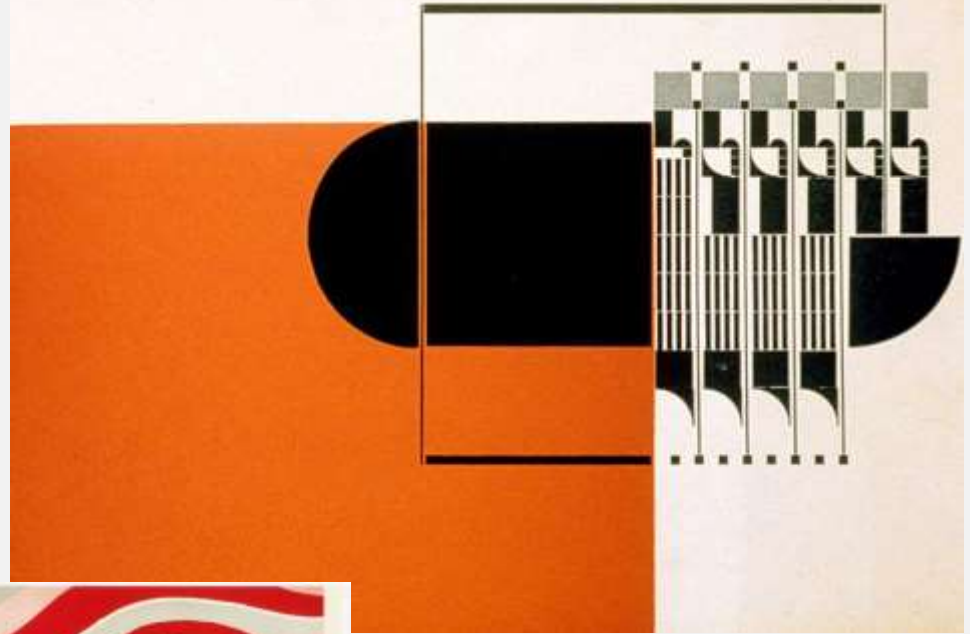Jan **Tschichold**

THE GHOST IN THE UNDERBLOWS

BY ALFRED YOUNG FISHER

Alvin **Lustig**

TWENTY-THIRD COMMENCEMENT

SIDDHARTHA

HERMANN HESSE
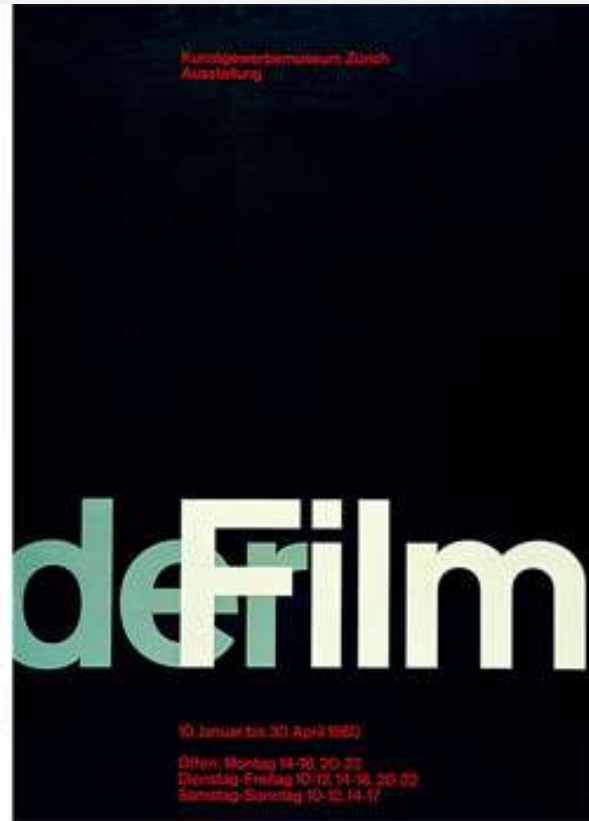
Josef **Muller-Brockmann**

Swiss Style :

usually involves an asymmetrical layout, sans
serif typefaces and the favouring of photography over
illustrations.

Armin **Hofmann**

Contemporary Swiss Style by Mike **Joyce**

Theo **van Doesburg**
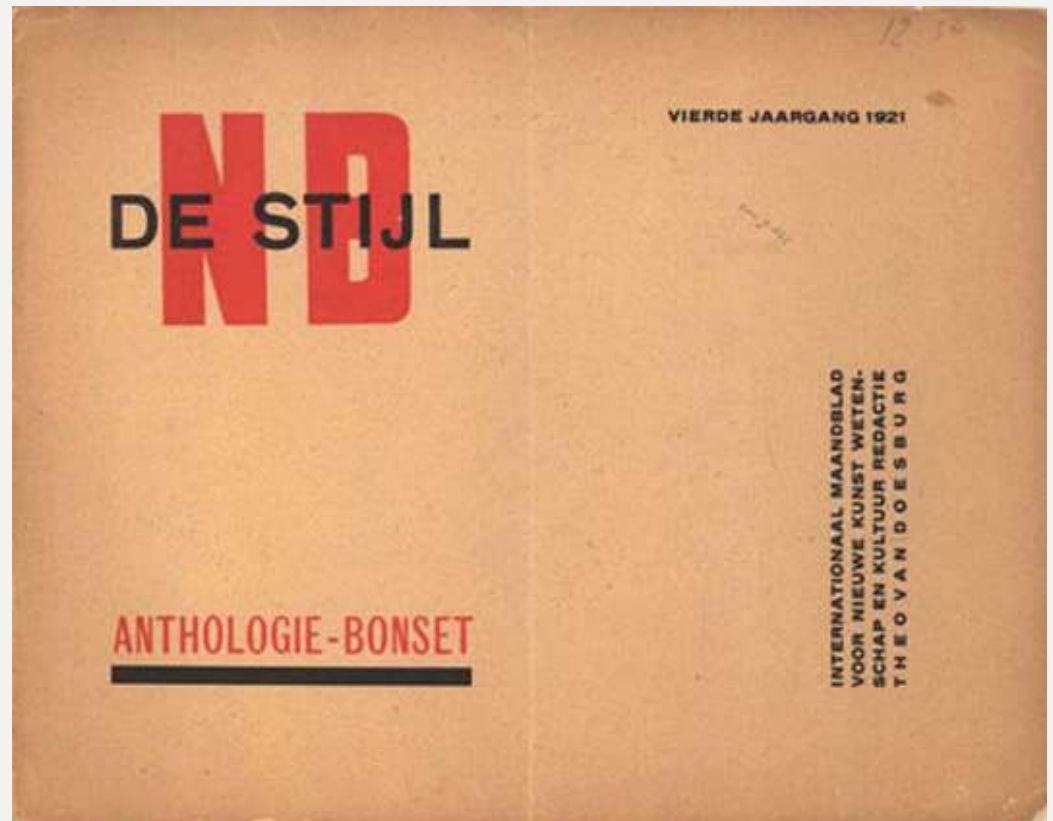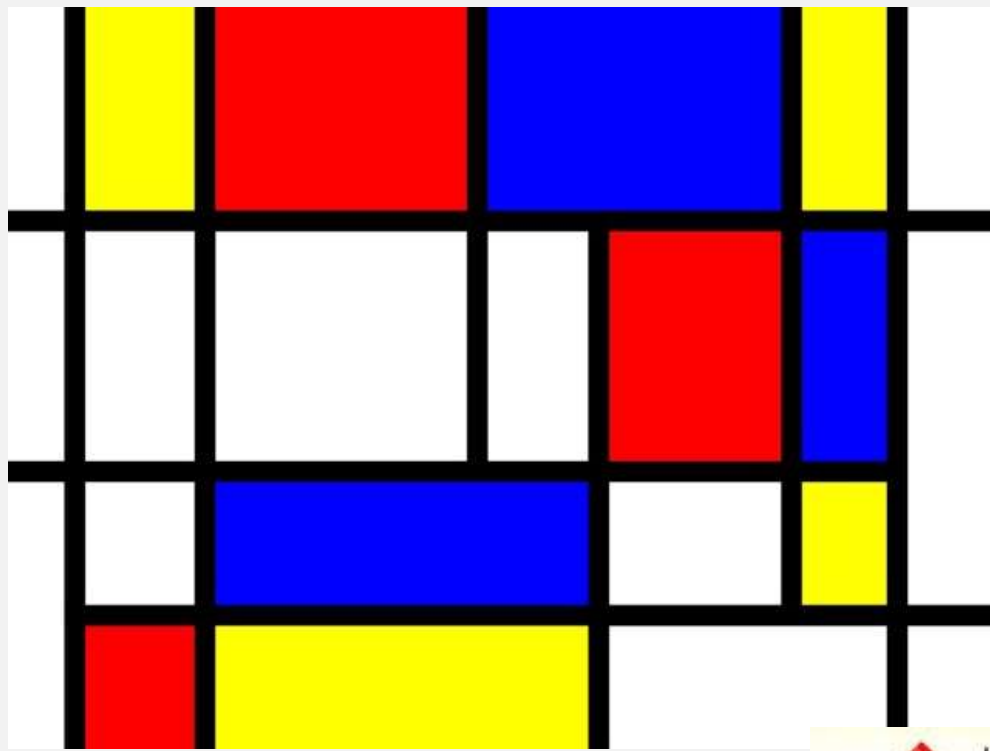
Dutch De Stjil:

Universal harmony with no emotional overtones. The distinctive De Stjil look consisted of block primary hues, plus the use black and white. No curves allowed.

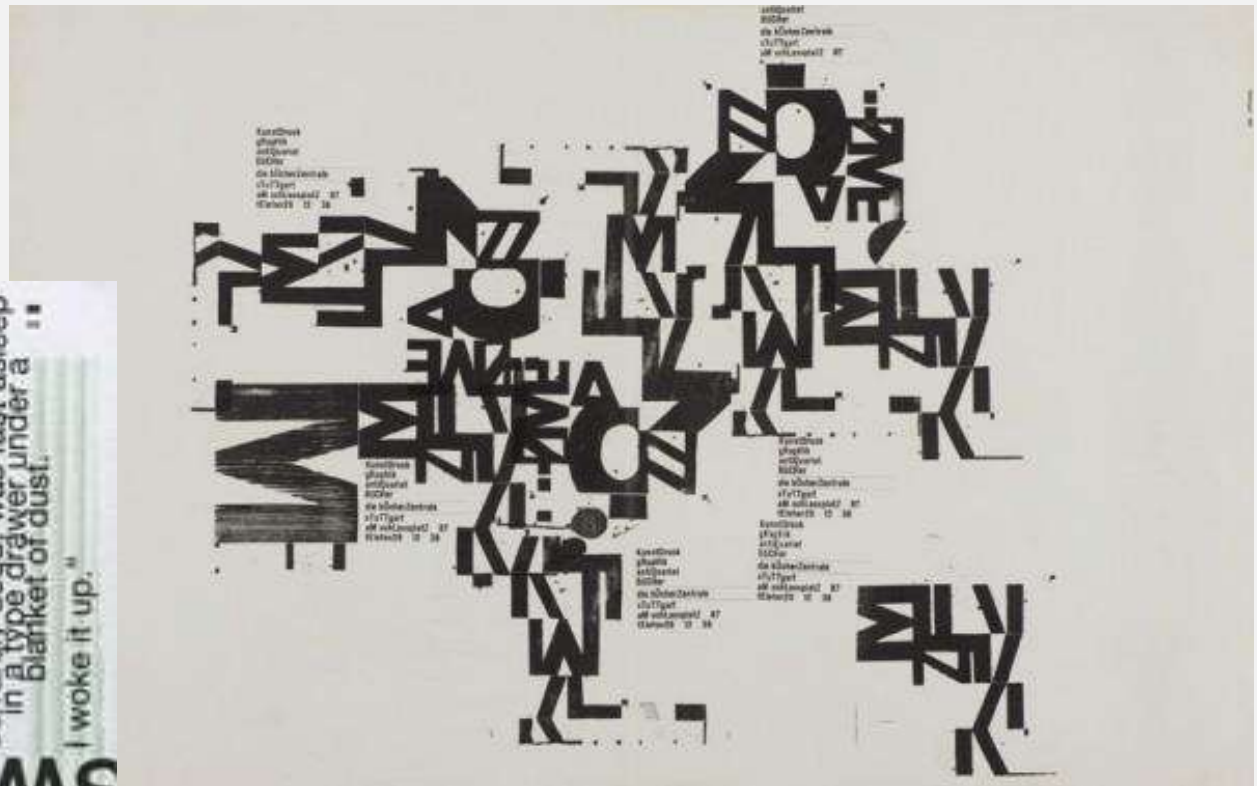Piet **Mondrian**

Mondrian Inspired
Contemporary Design
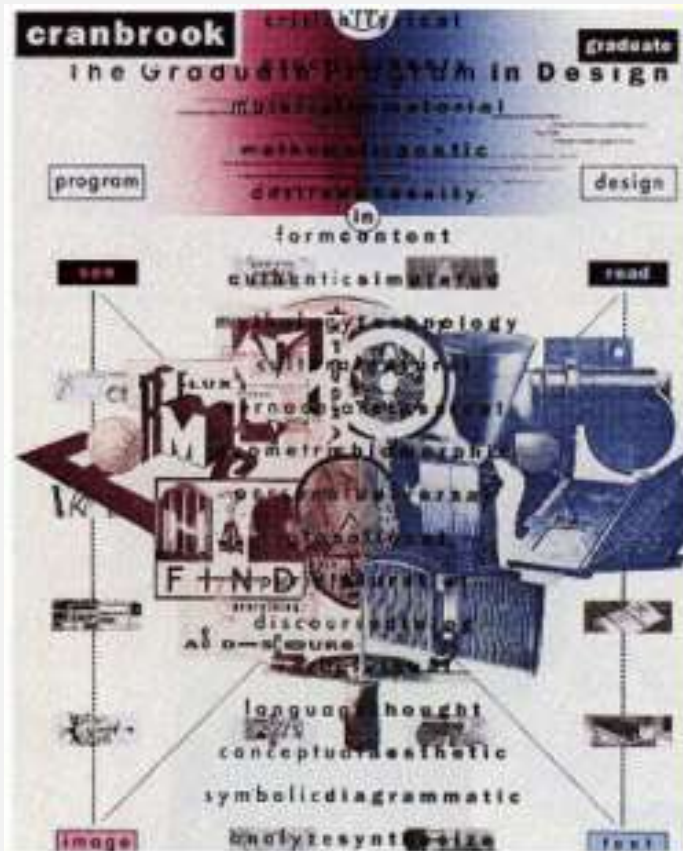
Wolfgang **WEINGART**
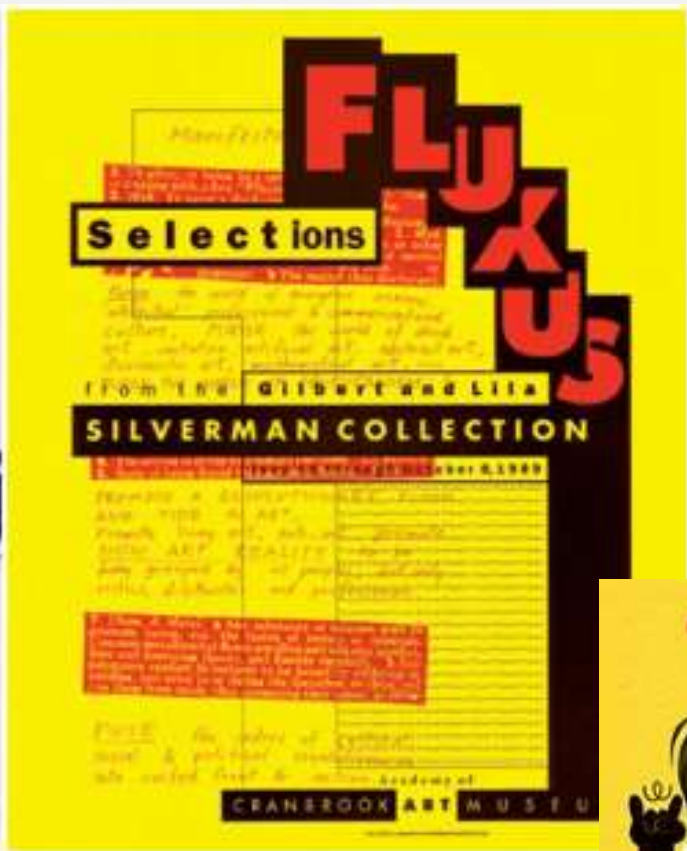
April
Greiman

Deconstruction/Breaking the Grid:

Order and disorder united using various techniques (*Collage, Layering, Irregular Shape and Form)* to create rebellious and exciting approaches to design
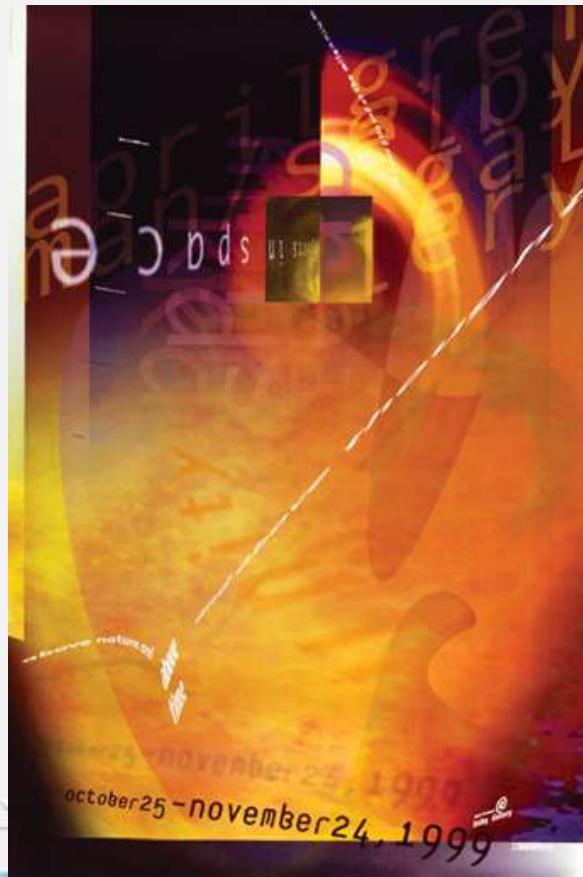
Wolfgang **Weingart**

Katherine **McCoy**

McCoy Inspired
Contemporary Design

April **Greiman**

David **CARSON**

Post Modern / Grunge Style:

Dirty look with irregular, nasty, sometimes even ugly and crooked visual elements. Torn images, "broken" icons and creased pieces of paper are as popular as hand drawn elements and dirty textures.
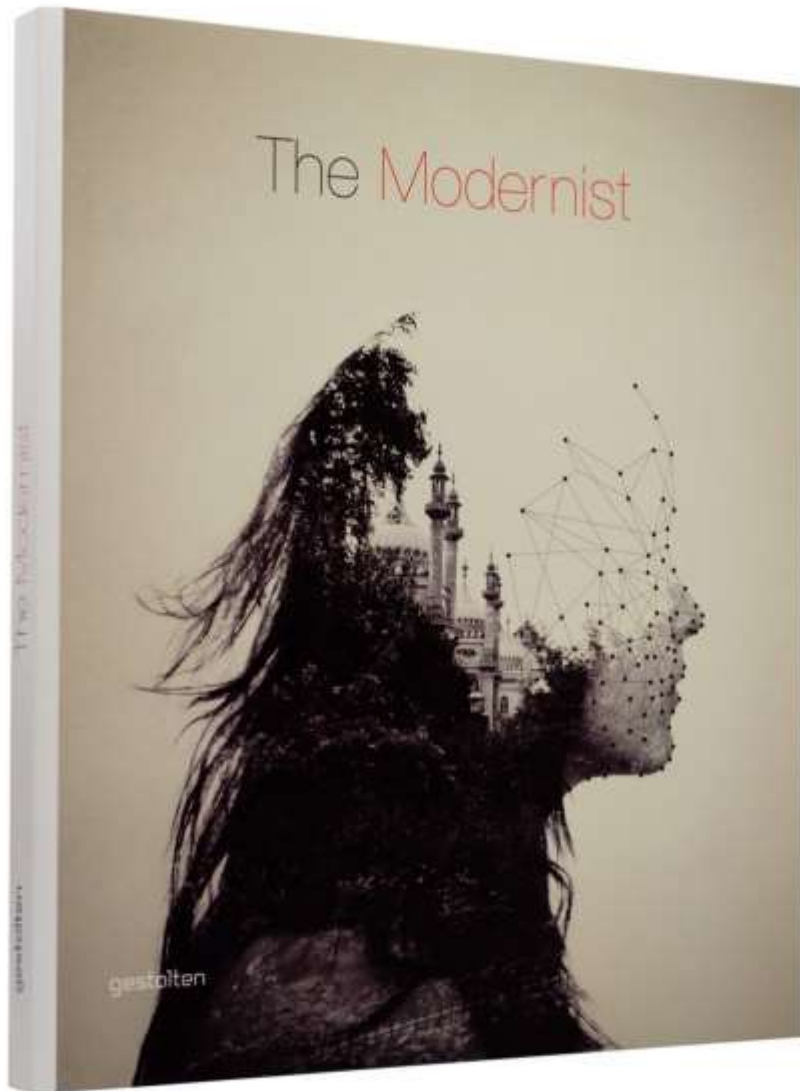
David **Carson**
Full page Layouts

David **Carson**
Full page Layouts

Modernism
in
Contemporary
Design Context

Dan Mountford

Concepcion Studios

Modernism in Contemporary Design Context

Network Osaka

Modernism in Contemporary Design Context
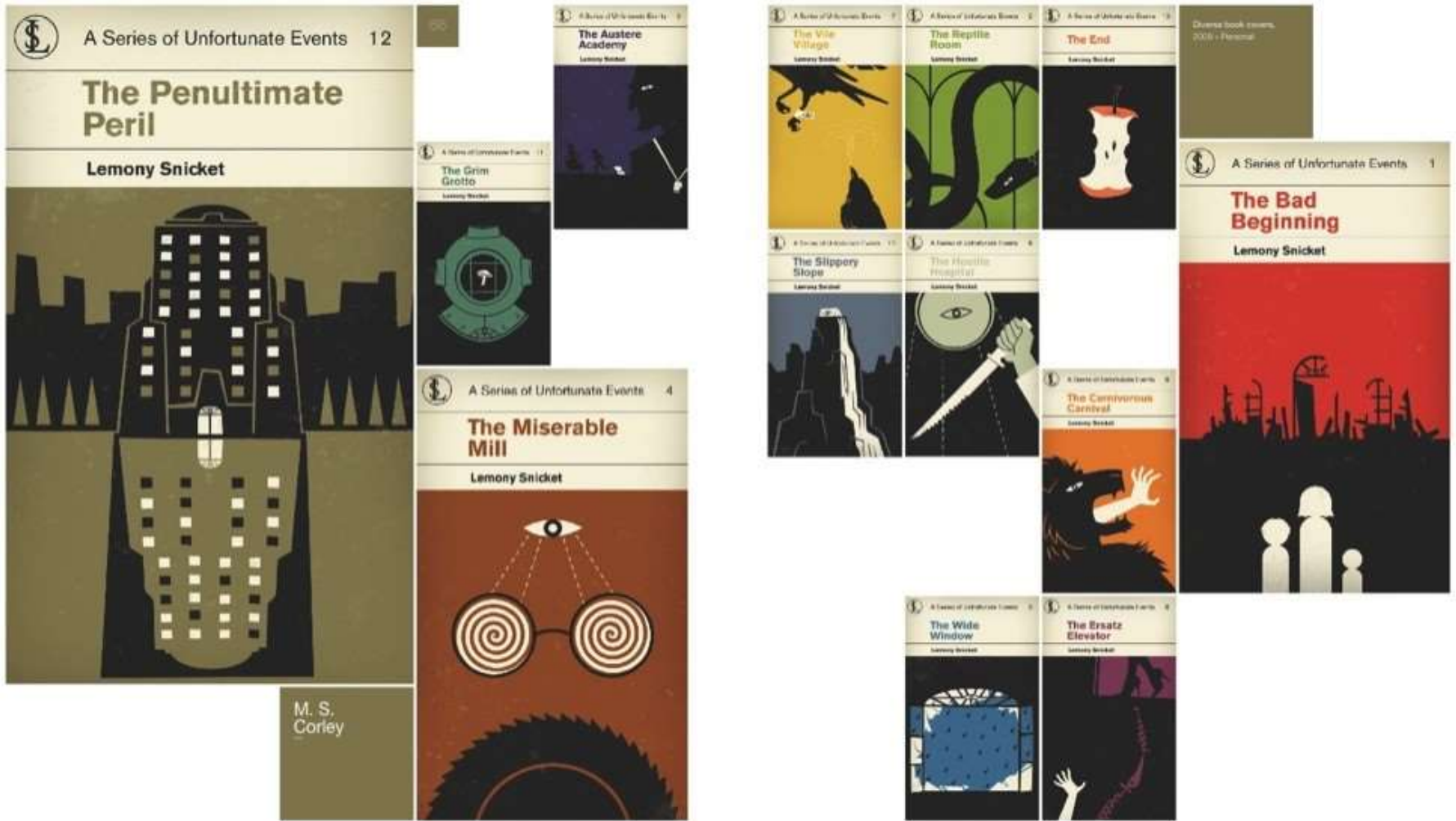
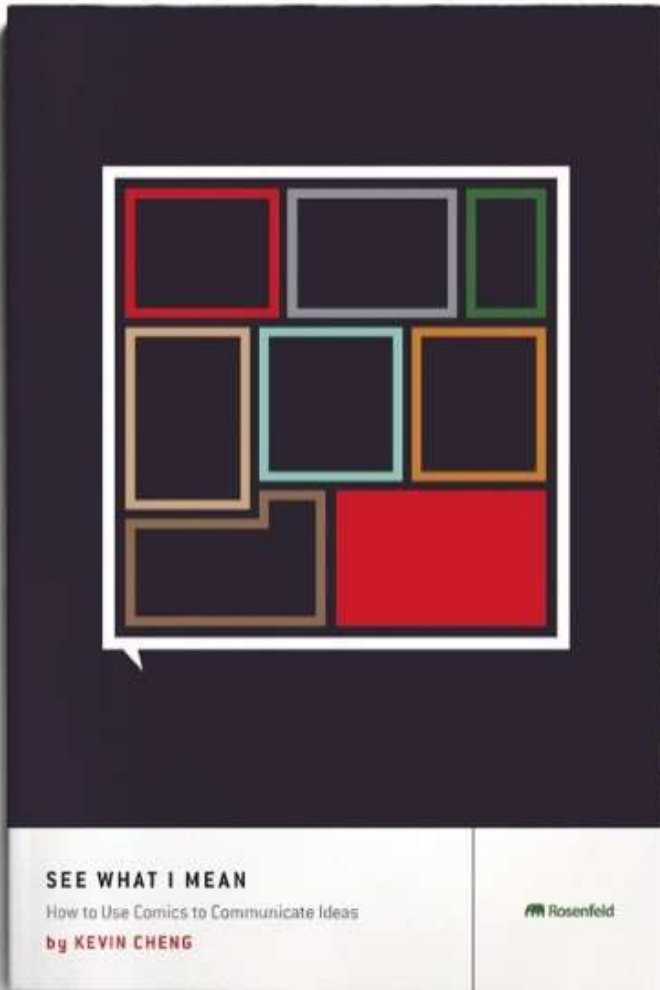Cristiana Couceiro

Modernism in Contemporary Design Context

M.S. Corley

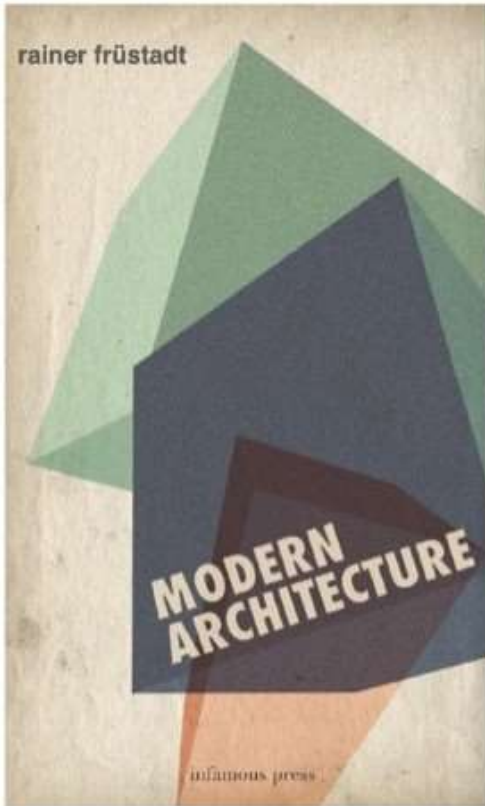**Modernism** in Contemporary Design Context

The Heads of State

Modernism in Contemporary Design Context

Morten Iveland

Modernism in Contemporary Design Context

Astronaut Design

Modernism in Contemporary Design Context
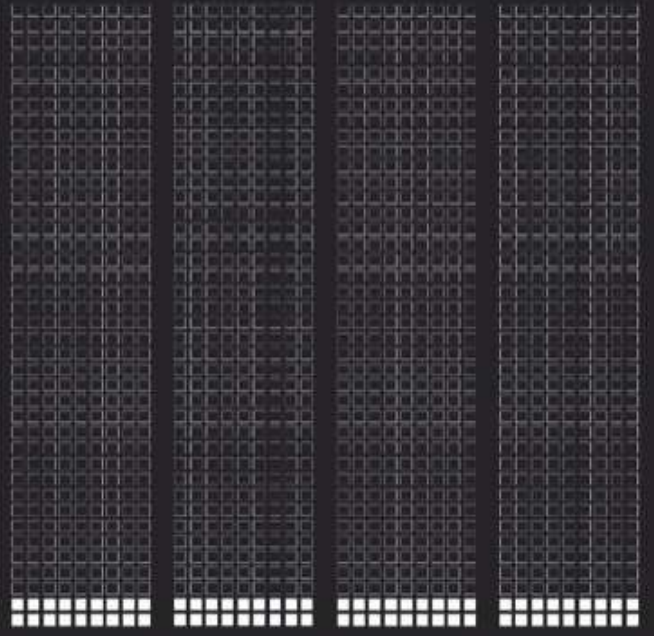
Ross Gunter

Modernism in Contemporary Design Context
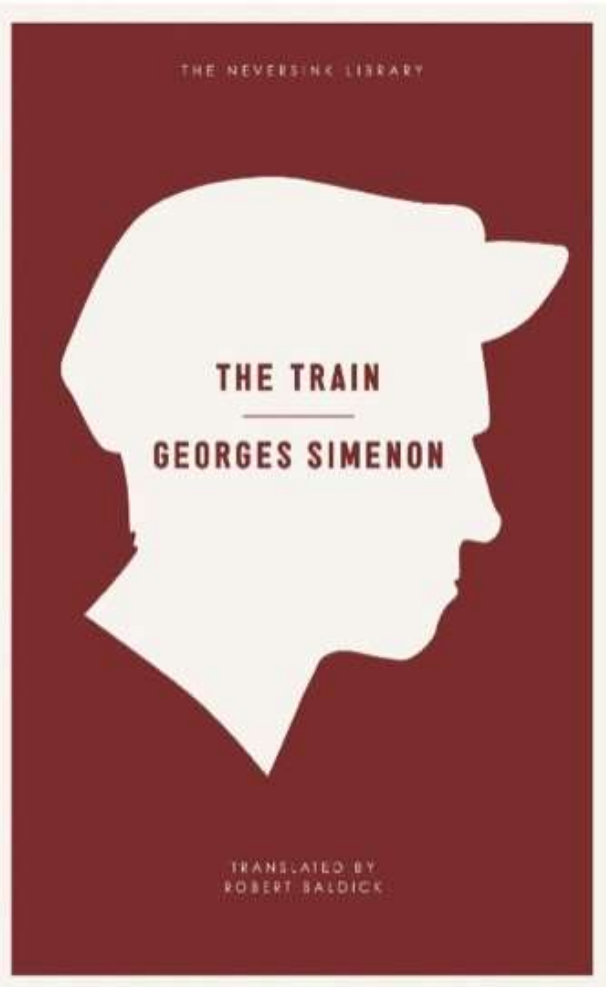
Christopher Brian King

Modernism in Contemporary Design Context

Marcus Walters. Credits to do! La Rosa. Credits to do!

Bart Molfie. Look. Baby. Shine Baby. Run Baby – Personal. 2009

Naïve Modernism