# Victorian design 1837-1901

Not all stuff is designed- some of it just arranged by typesetters
The term 'graphic design' wouldn't appear till the 19320s when the job of
designing the printed material was separated from printing.
The look summerised:
- Horror vaccui – (fear of emptiness- no white space)
- Lots of typefaces on one page/poster
- Lots of decorative elements like garlands and ribbons and frames
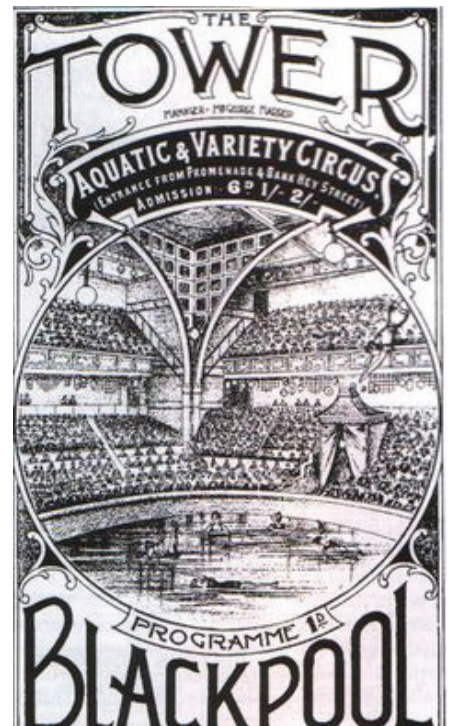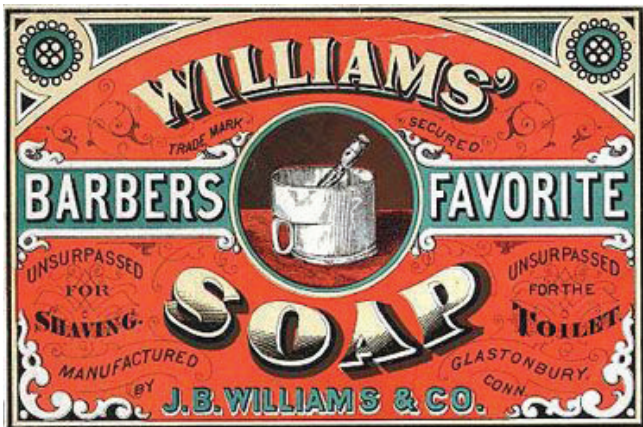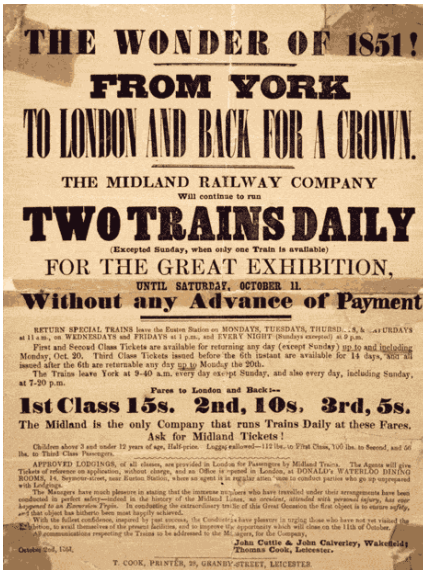
Art Nouveau 1855

Means "new art". Was influenced highly by Japanese Art "Japonisme" and Japanese woodblock prints. Uses chromolithography (colour lithography)

- The clean flowing lines and outlines on drawings
- "Arabesques" flowing geometric organic pattern
- Organic looking lettering
- Bold flat colours
- Often depicts young women

There were variations in the Art Nouveau style in different countries
- French were influenced by rococo style as well
- Scotland were also influenced by Celtic style

Auriol typeface was invented as part of this style.
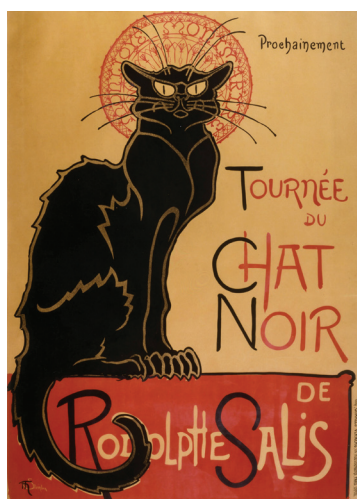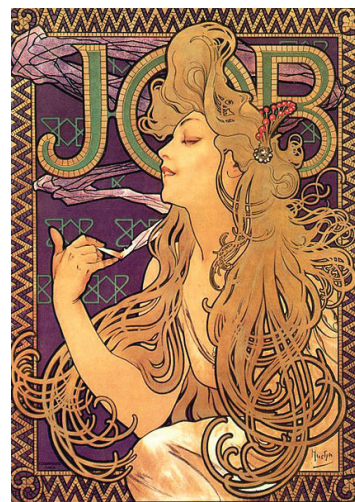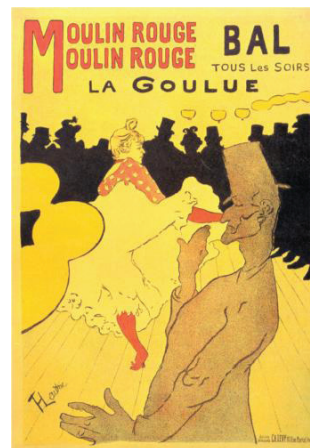
Sucessionists 1896

Began in Vienna in 1897, as a break away from Art Nouveau.
Succession means withdrawal. Not a completely unified style.
It used the idea of 'Gesamtkunstwerk' -total work of art. Which means it was used in many artistic fields, like architecture, graphic design and painting, music and writing.
- More geometric than art nuevoau
- less decorative and cluttered
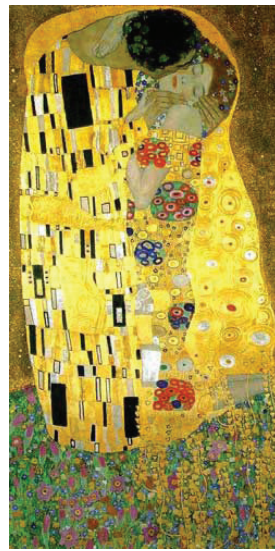
"Sachplakat" 1905

German: translates to 'object- poster'

It was simple. Just the object being advertised. A complete rejection of art nouveau. "invented" by Lucian Bernhard allegedly in a design competition with his priester matches poster in 1905. The idea is still used today.

The traits of this style of design
• bold eye-catching lettering with flat colors
• Shapes and objects are simplified while there is a central image which is the focus of the poster
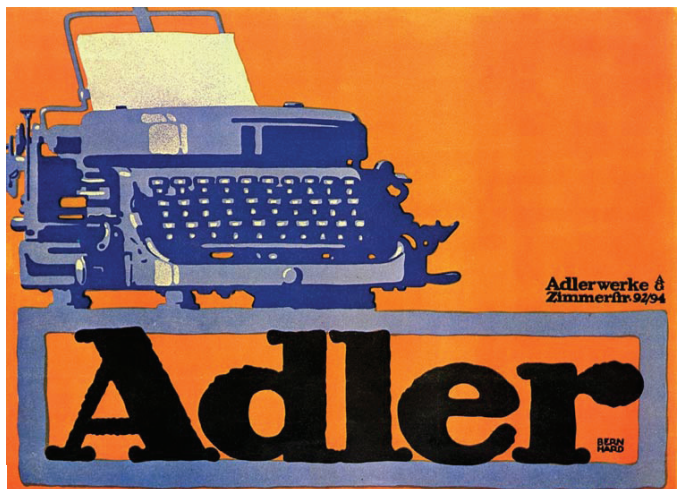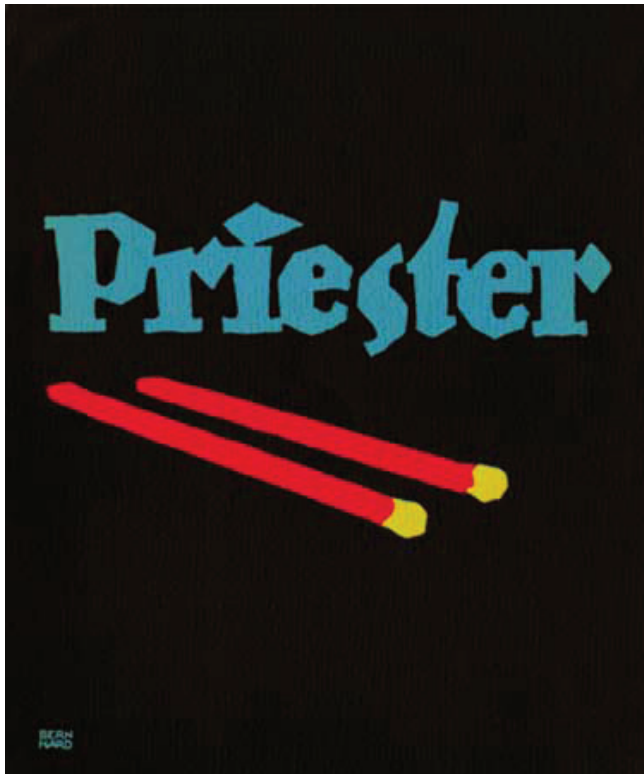
Cubism 1908

- 3d objects rendered to a 2d abstraction.
- Also known as analytic cubism.
- Mainly a painting movement but there was some design.

Calligrams were a part of this design movement: where the visual structure of the words and typography complimented the meaning of the text.
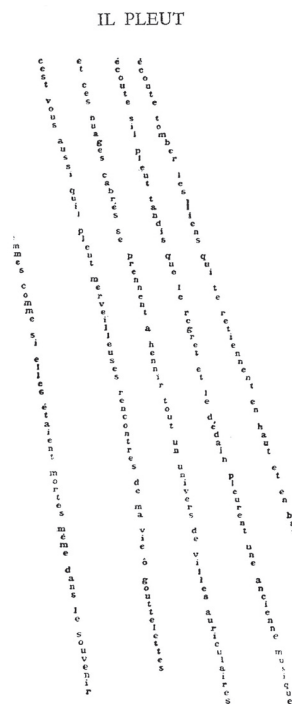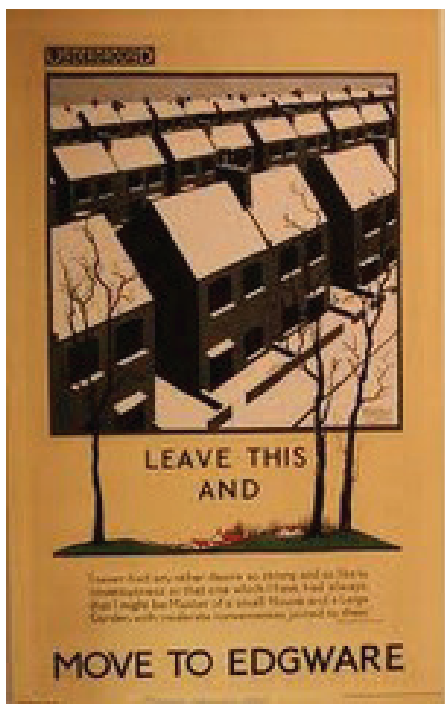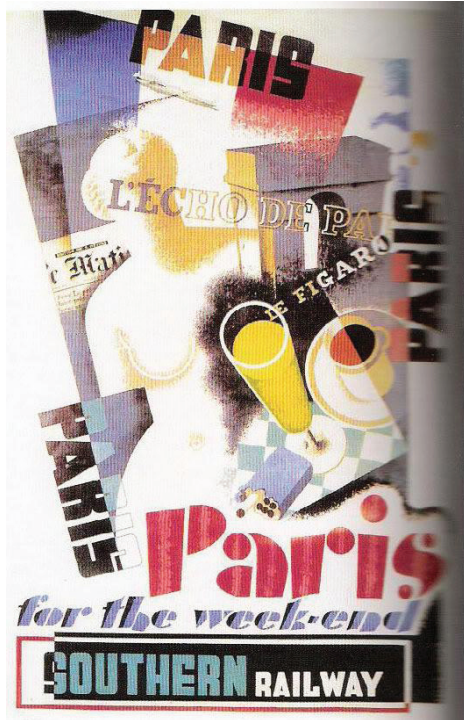
Futurism 1909

(Italian: Futurismo) was an artistic and social movement that originated in Italy in the early 20th century. It emphasized and glorified themes associated with contemporary concepts of the future, including speed, technology, youth and violence, and objects such as the car, the aeroplane and the industrial city. It was largely an Italian phenomenon, though there were parallel movements in Russia, England and elsewhere. The Futurists practised in every medium of art

Expressionism 1910s

The aim is to show not what something looks like, but what it feels like

- Gestural drawings
- Emotional looking
- Thick and thin lines, hatching, drawings have outlines
- Woodcuts- block colours/black and white
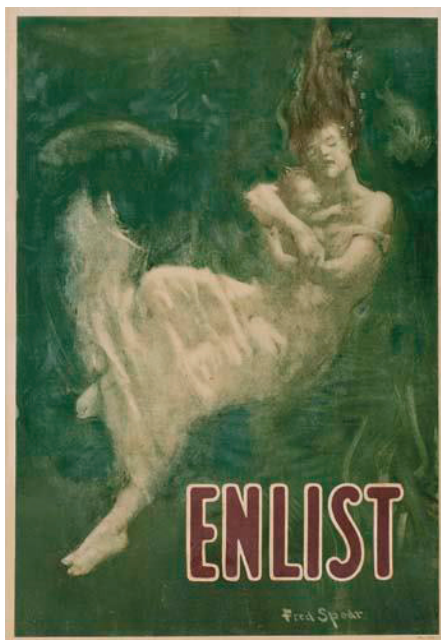- Paintings
- hand rendered block letters
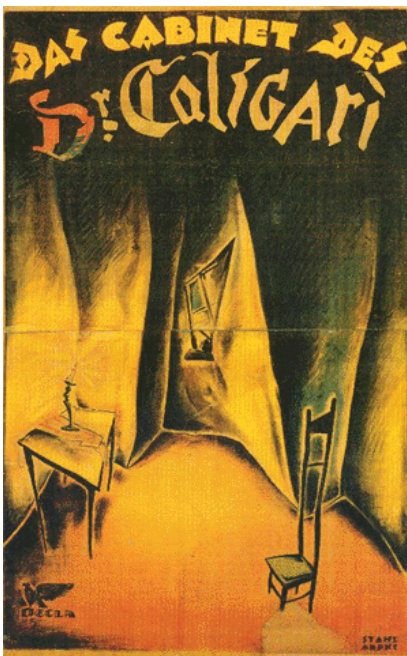
WW1 Propoganda 1915-1918

In general for England and USA is was a halt to styles. Realistic images were often commissioned and then the government would later add the text.
A conservative style.
Only in Germany did the styles continue- mainly the Sachplackat style. Blackletter used in German posters as it is a germanic font.

Dada 1914

It started in Switzerland in 1914 (The neutral country)
It was anti-art, they believed there was a collapse of
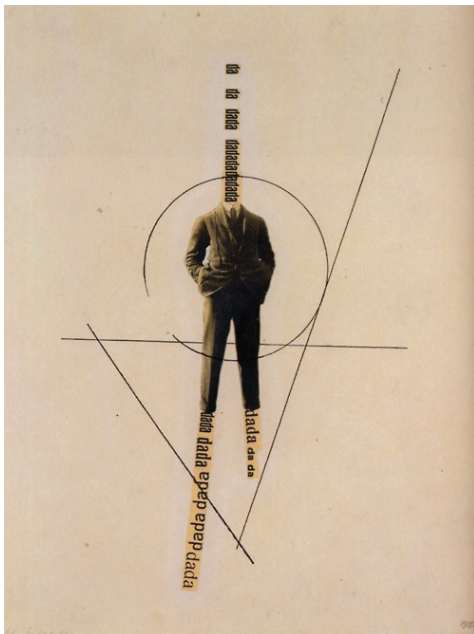western culture due to WW1 happening
They used irony, satire, improv and it was nonsense. They
refused to define or explain the word "dada" it has no
meaning, but they made up lots of meanings.
It involved dance, poetry and noise
The typography broke all rules. There was overprinting,
slanted words, all over the page and even upside down.

Dada was rediscovered in the 1960s
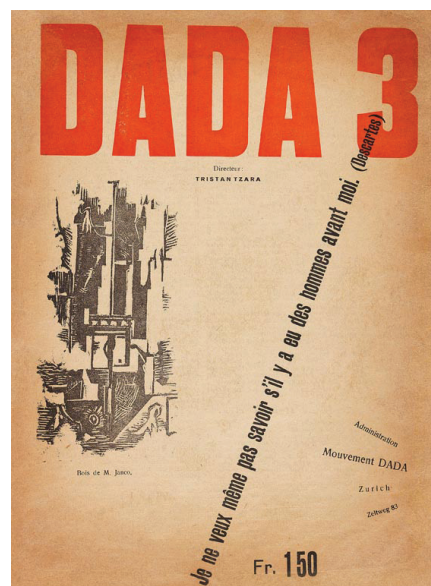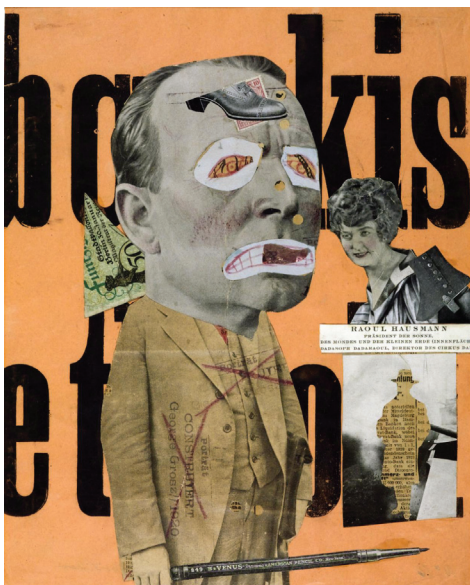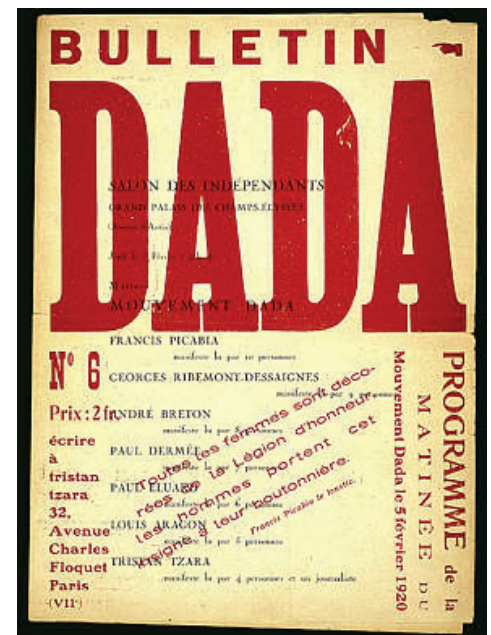
De Stijl 1917

Dutch for "the style"

The De Stijl were comprised of artists and architects
The artistic philosophy that formed a basis for the group's
work is known as neoplasticism—the new plastic art.

Proponents of De Stijl advocated pure abstraction and
universality by a reduction to the essentials of form and
colour; they simplified visual compositions to the vertical
and horizontal directions, and used only primary colors
along with black and white.
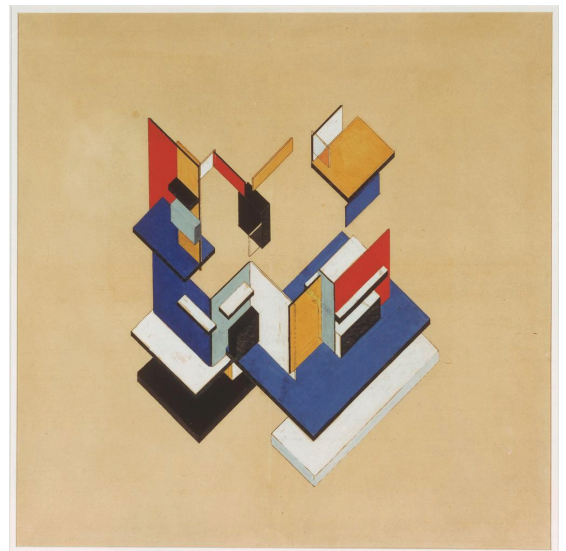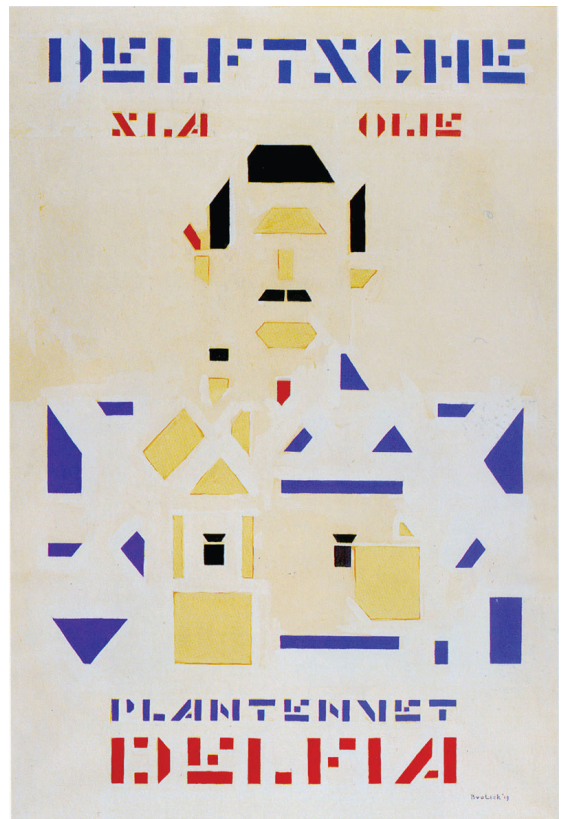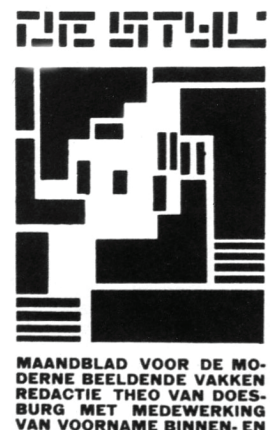
Purism

Started after World war 1. Its aim was to create a universal aesthetic to unite Europe. A "machine aesthetic". To worship industrial society.
Smooth polished machine shapes.
More of an art movement than a graphic design movement

Bauhaus 1919-1933

Was an art school in Germany that combined crafts and the fine arts, and was famous for the approach to design that it publicized and taught. It operated from 1919 to 1933. At that time the German term literally meant "house of construction" - was understood as meaning "School of Building".

The Bauhaus style later became one of the most influential currents in modern design, Modernist architecture and art, design and architectural education. The Bauhaus had a profound influence upon subsequent developments in art, architecture, graphic design, interior design, industrial design, and typography.
In 1933 the school was closed by its own leadership under pressure from the Nazi regime. The Nazi government claimed that it was a centre of communist intellectualism. Though the school was closed, the staff continued to spread its idealistic precepts as they left Germany and emigrated all over the world

Started with a lot of expressionism, moved to de stijl, constructivism. "machine aesthetic" artist turned engineer.
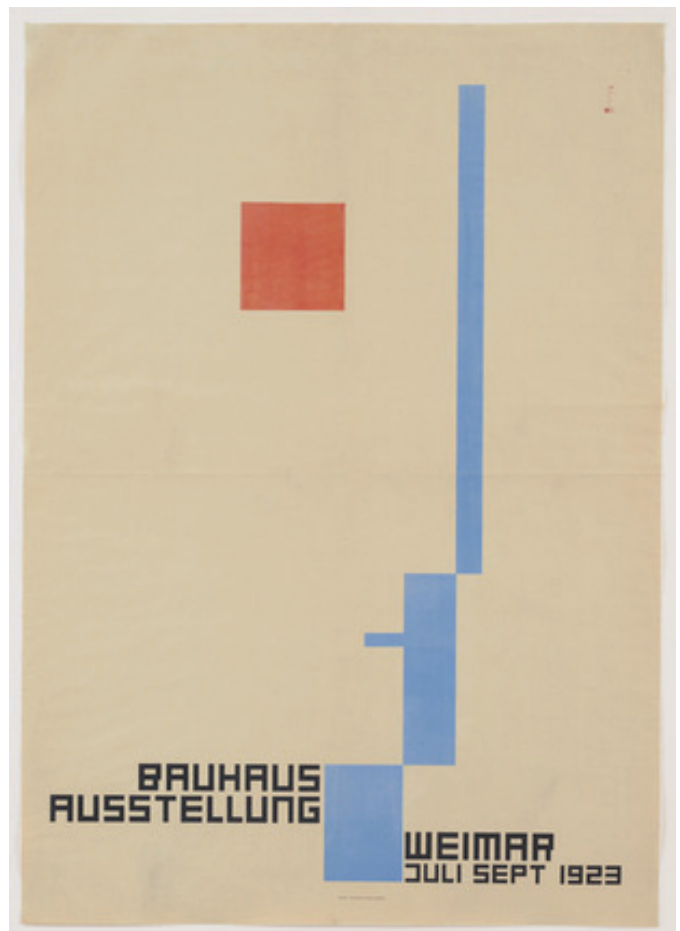
Russian Constructivism 1919

Constructivism was an artistic and architectural philosophy that originated in Russia beginning in 1919, a rejection of the idea of autonomous art. The movement was in favour of art as a practice for social purposes. Constructivism had a great effect on modern art movements of the 20th century, influencing major trends such as the Bauhaus and De Stijl movements. Its influence was pervasive, with major impacts upon architecture, graphic and industrial design, theatre, film, dance, fashion and to some extent music.

Graphic designers were artistic leaders.

• It incorporates photos.
• Uses lots of red and black.

The style spread to other countries without the communist overtones.
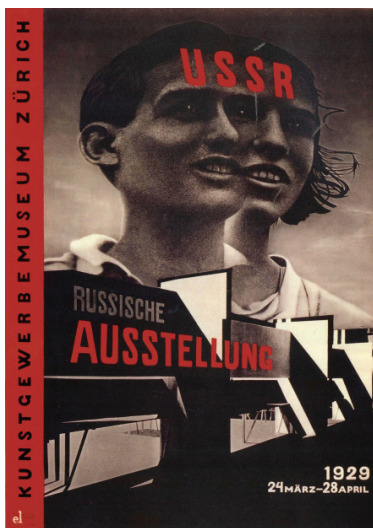
Art Deco 1920s

First appeared in France after World War I and flourished internationally in the 1920s, 1930s and 1940s before its popularity waned after World War II. It is an eclectic style that combines traditional craft motifs with Machine Age imagery and materials.

Deco emerged from the Interwar period when rapid industrialization was transforming culture. One of its major attributes is an embrace of technology. This distinguishes Deco from the organic motifs favored by its predecessor Art Nouveau.

- geometric
- rich colours
- lavish ornemtation
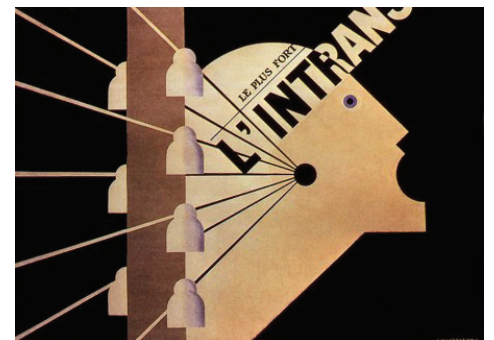

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Swiss Style/International Style 1950s

Also known as International Style, the Swiss Style does not simply describe a style of graphic design made in Switzerland. It became famous through the art of very talented Swiss graphic designers, but it emerged in Russia, Germany and Netherlands in the 1920's. This style in art, architecture and culture became an 'international' style after 1950's and it was produced by artists all around the globe.

Emerging from the modernist and constructivist ideals, the Swiss Style can be defined as an authentic pursue for simplicity – the beauty in the underlines of a purpose, not beauty as a purpose in itself. The principle "form follows function" became a battle-cry of Modernist architects after the 1930s. As a consequence of this principle, most of the Swiss Style craft is devoted to the minimal elements of style such as typography and content layout rather than on textures and illustrations.
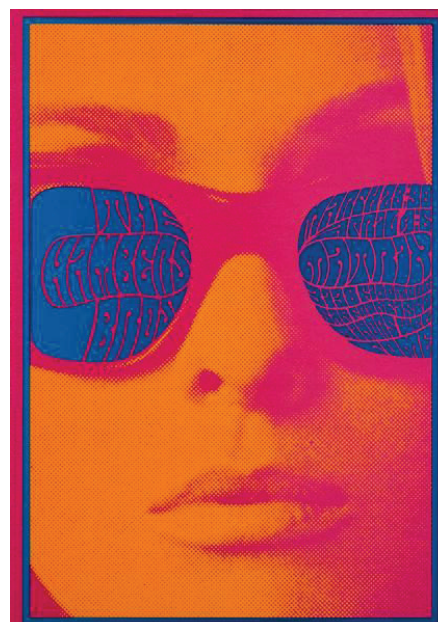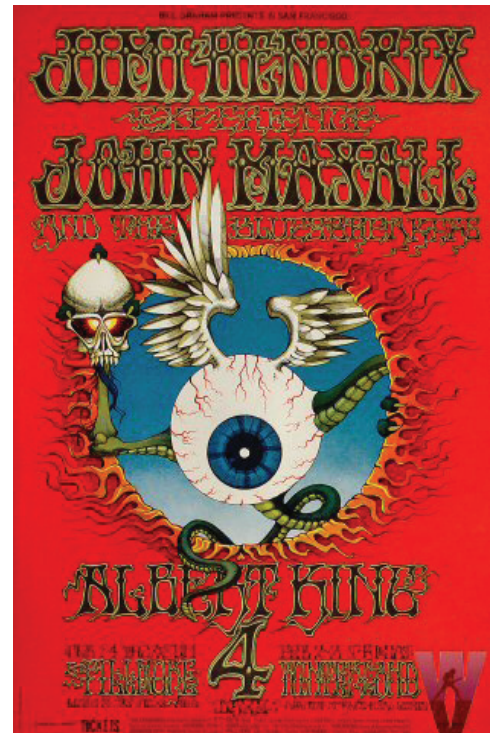
- Bold flat colours
- Sans serif fonts
- white space
- alignment
- photos
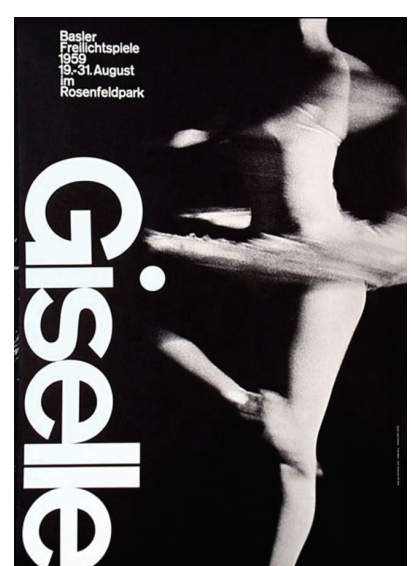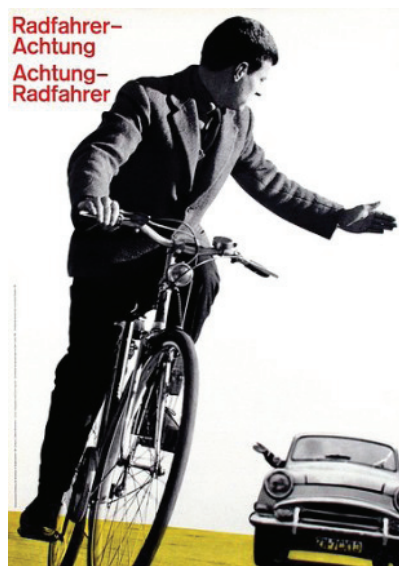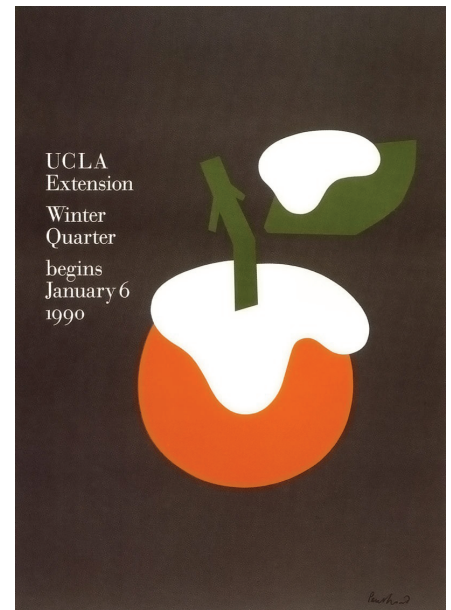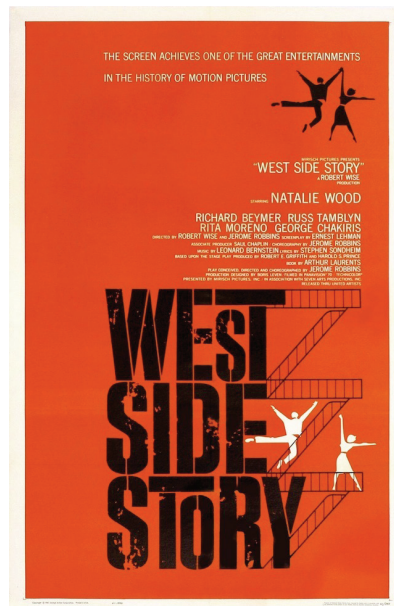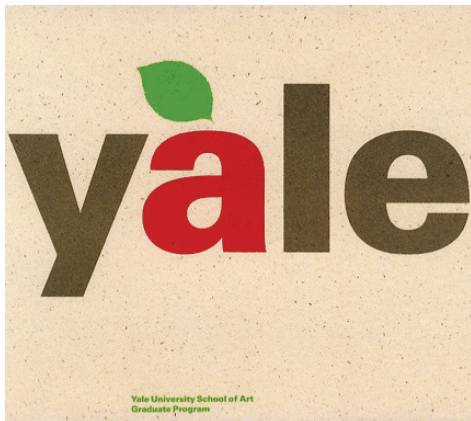
Psychedelic

Influenced by the drug and music culture of the 60s.
Visually a similar to art nouveau.

- bright colours
- warped text
- fluro
- no white space

Grunge 1990

Messy and chaotic could have overlapping

Textures were used a lot to make things appear rough
and worn