

Week 6

Exercise/Homework In-Class Activities and Homework

Activities Part C

Do these activities either as class activity or homework.

1. Reflect on the lessons of Art History – and do a little bit of research on some of the art movements that were presented thus far. Choose two of the Art Movements from two different weeks, and collect enough information so that you are familiar with the visual style AND the ideas that particular visual style embodies. Write up (at least 500 words) and reflect on what you know about these styles.

Answer:

Topic: Late Modern

The international typographic style became dominant throughout the world during the late 1970s. Visual characteristic of this style includes a unity of design by asymmetrical organization of the elements on a mathematically constructed grid along with aids of photography and copy that presents visual and verbal information on a clear and factual manner. More important than the visual appearance of this work is the attitude developed by its early pioneers about their profession. These trailblazers defined design as a socially useful and important activity.

And the evolution of the modern grid was after World War II where a number of graphic designers which includes Max Bill, Emil Ruder, and Josef Müller-Brockmann were influenced by the modernist ideas of Jan Tschichold's *Die neue Typographie*. The New Typography began to question the relevance of the conventional page layout of the time. They began to devise a flexible system able to help designers achieve coherency in organizing the page. The result was the modern typographic grid that became associated with the International Typographic Style. The seminal work on the subject, *Grid systems in graphic design* by Müller-Brockmann, helped propagate the use of the grid, first in Europe, and later in North America.

In the early 1980s, a reaction against the entrenchment of the grid, particularly its dogmatic use, and association with corporate culture, resulted in some designers rejecting its use in favour of more organic structure. The typographic grid even continues to be taught today, but more as a useful tool for some projects, not as a requirement or starting point for all page design.

Web developers have only recently started to show a real interest in grid systems. It is hard to say why it has taken so many years for web developers to become interested in something that has been essential to the written medium in general since the 30s. The necessary technology (HTML and CSS) has been around for a while, but has only recently been applied to the implementation of grid-based layout systems for web pages. I think that it was amazing how humans could create grids from nothing to something, although it is just using lines from both horizontal and vertical, but it takes a creative and intelligent person to find out such simple things in life. Grids are considered the basic steps of design, like alignments. But I was surprised when I knew that grid wasn't used but just recently. And in my opinion, I think that it is kind of a waste of time, as since grid has already been invented and found but it was only been put to good use just not long ago. If those times, they had used those grids to design for web pages earlier, life would be so much easier and neater in a way and who knows, maybe better designs would have been out sooner. But if it was the opposite, the world of art and design would have perhaps turned out so much differently. Maybe Ads design would be aligned and design to see after turning a 180 degree or maybe Ads wouldn't have survived till now and so we are quite fortunate to have talents people like them to find out grids and many more in the past, helping us to improve life as it is now.

2. Do some visual experiments yourself on these two chosen visual styles. Try your best to embody the styles, or to derive your own interpretation based on these inspirations. Find an application for these styles. You may also try out these visual experiments on your ongoing self-branding logo revisions too. Bring your reflections and experiments to your next DCOM class.

Answer: