Contemporary Concepts & Theory

ART431

Cass Reese

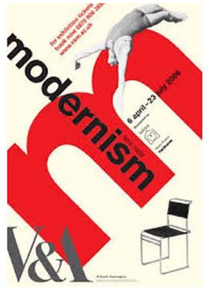
modernism

When modernism (in the 1960s and 70s) embraced Swiss typography and international style, this became the standard for corporate graphics.

According to postmodernists, the standards became **stiff and structured**.

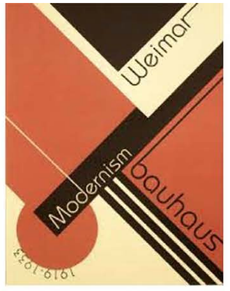
modern
designir
Edited by Christopher Wilk

Bauhaus

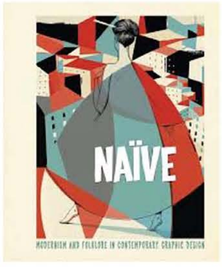

modernism
V&A

КЛИНОМ
БЕЙ
БЕЛЫХ

LOGO
MODERNISM


Weimar
Modernism
bauhaus
1919-1933

BAUHAUS
AUSSTELLUNG
1923
WEIMAR

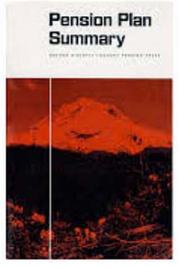

NAÏVE

PELIKAN TINTE
Pelikan
MARKE DER WELT

modernism
form
space

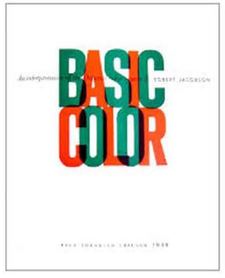
vs.

achtung:
die Schweiz
Film
helve
tica
cine
club

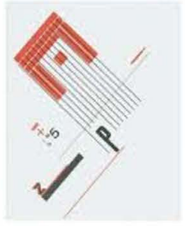

Pension Plan
Summary

Washington State
University Bulletin

Vivaldi Gloria
WESTMINSTER


BASIC
COLOR

DESIGN



VERLOOP
WONING
DEN HAAG

IG

FEIST

dead kennedys

licht

'Function should always dictate form'

jan tschichold:

lichtbildervortrag **die neue typographie**

am mittwoch, 11. mai 1927, abends 8 uhr, in der aula der graphischen berufsschule, pranckhstraße 2, am marsfeld, straßenbahnlinien: 3 (haltestelle hackerbrücke), 1, 4 und 11 (haltestelle pappenheimstraße) • der vortrag wird von über hundert größtenteils mehrfarbigen lichtbildern begleitet, eine diskussion findet nicht statt

freier eintritt

veranstalter:
bildungsverband der deutschen buchdrucker ortsgruppe münchen
vorsitzender:
j. lehnacker
münchen
fröttmaninger-straße 14 c

Max Bill, work from 1948 to 1969

Armin Hoffman, work from 1948 to 1996.

Fridolin Mueller, work from 1960 to 1990.

Joseph Mueller-Brockman, work from 1960 to 1970

https://www.designboom.com/design/vignelli-massimo-lella-book-report-11-03-2018/

http://www.graphis.com/master-portfolio-slideshow/josef-mc3bcller-brockman-1/design/#1

http://www.designishistory.com/1940/armin-hofmann/

METHODIK
DER FORM- UND
BILDGESTALTUNG

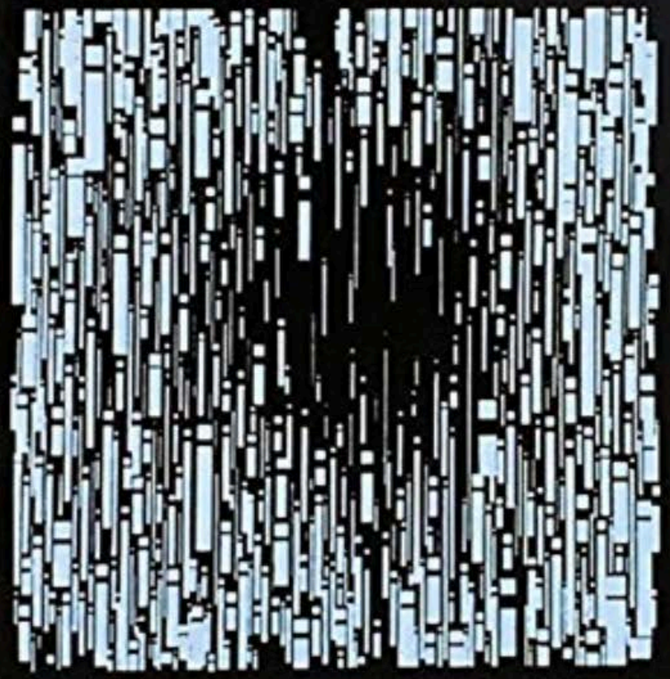
Aufbau
Synthese
Anwendung

MANUEL
DE CRÉATION
GRAPHIQUE

Forme
Synthèse
Application

GRAPHIC
DESIGN
MANUAL

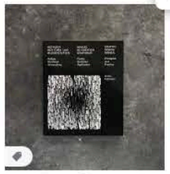
Principles
and
Practice



Armin
Hofmann

AbeBooks.com

Graphic Design ...
amazon.com


Armin Hofmann: G...
standardsmanual....

Eye Magazine | Blog | At your ...
eyemagazine.com

Graphic Design Manua...
bookstore.thisisdispla...

Graphic Design Manual – ...
flickr.com

Graphic Design M...
lleditions.se

Eye Magazine | ...
eyemagazine.com

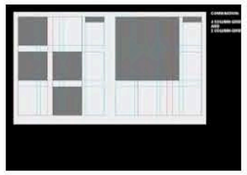
Graphic Design Manual –...
flickr.com

Graphic Design Manual, 1965 ...
pinterest.com

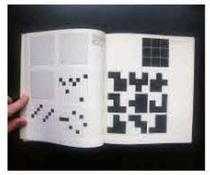
Work, Quest and P...
goodreads.com

Armin Hofmann Swiss GR...
worthpoint.com

Graphic Design Manual: Principles ...
goodreads.com


Creative Graphic, Design, Ma...
designspiration.com

Heroes – Armin Hofm...
designersjournal.net


Armin hofmann, Graphi...
cz.pinterest.com

Armin Hofman...
designishistory...

Haley Wood - Armin Ho...
haleywood.co

Haley Wood - Armin Hof...
haleywood.co

Thinking Graphic Design Ma...
thinkingform.nyc

Armin Hofmann's Graphic Design Bi...
mehallo.com

Armin Hofman...
behance.net

Pin on Graphics
pinterest.com

Graphic Design Manual: P...
amazon.com

Armin hofmann swiss...
issuu.com

Related searches

armin hofmann work

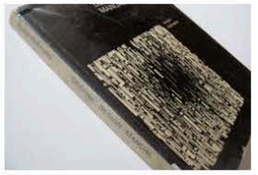
portrait armin hofmann

armin hofmann posters

Graphic Desig...
flickr.com

SearchSystem™
searchsystem.co

Graphic Desig...
flickr.com


Thinking Graphic Design Man...
thinkingform.nyc

Ads · Shop graphic design manual armin hofmann

Graphic Design Manual: Principles an...
$33.81
Used
AbeBooks.com

1961 SWISS TYPOGRAPHY Armin...
$245.00
Etsy
Free shipping

1967 AGS Basel Graphic Design Alumn...
$255.00
Etsy
Free shipping

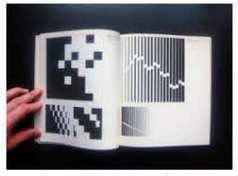
Graphic Design Manual : Principles an...
$49.18
Thriftbooks.c...
Free shipping

The Phaidon Archive of Graphic Design
$32.51
Used
AbeBooks.com

Poster Collection 07 : Armin...
$14.65
Used
AbeBooks.com

Armin Hofman...
designishistory...

Armin Hofmann, Graphic Desi...
flickr.com


Armin Hofmann - today an...
pinterest.com

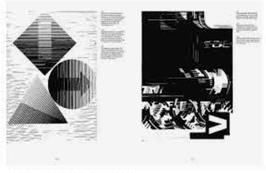
Haley Wood - Armin Hofman...
haleywood.co

GRAPHIC DESIGN MANUAL ...
modernism101.com

Standards Manual ...
twitter.com

Armin hofman...
pinterest.com

Thinking Graphic Desig...
thinkingform.nyc


Hofmann, Armin ...
amazon.com

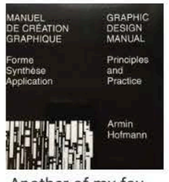
Graphic Desig...
goodreads.com

graphic design manual pri...
pdfprof.com

Graphic Design ...
lleditions.se

Hofmann, Armin ...
amazon.com

Graphic Design Manual...
pinterest.com


Another of my fav...
brendandawes.com

design element | ...
thinkingform.nyc

Graphic Desig...
flickr.com

Graphic Design Manual, 196...
adesignmess.tumblr.com

Graphic Design...
pinterest.ru

Graphic Design...
amazon.com

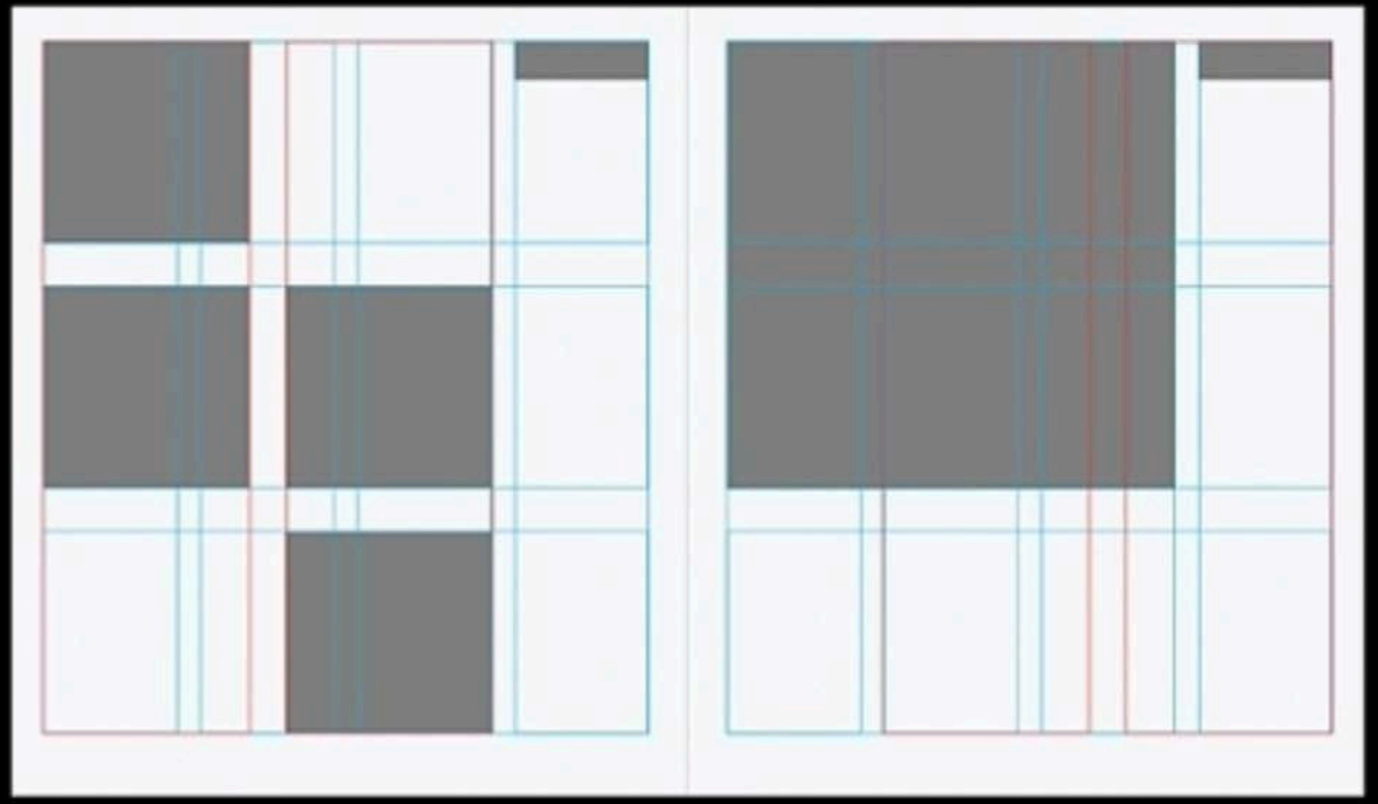
Related searches

emil ruder

josef muller-brockmann

design armin hofmann

ARMIN HOFMANN | 1...
pinterest.com



COMBINATION:

4 COLUMN GRID
AND
2 COLUMN GRID

late modernism

- formal ideals, grid based, rule-bound
- rational, functional, clear communication
- objective
- “cool,” elegant
- universal principles of form, timeless
- embrace of technology
- authorless, hard to tell a specific designer
- design for design’s sake, no matter the subject matter
- a global language of form

many design studios at the time had little flexibility in terms of expression. the principles were to flush everything left, use sans serif (usually helvetica), minimal color, lots of negative space.

do postmodern modernists exist?

yes they do….the studio **experimental jetset** in the netherlands

https://www.experimentaljetset.nl

John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

Keith&
Mick&
Bill&
Charlie&
Brian.

John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

Joey&
Dee Dee&
Johnny&
Tommy.

John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

Meet the cast:
ABCD
EFGHIJK
LMNOP
QRSTUV
WXYZ
Now see the movie:
Helvetica
A documentary film by Gary Hustwit
5 days ago

John&
Paul&
Ringo&
George.

NEW
WAVE
NEUE
WELLE
NOUVELLE
VAGUE

CAPDESIGN
HELVE
TICA
50
EXP.
JETSET
WIM
CROU
WEL
4 days ago

Keith&
Mick&
Bill&
Charlie&
Brian.
John&
Paul&
Ringo&
George.
945 × 305 - typeroom.eu

The1234
The ABC567890
DEFGHIabcdefhij
JKLMNOklmnopq
PQRSTUstuvwxyz
VWXYZofMate
of Materialist Dia
rialist Dialectics.
lectics.

John&
Paul&
Ringo&
George.
John&
Paul&
Ringo&
George.

John&
Paul&
Ringo&
George.

Keith&
Mick&
Bill&
Charlie&
Brian.
John&
Paul&
Ringo&
George.
Joey&
Dee Dee&
Johnny&
Tommy.

Cinghiale
Hamster
Cinghiale
Hamster
5 days ago

EXPERIMENT
AL JETSET

Robert &
Jimmy &
John &
John-Paul.

Ajax
Ajax

Index,
Provo:
1965
1967
Nieuwmarkt:
1967
1976
DTDT:
1976
1983

2E
A'DAMSE
FILM
NACHT

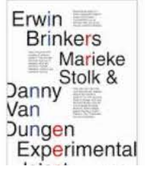
TWO OR THREE THINGS
I KNOW ABOUT PROVO.
W139 AMSTERDAM
18.02.2011–13.03.2011

Erwin
Brinkers
Marieke
Stolk &
Danny
Van
Dungen
Experimental
Jetset

HOLY SHIT
IT'S SUMMER

Stedelijk Museum CS
16.05 - 31.12
Tussenstand:
een keuze uit de
collectie
Intermission:
a choice from the
collection
16.05 - 03.10
20/20 Vision
16.05 - 29.08
Kramer vs. Rietveld
/Contrasts in
de meubelcollectie
Kramer vs. Rietveld
/Contrasts in the
furniture collection
www.stedelijk.nl

Bass
Line.


Erwin
Brinkers
Marieke
Stolk &
Danny
Van
Dungen
Experimental

Erwin
Brinkers
Marieke
Stolk &
Danny
Van
Dungen
Experimental
Jetset

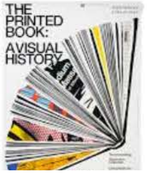
BEER
BOAT

16

PLAYBOY
ARCHITECTURE
1953–1979

MM

THE
PRINTED
BOOK:
AVISUAL
HISTORY


THE
PRINTED
BOOK:
AVISUAL
HISTORY

ZANG!
TUM
BTUMB

IS NOR WORD THAT

minimalism

minimalism

A contemporary expression of many modernist tendencies, and is popular among designers today.

Absolutism.
VIN CENT MOON DE GIRA
London
A higher plain
HI
Psycho
Nihilism.
Italy
Polska
Authoritarianism.
NEW YORK
Fonts
INTO THE WOODS.
monogram
minimal
HOUSE BARATHEON
shutterstock
Vector EPS10
CARI NOLTE PHOTOGRAPHY
CORUSCANT
ignored everyday
WHAT YOU CAN LEARN FROM THE TREND IN MINIMALISM
HAPPY 2013
CAKE
THE BLUES BROTHERS
THIS IS HOW WE HARNESS OUR PASSIONS AND INSPIRATIONS TO GENERATE REAL IDEAS.
HERE'S HOW WE CREATE

https://www.google.com/imgres?imgurl=https%3A%2F%2Fassets.awwwards.com%2Fawards%2Fimag...44&q=swissted&ved=0ahUKEwivpMqX0fDVAhUHWSYKHc_uCm4QMwgzKAwwDA&iact=mrc&uact=8

http://www.stereotypenyc.com/about/

https://www.swissted.com

postmodernism

Basically, the opposite of modernism, postmodernism took many forms and styles...

WET
RAYGUN
DESIGN IS POST MODERNISM
WEIN
Wolfgang
275 × 389 - stu...
TEXT:
Typographie kann unter Umständen Kunst sein
WOMEN
IN TRANSITION
KEN HIEBERT
GENERATION
NEW YORK SCHOOL POSTMODERNISM
POST MODERN
ALLEN FINE
КЛИНОМ
БЕЙ
PUBLIC
DA NOISE FUNK
WASP
2 WOMEN
VENUS
SKRIKER
DIVA
RULES
NO MORE
bodies
liar
EMI Unlimited Edition
POST MODERNISM
WET
OLYMPICS
LA
1984
DIDACTA EURODIDAC
INTRODUCING
Postmodernism
OK
THE LEADER
MCCOUGH
THE BLACK SWAN ISSUE
I DON'T WANNA SHOP AT THE MALL
NO MORE RULES
GRAPHIC DESIGN AND POSTMODERNISM

- the term implies chronology, (after modern), but is more than that and may have existed alongside modernism
- rejects “master theory” (single concept defines field)
- PM engages society critically - repoliticization
- allows inherent disorder, evidence of human touch and the subjective
- aligns with expressive rule breaking of Dada (deliberate mistakes, vernacular sources, blurred photographs, messiness, overprinting, diverse type styles), may present a narrative
- “unpredictable” appropriation of historical references
- some PM embrace deconstructive, semiotic, and critical theory—some deconstruct, reinterpret, or question modernist views

postmodern theories

appropriation

pastiche

vernacular

deconstruction

appropriation

in graphic design, appropriation involves taking (or “lifting”) a design element (photo, image, design, etc)...and placing it in a new context, which changes the meaning or intention of the original. Often the result is ironic. Appropriation depends on two important characteristics...first, the original element that is appropriated must be understood by the audience...second, the meaning must change in the resulting design context .

see paula scher, shepard fairey, charles spencer anderson

PACIFIC
AVENUE
THREE HOUSES, NO HOTEL
2510

http://retinart.net/creativity/scher-plagiarism-parody/

text-based appropriation

GOT ICA?
got skills?
got cheeese!
GOT POT?
Got Brains?
Is it true?
GOT CHEESY POOFS?
GOT WEED.
got love?
got fours?
GOT PHO CHALLENGE?
got six?
got corn?
got titanium?
GOT PENETRATED?
got adult ed?
got nitro?
got Leadership?
GOT PROTECTION?
got consent?
got jazz?
GOT POON?
got cruise?
got moosic?
got pep?
got rings?
got roots?
GOT LEGS?
got news?
iGot iPhone
got rings?
Got Sand?
got
Got TV²?
honors?
Got PE?
got rings?
got video games?
GOT HACKED!
got freak?
got goals?
GOT
got technology?
salesforce.com?
What's Fair?
GOT GREEK?
Got Ouzo?
got swim?
got stocks?
got pahok?
got candy?
Got Boards?
got beads?
got altitude?
Half Centaur
Got Electronics?
got orange?
got txt?
GOT MULES?
ARTIST
got wings?
GOT OXYGEN?
got Gifts?
got water?
got character?
got life?
got ghosts?
Got Charcoal ?
got vampire?
got gold?
got crabs?
got horses?
got blood?
got frogs?
got Jeremy?
got Tebow?
got bin laden?
got larry king?
got prayer?
got grotto?
got qi?
got altitude?
got images?
got hope?
got front row!!
got amp?
got uke?
got VUL?
got soju?
got goals?
got data?
got VOIP?
got game?
Index of Questions, 2013. Fo
t-shirts, polyester thread, st
painted wood, and hardw
72 × 96 × 1 inches.

iPod
iPod

Robert Longo, Untitled (3 Erics),

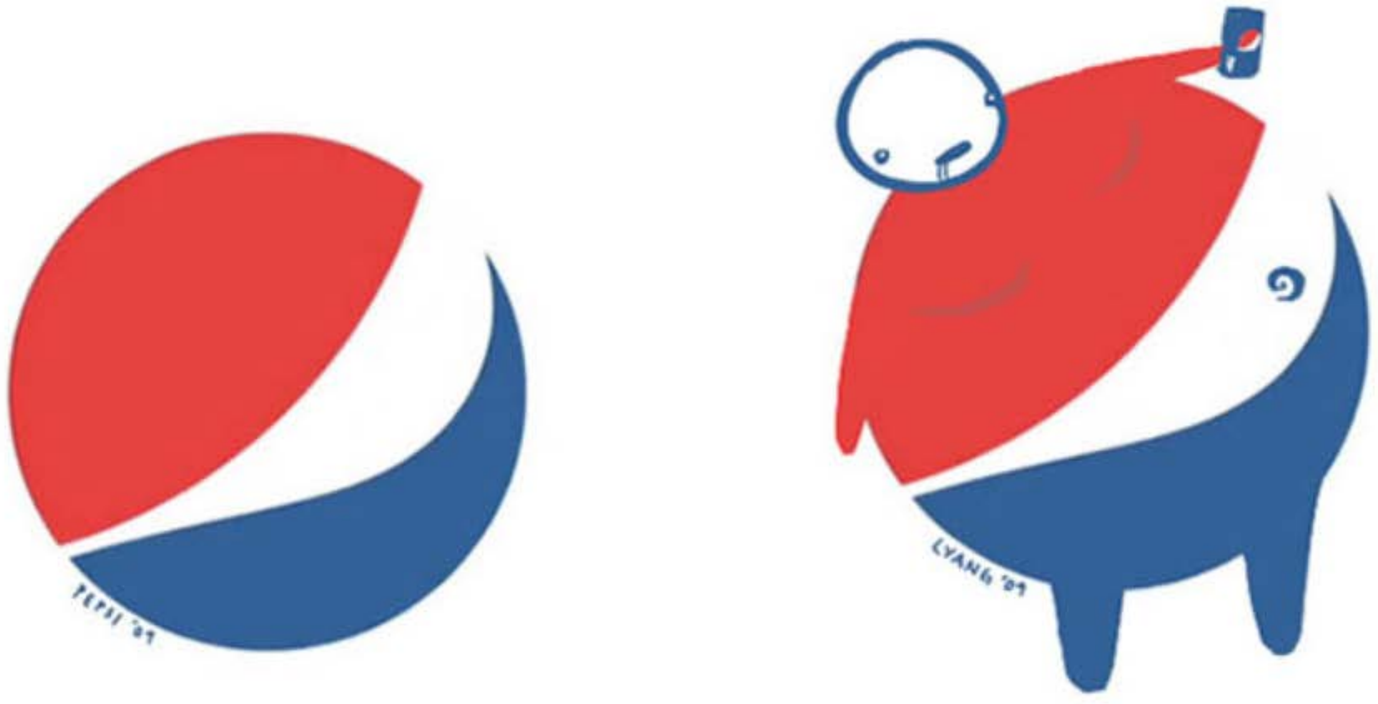
iPod
Welcome to the digital music revolution. 10,000 songs in your pocket, including your favorites from the iTunes Music Store. Mac or PC.

appropriation?….or pastiche?

SIX BUCKS
$
$
COFFEE

TRACY

MURDER
KING
WWW.ACUARIO.TK



THIS IS WHAT I THINK WHENEVER I SEE ONE OF THE NEW PEPSI ADS. ☺.

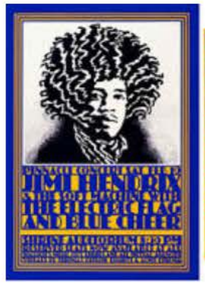
Photo: Lawrence Yang, blowatlife.blogspot.com

MENTAL
HEALTH
VANDALS
I PORNO
I PORNO
#IMWATCHING
SOCIETY CLUB
csm
www.csmlogistics.co.uk
OF FINEST QUALITY

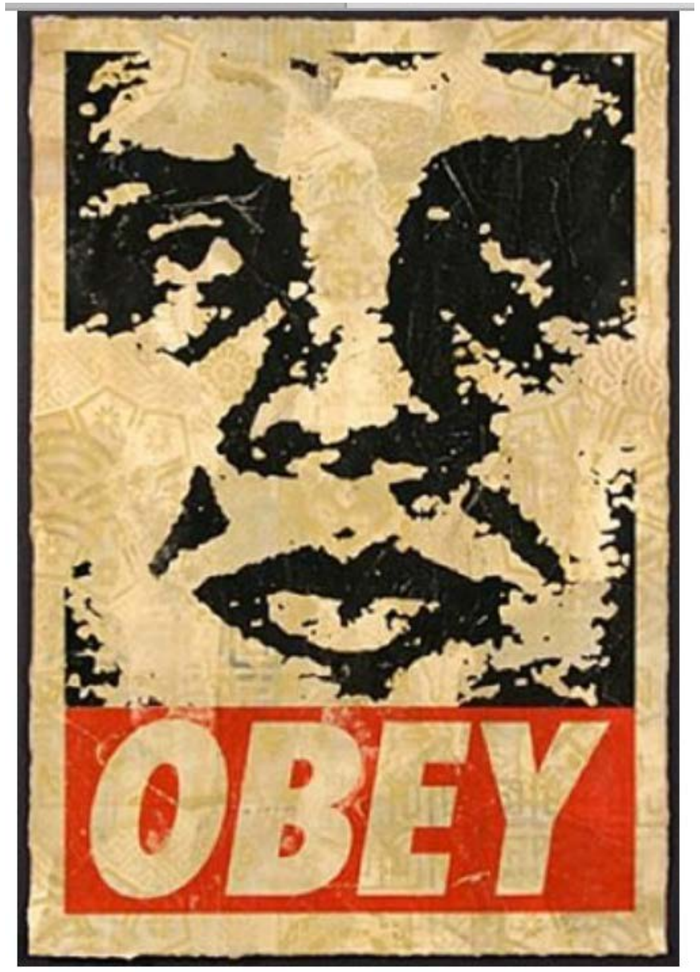
They Probably think
this is a BANKSY
NO, ITS TOO BORING
TO BE BY BANKSY
HUNTO SAYS
GET KISSE
HERE

SMAF
BY ORDER
NATIONAL HIGHWAYS AGENCY
THIS WALL IS A DESIGNATED
GRAFFITI AREA
PLEASE TAKE YOUR LITTER HOME
EC DIR. URBA 23/366

THE AUTOBIOGRAPHY:
AS TOLD BY
VIC MENSA
OK



Shepard Fairey put his street-art sensibility to work for his candidate of choice, in hopes of "appealing to a younger, aesthetic audience." (By



https://obeygiant.com

https://art-for-a-change.com/Obey/

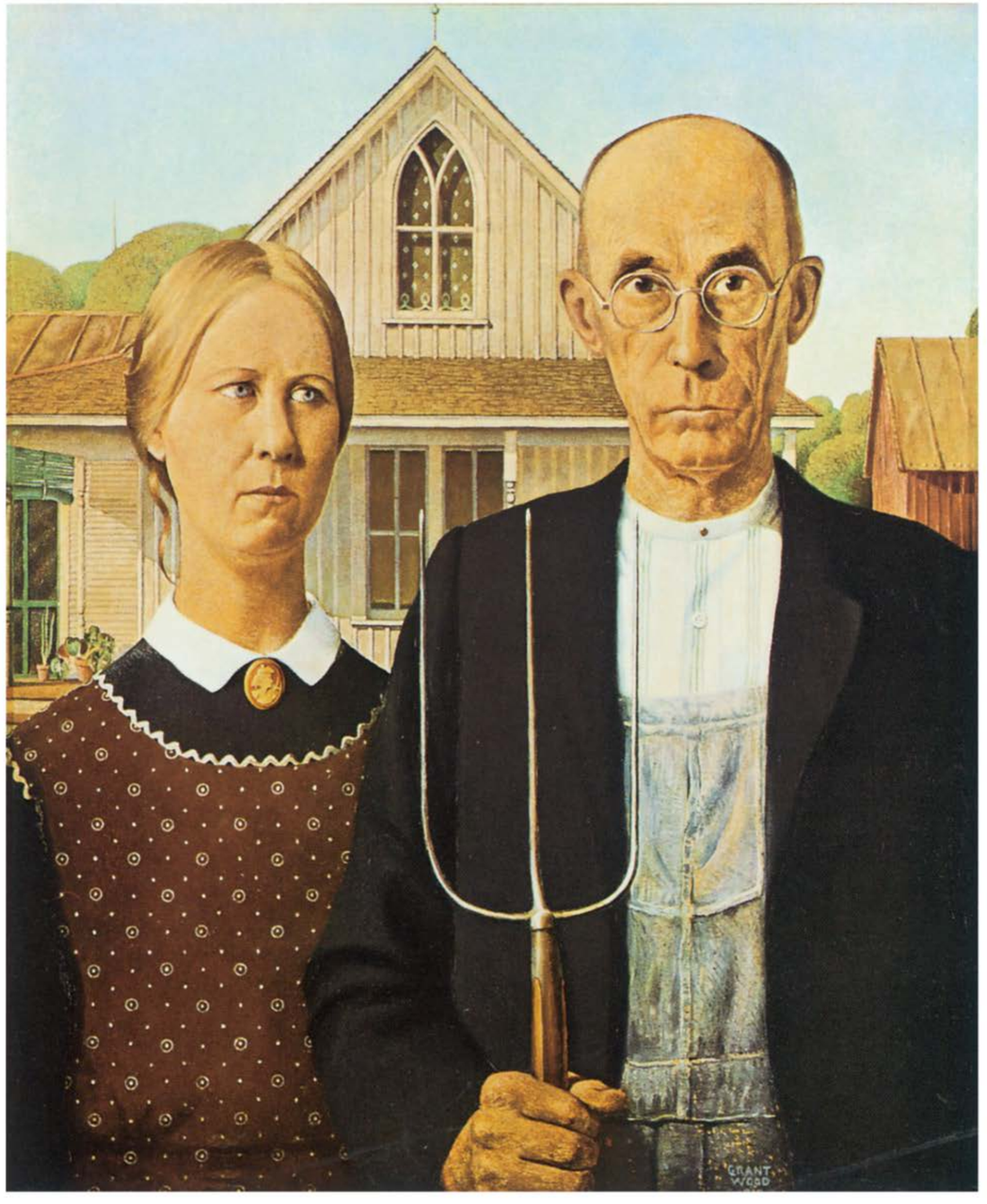
http://www.ethicsingraphicdesign.org/was-shepard-faireys-use-fair/

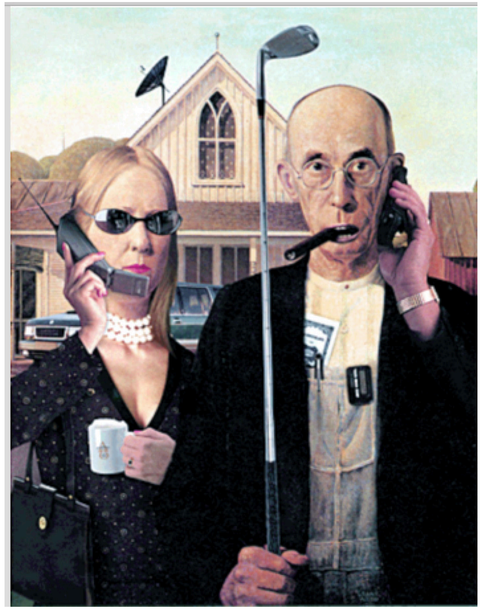
[*Ver Sacrum* - Koloman Moser 1901. Front cover illustration for the Vienna Secession magazine, *Ver Sacrum*.]

[Fairey's ripped-off poster version of Moser's art .]

addicted
ROLLING
STONED
KUSH
addicted
DON'T PANIC
IT'S ORGANIC
HOLLYweeD
addicted
DOPE
ROLLING
STONED

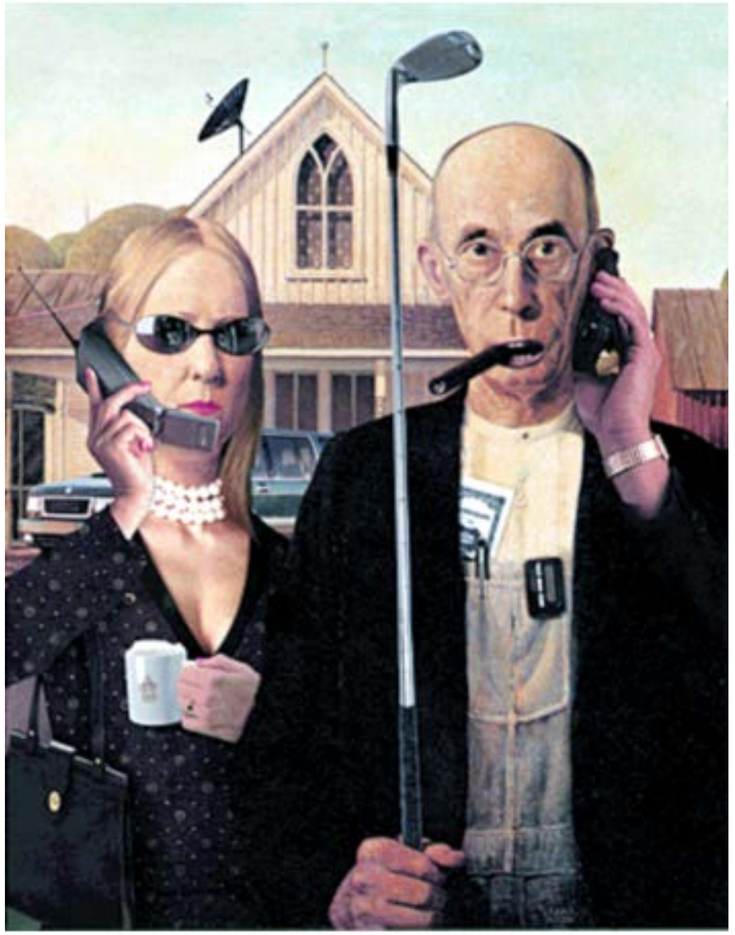
pastiche


GRANT WOOD

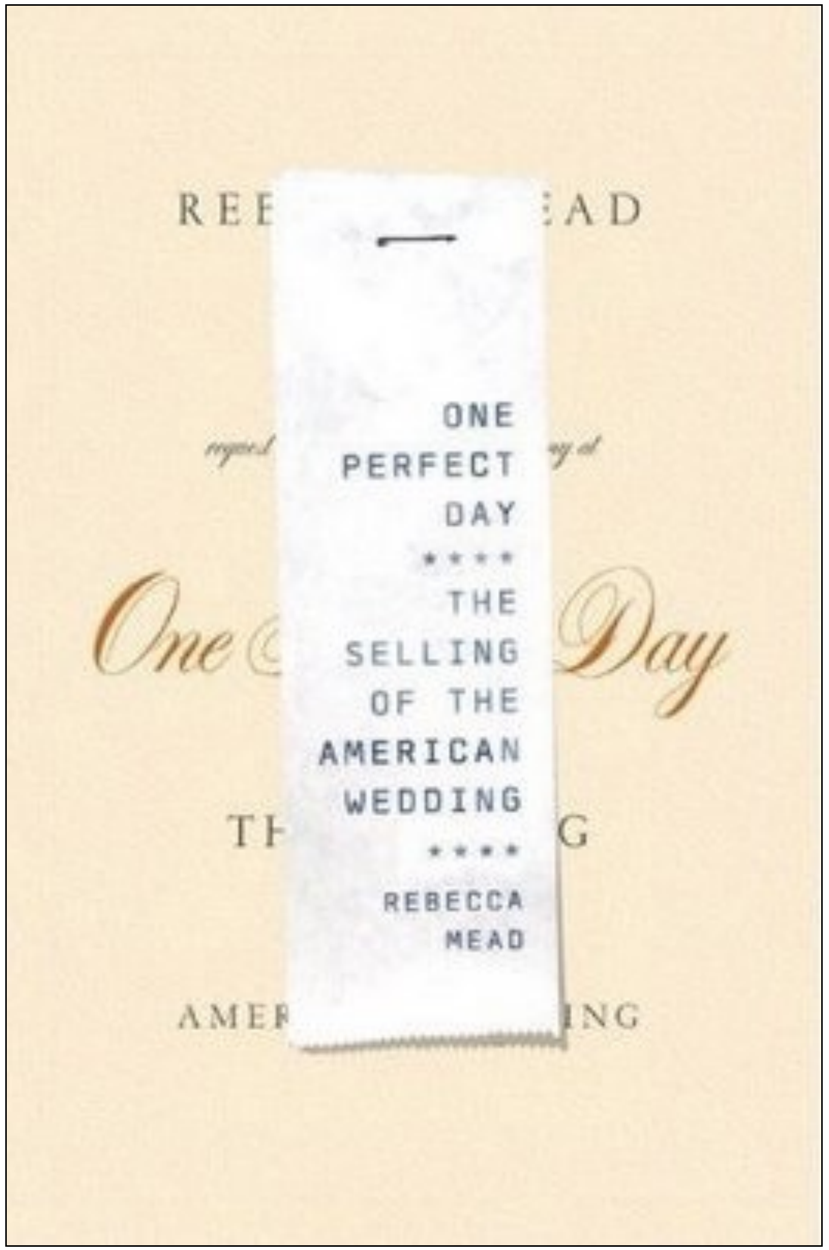


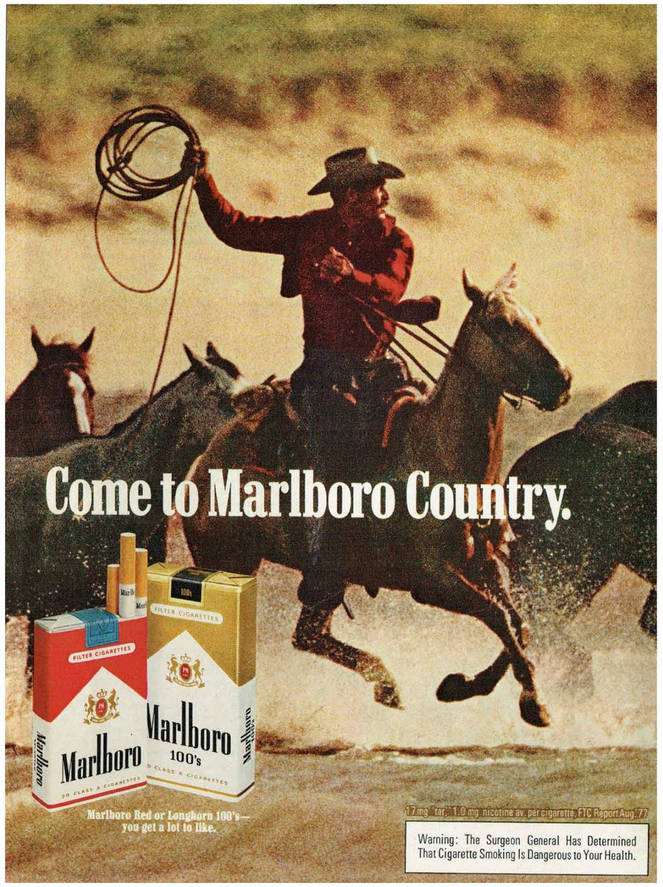
pastiche is related to appropriation, but involves imitation (or appropriation) of one (or multiple) styles...usually to parody the original style or styles. pastiche and appropriation are often used together. a movement entitled “retro design,” uses a pastiche of historical design styles.

see: paula scher, charles spencer anderson, and the website *swissted* (a good example of pure pastiche of swiss modernism).



a parody is a pastiche of a style or composition that includes irony or sarcasm


ONE
PERFECT
DAY
****
THE
SELLING
OF THE
AMERICAN
WEDDING
****
REBECCA
MEAD



s ★★★★★ (834)

Wail Eltag Aug 11, 2019

★★★★★

fromjanet ★★★★★ (834)

1978 Advertisement Marlboro Man Cigarettes Advertisement Smoking 70s Tobacciana Collecting Room Country Horse Cowboy Roping Lasso Art Decor

HKD 56.77

Local taxes included (where applicable)

Add to cart

Almost gone. There's only 1 left.

Item details

Vintage from the 1970s

Item details

Materials

vintage magazine print ad, approximately 8 inch... more

This page measures approximately 8" x 11". Please see scan pics for details and condition.

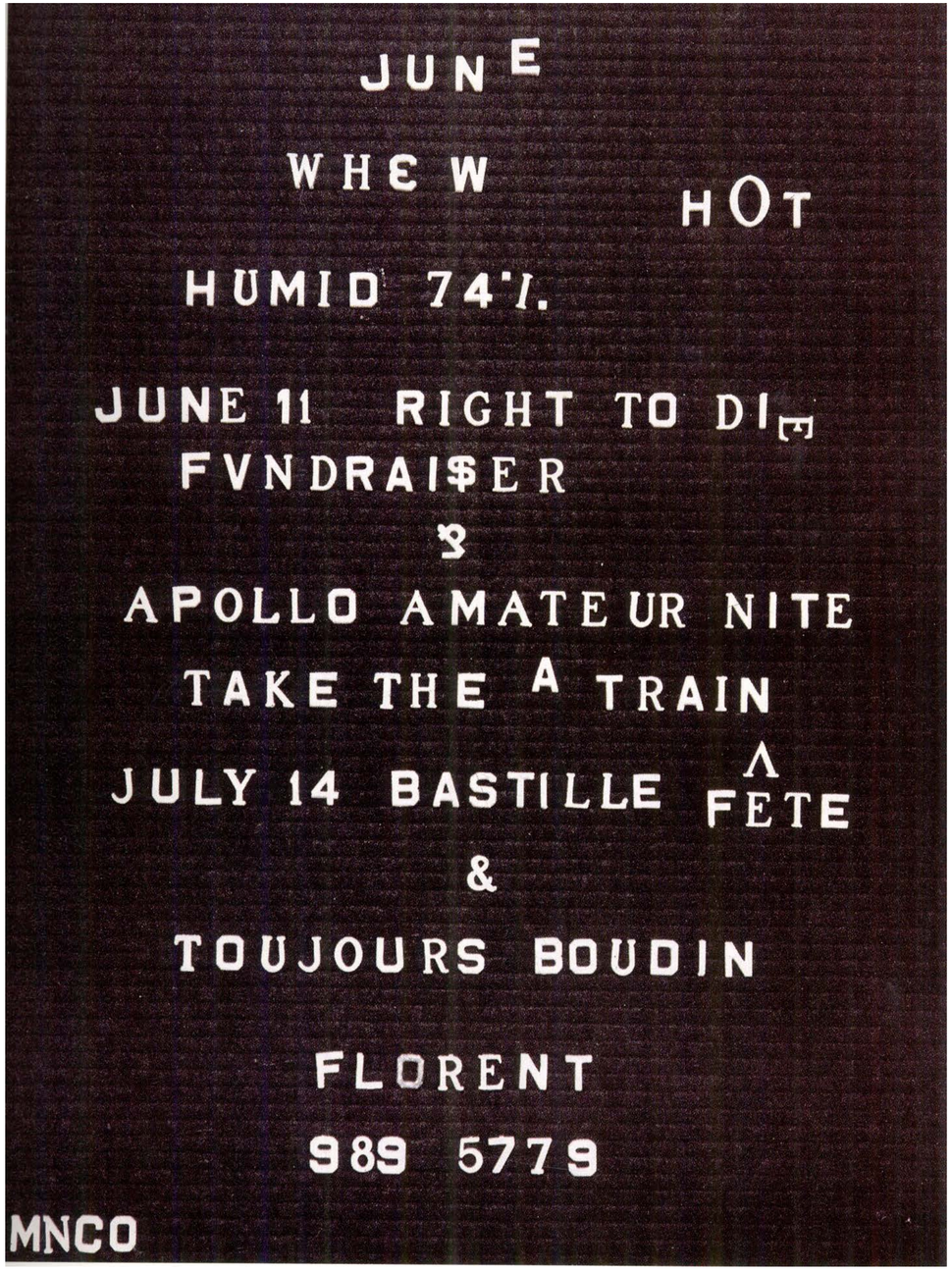
Come to Marlboro Country
Marlboro
Marlboro 100's

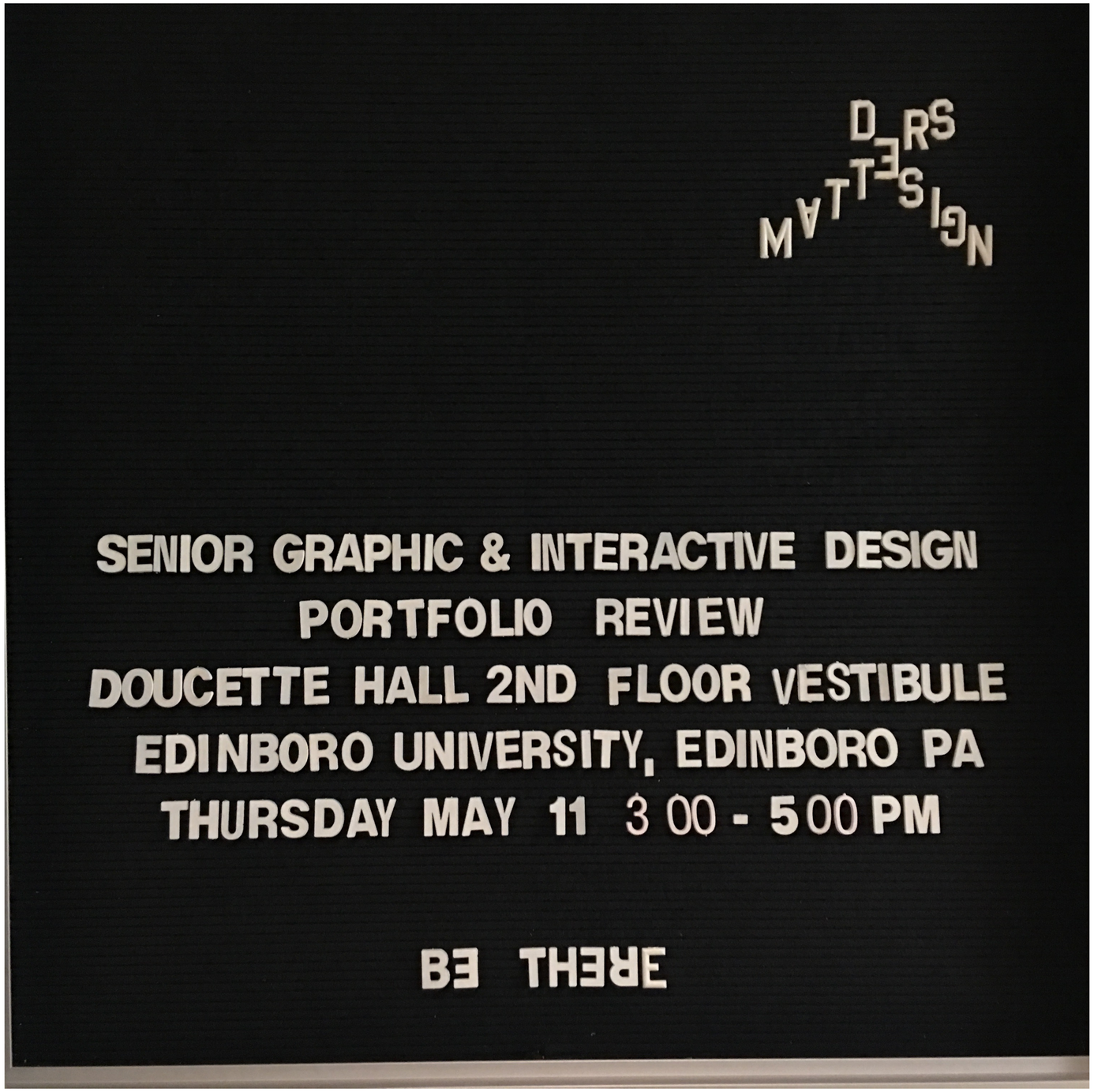
For more great Marlboro advertising,please click here:
http://etsy.me/YkuJvA

The page measures approximately 8" x 11". Please see scan pics for details and condition.

All pages are shipped in an archival quality plastic sleeve with backing board (usually recycled, for our planet) in a large envelope.

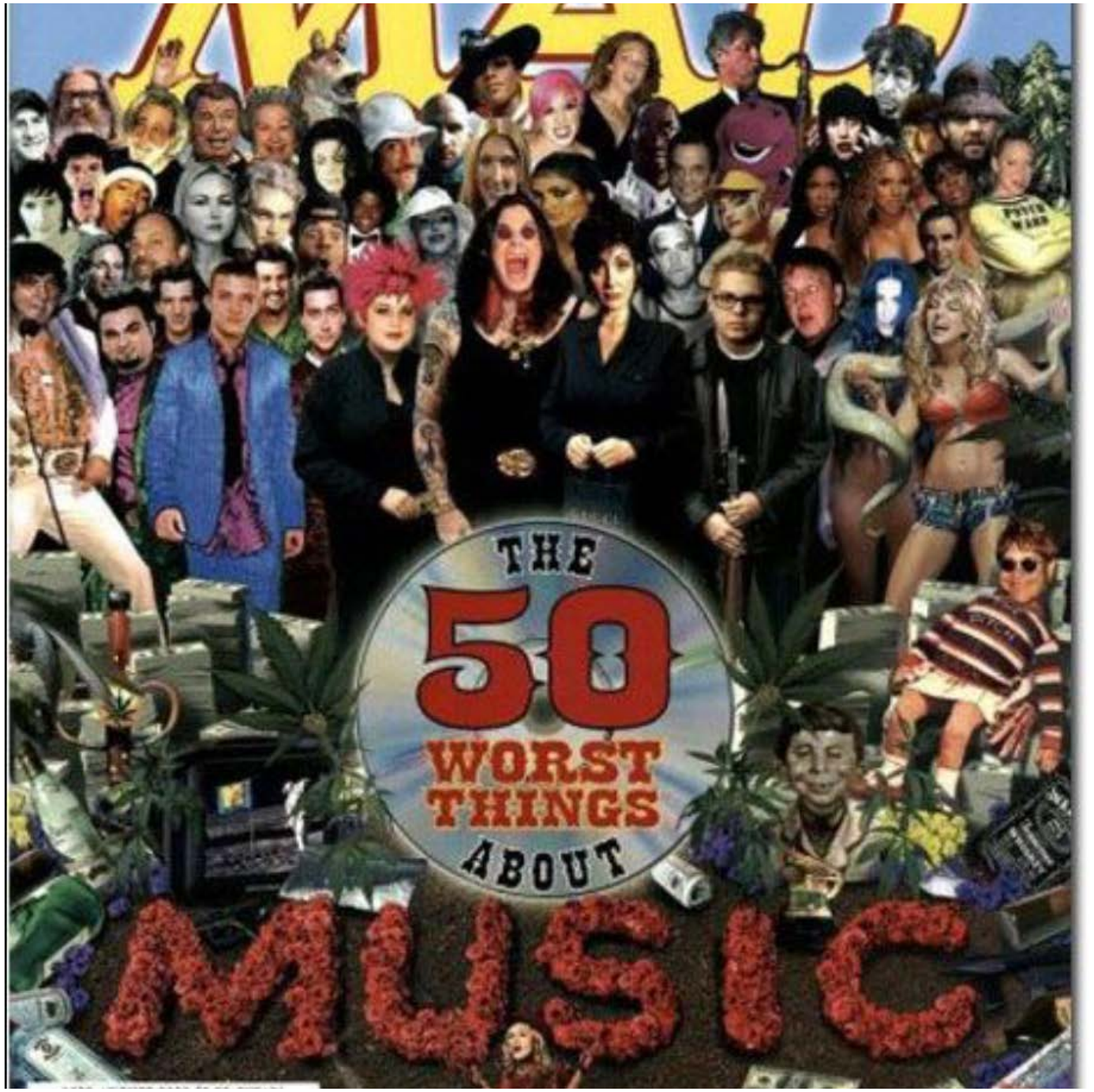
I miss my lung, Bob.
California Department Of Health Services.
Funded By The Tobacco Tax Initiative.

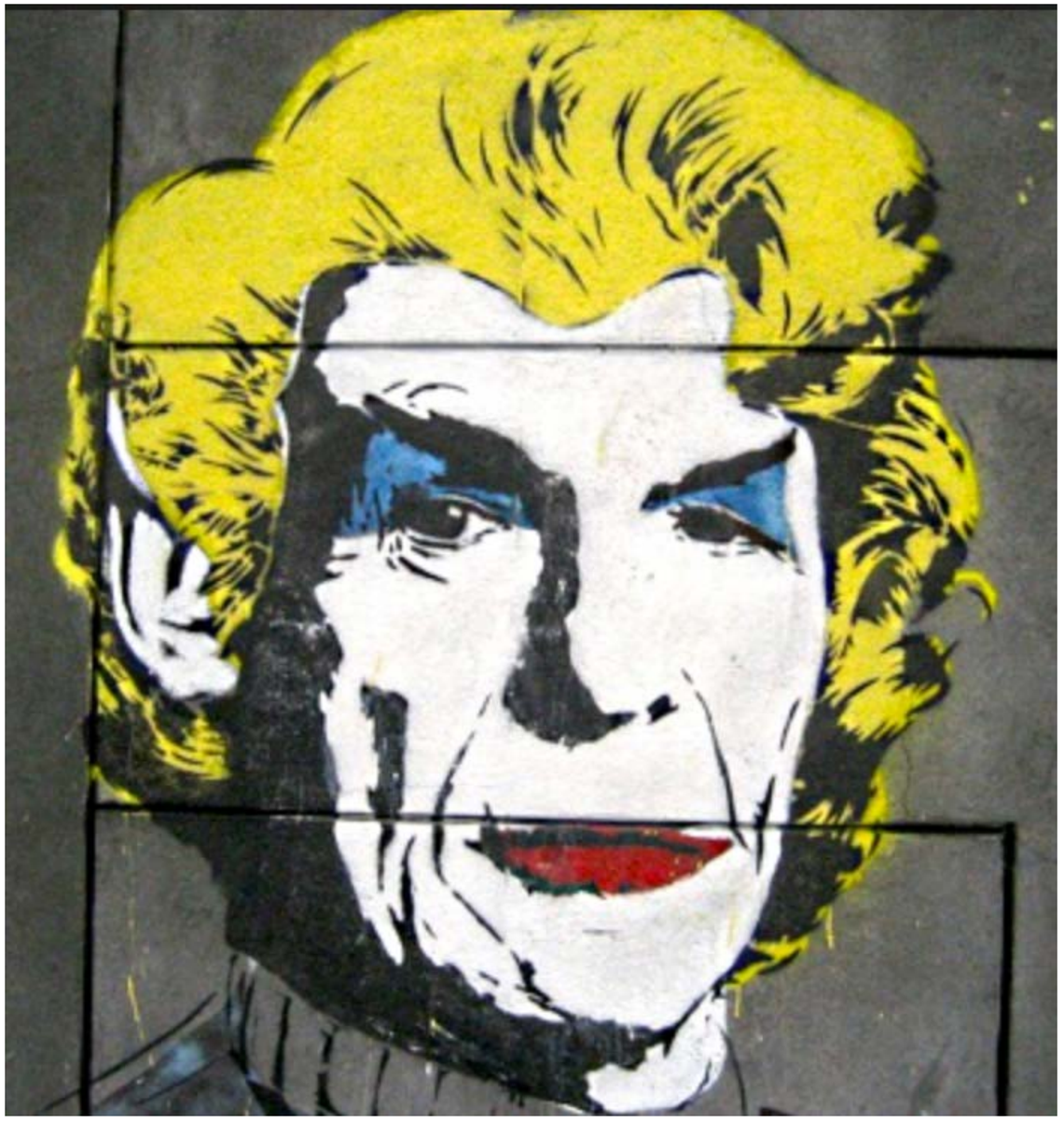

JUNE
WHEW
HOT
HUMID 74%.
JUNE 11 RIGHT TO DIE
FVNDRAI$ER
&
APOLLO AMATEUR NITE
TAKE THE A TRAIN
JULY 14 BASTILLE A FETE
&
TOUJOURS BOUDIN
FLORENT
989 5779
MNCO


MATTE DESIGN
SENIOR GRAPHIC & INTERACTIVE DESIGN
PORTFOLIO REVIEW
DOUCETTE HALL 2ND FLOOR VESTIBULE
EDINBORO UNIVERSITY, EDINBORO PA
THURSDAY MAY 11 3 00 - 5 00 PM
BE THERE

© HeritageAuctions/BNPS

COLONEL COOKES
GRAPHIC ARTS
EMPLOYMENT PLAN
ALL I NEED IS WORK


THE
50
WORST
THINGS
ABOUT
MUSIC



McDonald's®
me engorda.

ESSYS
BROWN
RANDIES
AMILY
WINE & SPIRIT
STORES
PURE MA
WHISK

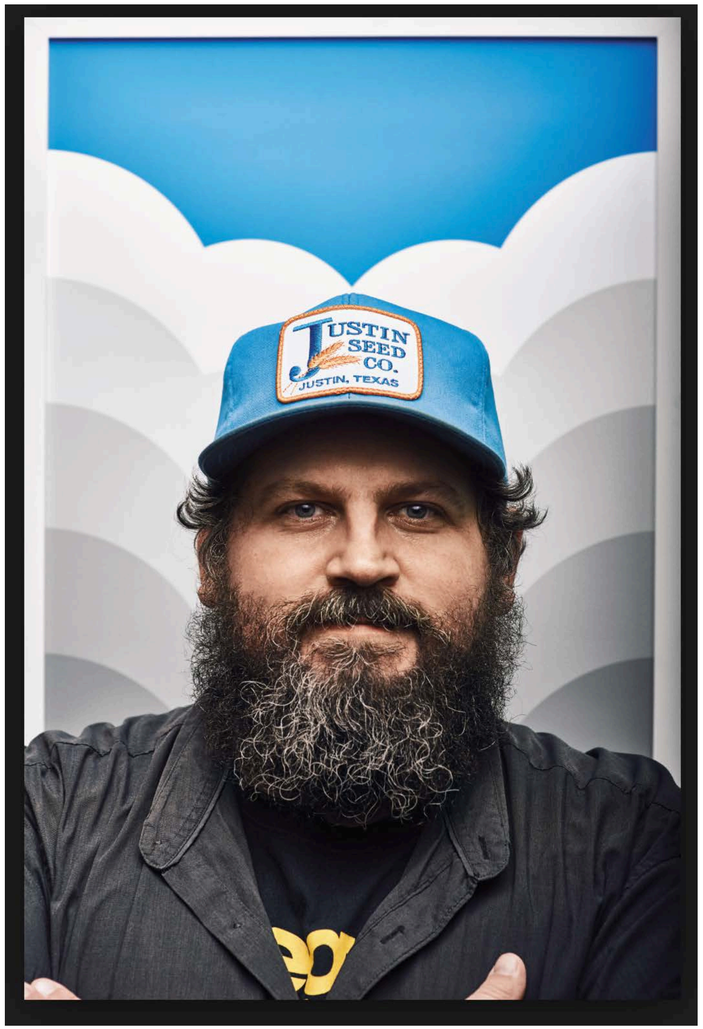
vernacular

vernacular in graphic design has to do with using design elements that are specific to a locale, group, historical period, technique, profession or subject. *(ie: the vernacular of graffiti).*

see: paula scher, charles spencer anderson, louise fili, +investigate the websites: vernaculartypography.com, draplin.com

http://vernaculartypography.com/index.php/info/about/

FIELD
NOTES
3-1/2" x 5-1/2"
Three Memo Books
Three Staples
FIELD
NOTES
48 Pages
Durable Materials
Graph Paper



http://draplin.com

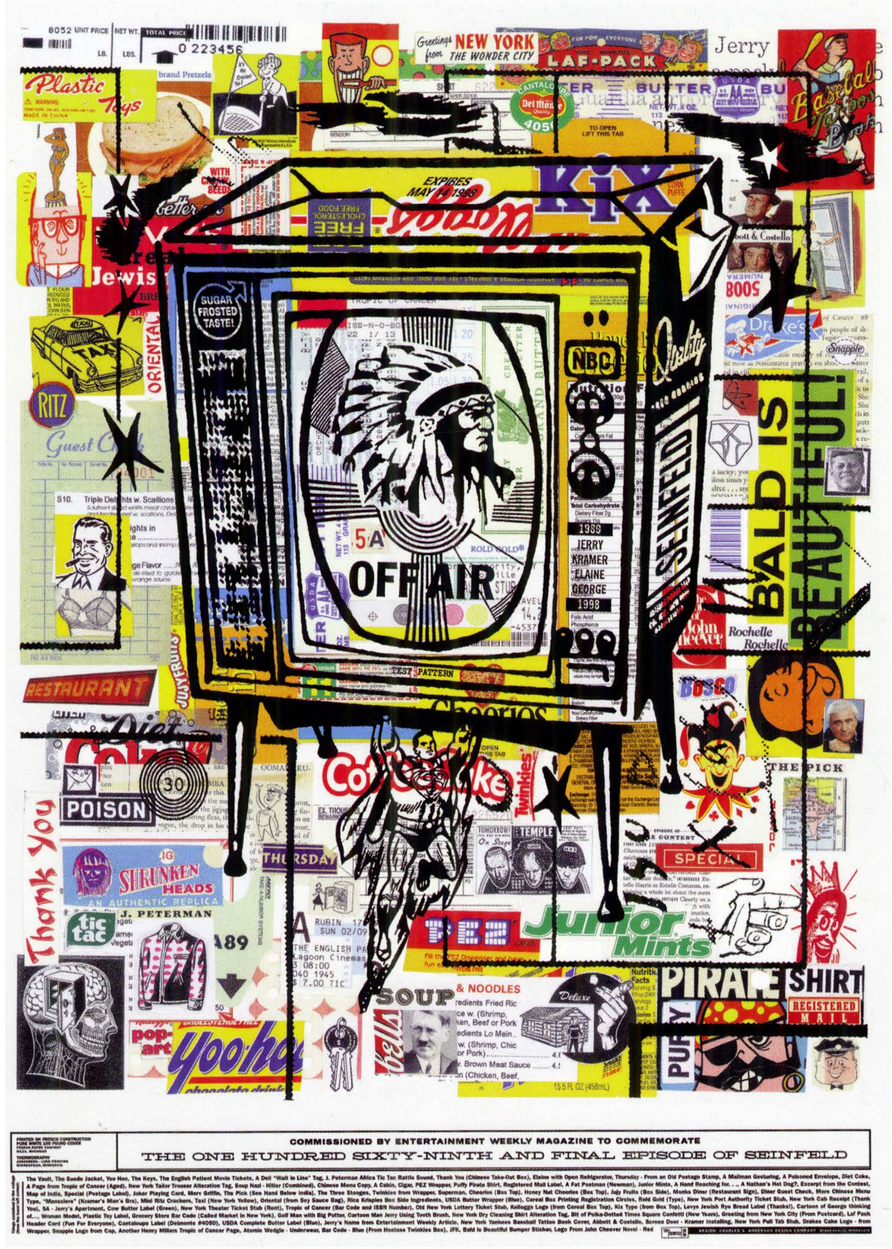
DONUT KING
HOT-FRESH
ATM
LUCKY

ARENAC COUNTY FAIR
JULY
CARDS FIGURE
SODA 50c
FILM DEVELOP
2 SET FREE
BILLARES
ONLY Estacionamiento Exclusivo CLIENTES LA TERRAZA
De Olde Gift Shoppe
SIQUE
MIRAMAR MARKET
DELI SANDWICHES COFFEE
SPECIAL ORDER
The DOCTOR is IN
DOUBLE DRAGON
Boardwalk ON THE COVE
Nature Art
SHEARLOCKS
PLANET ME
SSELMA
Stop Pr enjoy Life
SHOE REPAIR
HOT RESH GOL COFF
OPEN 7-10
J.M.PHILI
NY YOGA
TOY MUSEUM
SODA'S MACHINE WORKING
BOOTH
LA TIENDA GARCIA
Critical Studies
For Rent:
925-3142
Childrens wear
Whimsy GIFTS SHIPPING
OLD DRINKS AILABLE
AIR condition
SPECIAL SALE CARROT JUICE
South
YOU WILL AVE MONEY SPEND AT KESTERS
MEXICAN FINE SILVER ENTRANCE
STITCH N TIME 552 1053
LOUNGE
SELF.SERVE
Apricots
NICE ROOMS
PEAT
MAGNA WE HOU PHOTO
QUALI CIGA
COME IN FOR SOME GIFT IDEAS FATHER'S DAY JUNE 16
ENT
SPRINK IN BASEM ONLY
NO
PAN ALLEY
Dry Cleaning
Books
CAR WASH
RESERVE PARKING
DANGER
NO
ARMY
Stale UTY SALON
LI.1-3850
OPEN
KING
Clingmans MARKET
ERNS RANCE 1991
PERSONNEL
CLOSE
HELEN
SALVAD MEXICAL
Victor Cour
it's already sorted every thing in this bag
DAILY ALWAYS
JONESVILLE TUES., JULY 18 5:00 & 7:00 P.M.
Chambers
WORLD'S FAMOUS
FISHIN NEED
DEACCO SACKS
Nich
IT!
N ALL YE
800-352-5675
PHYSICAL PLANT EMPLOYEES ONLY
Pecans

A B C D
E F G h i
J K l M
N O P Q
R S T U V
W X Y Z

B&R
Born
And
Raised
Music
By
John
Mayer
In
Stereo
Recorded
Sound

https://woodtype.org/blogs/news/93-in-the-gallery-french-paper-charles-s-anderson-design



COMMISSIONED BY ENTERTAINMENT WEEKLY MAGAZINE TO COMMEMORATE

THE ONE HUNDRED SIXTY-NINTH AND FINAL EPISODE OF SEINFELD

The Vault, The Suede Jacket, Yoo Hoo, The Keys, The English Patient Movie Tickets, A Deli "Wait In Line" Tag, J. Peterman Albica Tic Toc Rattle Sound, Thank You (Chinese Take-Out Box), Elaine with Open Refrigerator, Thursday - From an Old Postage Stamp, A Mailman Gesturing, A Poisoned Envelope, Diet Coke, A Page from Tropic of Cancer (Aged), New York Tailor Trouser Alteration Tag, Knop Nazi - Hitler (Combined), Chinese Menu Copy, A Cabin, Cigar, PEZ Wrapper, Puffy Pirate Shirt, Registered Mail Label, A Fat Postman (Newman), Junior Mints, A Hand Reaching for ..., A Nuthin's Hot Dog!, Excerpt from the Contest, Map of India, Special (Postage Label), Joker Playing Card, Merv Griffin, The Pick (See Hand Below Indie), The Three Stooges, Twinkies from Wrapper, Superman, Cheerios (Box Top), Honey Nut Cheerios (Box Top), Jelly Fruits (Box Side), Moshu Dinner (Restaurant Sign), Diner Guest Check, More Chinese Menu Type, "Manchero" (Kramer's Man's Bra), Mini Ritz Crackers, Taxi (New York Yellow), Oriental (from Soy Sauce Bag), Rice Krispies Box Side Ingredients, USDA Butter Wrapper (Blue), Cereal Box Printing Registration Circles, Fold Gold (Type), New York Port Authority Ticket Stub, New York Cab Receipt (Thank You), 5A - Jerry's Apartment, Cow Butter Label (Green), New York Theater Ticket Stub (Rent), Tropic of Cancer (Bar Code and ISBN Number), Old New York Lottery Ticket Stub, Kelloggs Logo (from Cereal Box Top), Kix Type (from Box Top), Leoys Jewish Rye Bread Label (Thanks!), Cartoon of George thinking of..., Woman Model, Plastic Toy Label, Grocery Store Bar Code (Caked Market in New York), Golf Man with Big Putter, Cartoon Man Jerry Using Tooth Brush, New York Dry Cleaning Shirt Alteration Tag, Bit of Polka-Dotted Times Square Confetti (New Years), Greeting from New York City (From Postcard), Laf Pack Header Card (Fun For Everyone), Cantaloupe Label (Delmonte #4050), USDA Complete Butter Label (Blue), Jerry's Name from Entertainment Weekly Article, New York Yankees Baseball Tattoo Book Cover, Abbott & Costello, Screen Door - Kramer Installing, New York Pull Tab Stub, Drakes Cake Logo - from Wrapper, Snapple Logo from Cap, Another Honey Millers Tropic of Cancer Page, Atomic Wedgie - Underwear, Bar Code - Blue (From Hostess Twinkies Box), JFK, Bald is Beautiful Bumper Sticker, Logo From John Cheever Novel - Red

csadesign.com

Kräftskiva
posters
illustration
print collateral

French Paper Utility Guide
print collateral

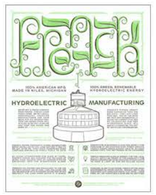
French Paper Air Kraft
print collateral

THink ON PAPER Brochure
print collateral
illustration

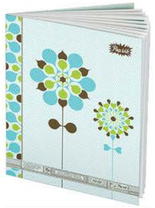
P.O.P. Corrugated Promo
print collateral

French Paper Mini Mascot
print collateral
illustration

Dispelling the Rumor Mill
print collateral
illustration



French Hydropower
poster
print collateral



Pop Ink Catalogs
print collateral

Lil' Kim Brochure
print collateral

Paper Net
print collateral
illustration

Peacock Envelope Folder
print collateral

Inflatable Jerry French
product design
print collateral

Custom Paper Brochure
print collateral

French Paper Convention Hat
print collateral
illustration

Brian French Shutter Shades
print collateral

Go French Cards
print collateral
packaging
illustration

CSA Design Portfolio

http://csadesign.com

https://woodtype.org/blogs/news/93-in-the-gallery-french-paper-charles-s-anderson-design

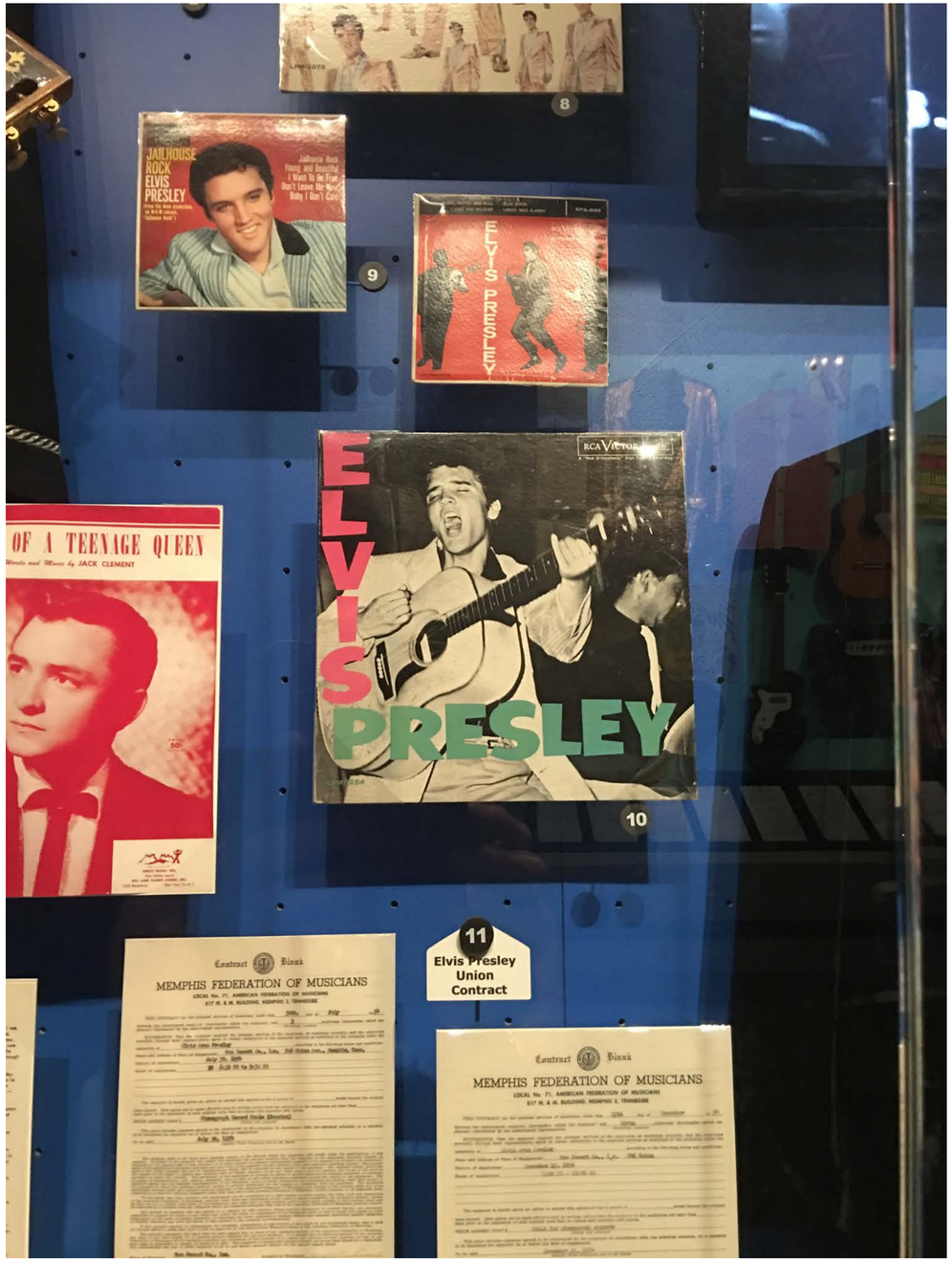
FONY FACE
Sarah Tiara
No. 2

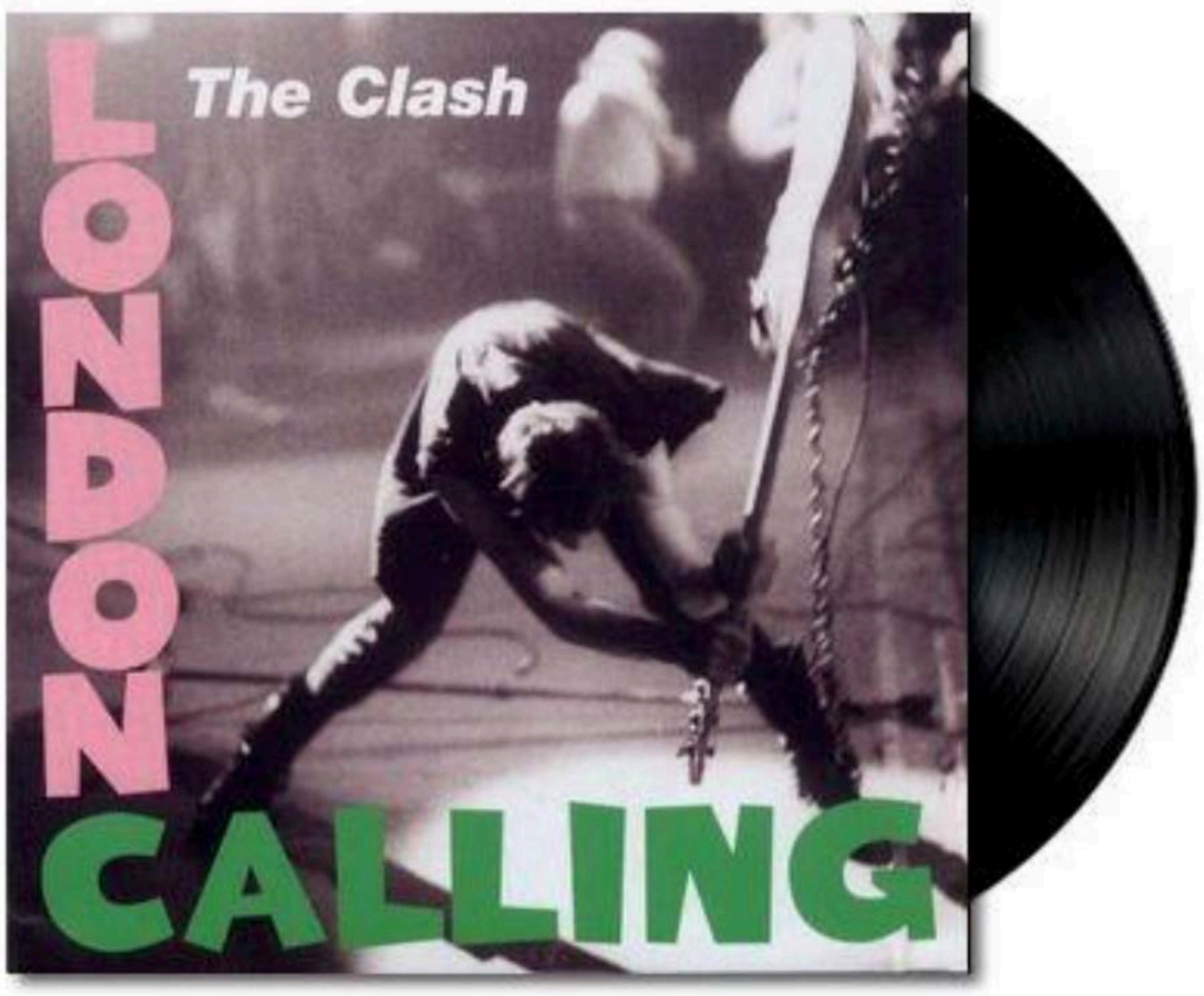
FONY FACE
Roy Bot
No. 7

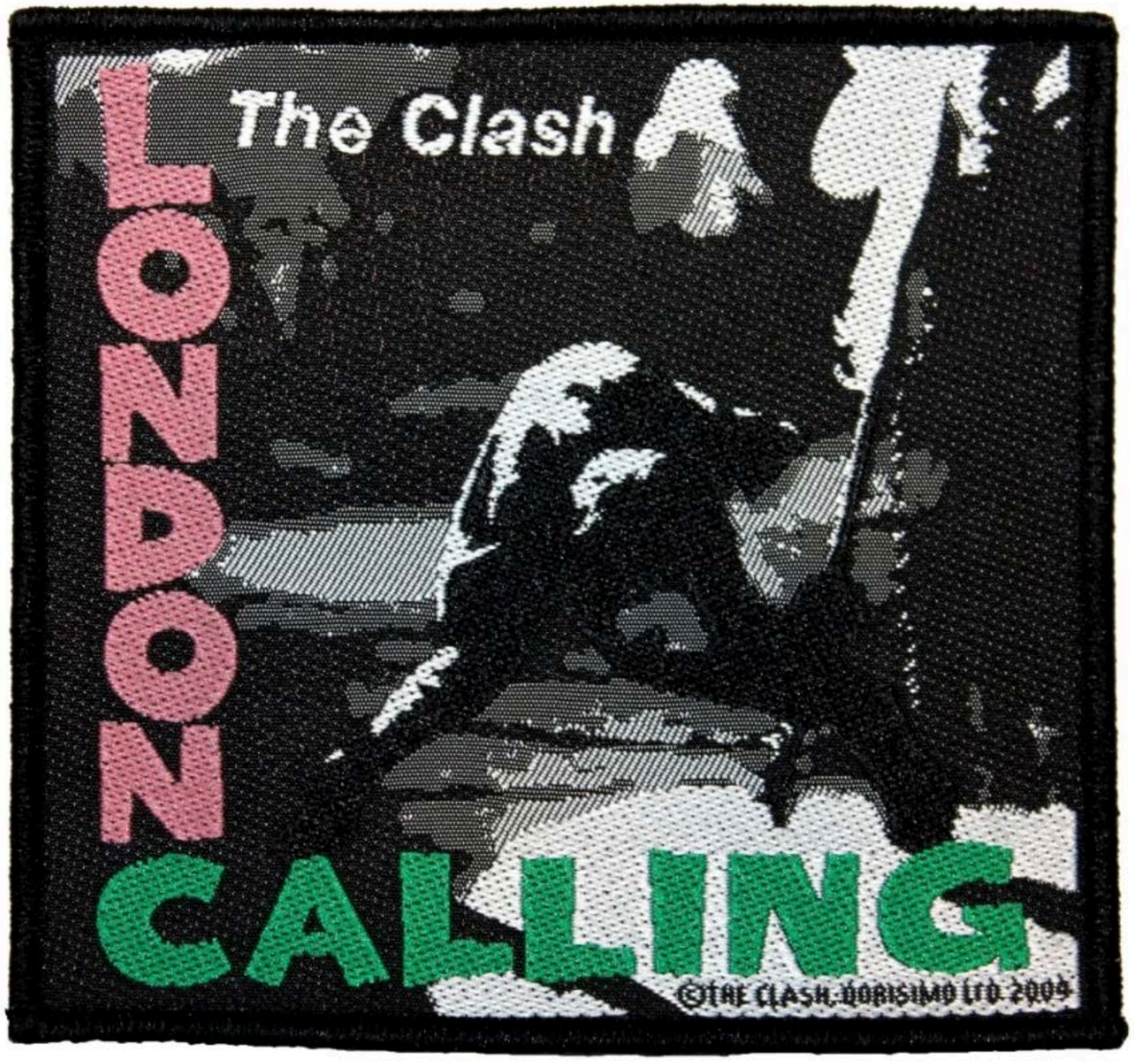
FONY FACE
Bill Z. Bub
No. 8

FONY FACE
Planetary Larry
No. 9

here’s the thing about appropriation, pastiche and vernacular…
more than one theory may be involved in a single design

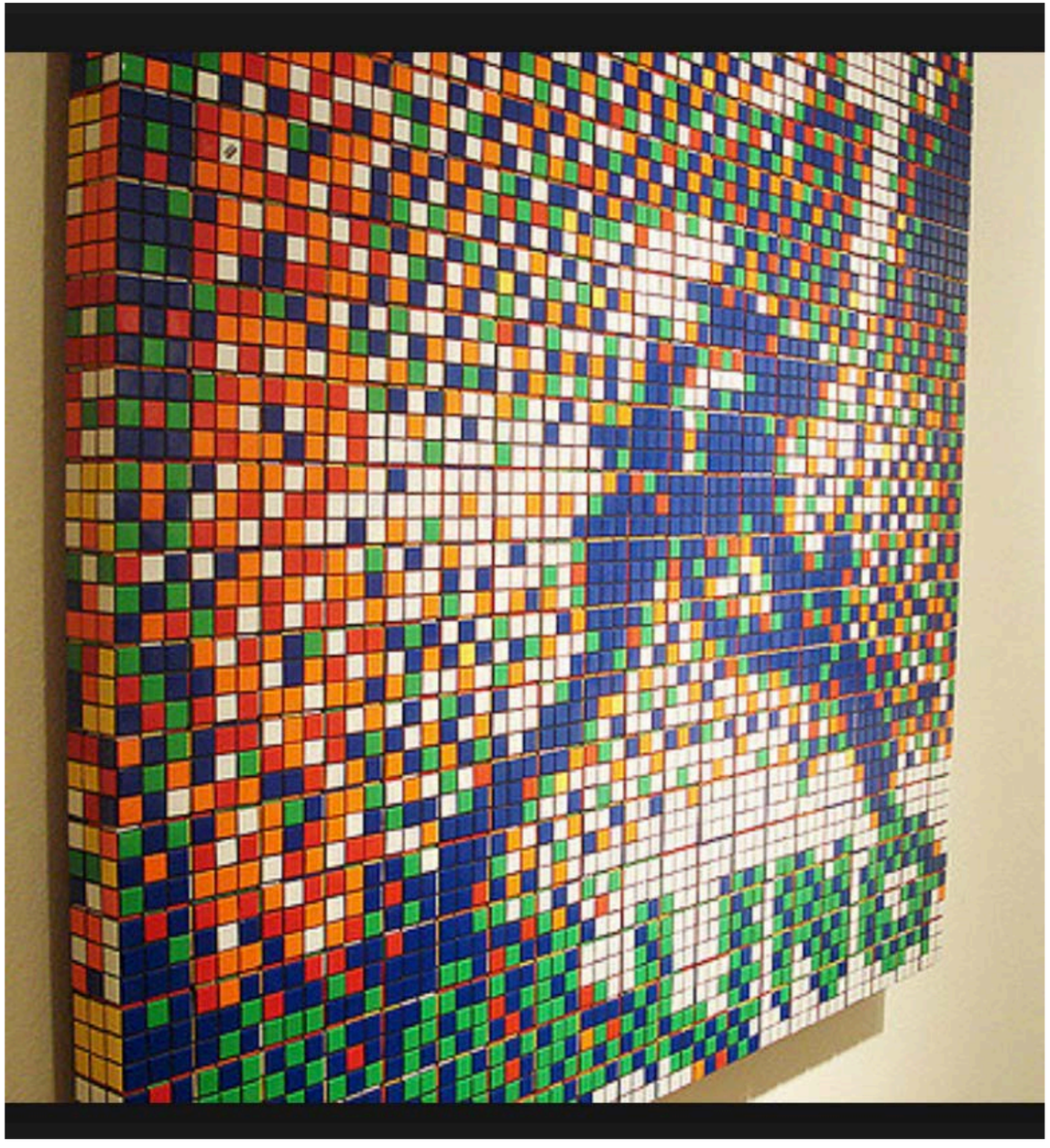

8
JAILHOUSE ROCK
ELVIS PRESLEY
9
ELVIS PRESLEY
ELVIS PRESLEY
10
OF A TEENAGE QUEEN
Words and Music by JACK CLEMENT
11
Elvis Presley Union Contract
Contract Blank
MEMPHIS FEDERATION OF MUSICIANS
LOCAL No. 71, AMERICAN FEDERATION OF MUSICIANS
517 M. & M. BUILDING, MEMPHIS 3, TENNESSEE
Contract Blank
MEMPHIS FEDERATION OF MUSICIANS
LOCAL No. 71, AMERICAN FEDERATION OF MUSICIANS
517 M. & M. BUILDING, MEMPHIS 3, TENNESSEE


The Clash
LONDON
CALLING

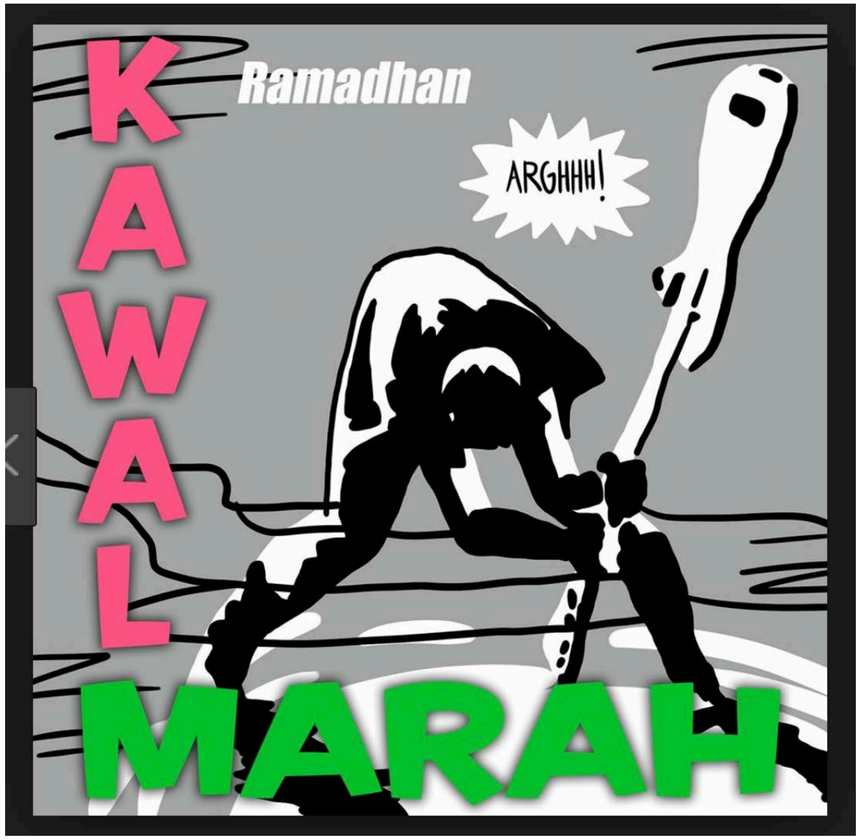

The Clash
LONDON
CALLING
©THE CLASH. DORISIMO LTD 2004

CAL

http://www.howiegreen.com/gallery/album_covers/punk_new_wave1.htm



The Clash
LONDON
CALLING


Ramadhan
ARGHHH!
KAWAL
MARAH

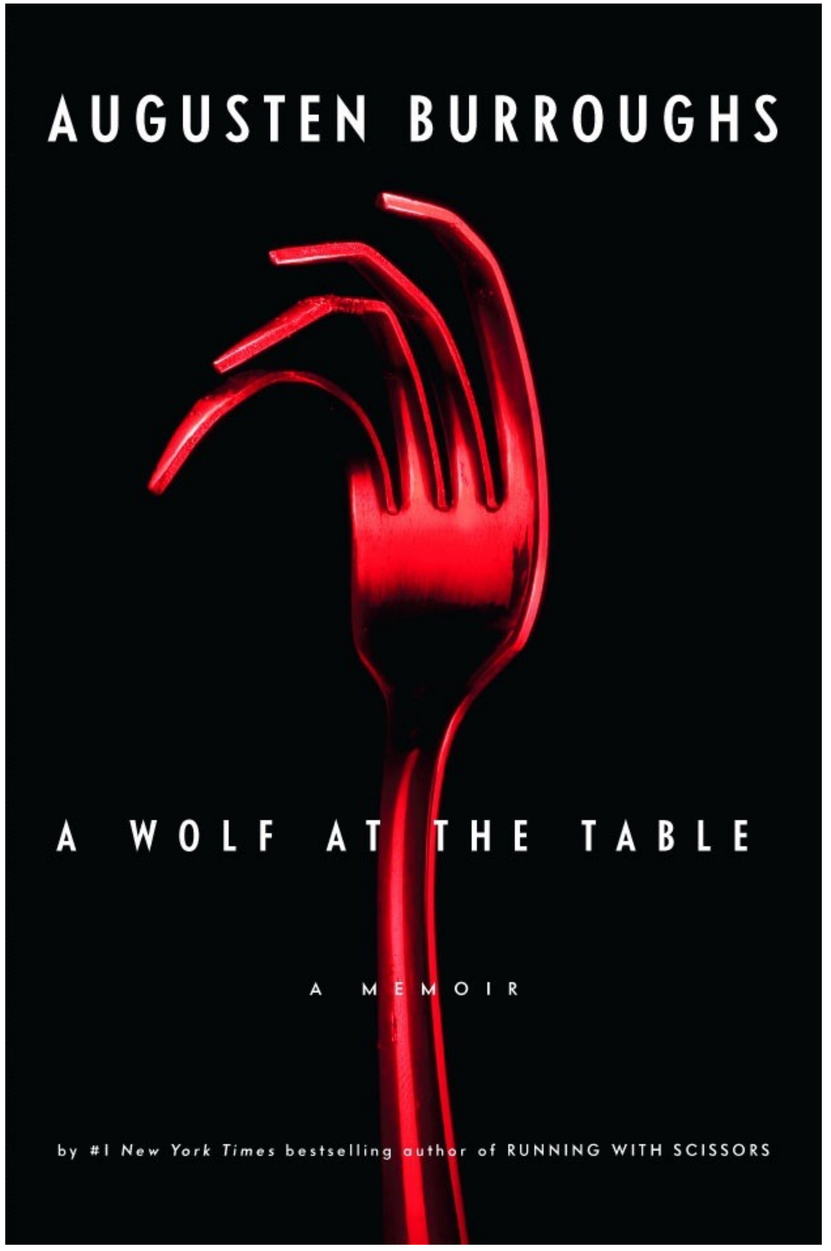
http://retroavangarda.com/story-behind-the-london-calling-cover/

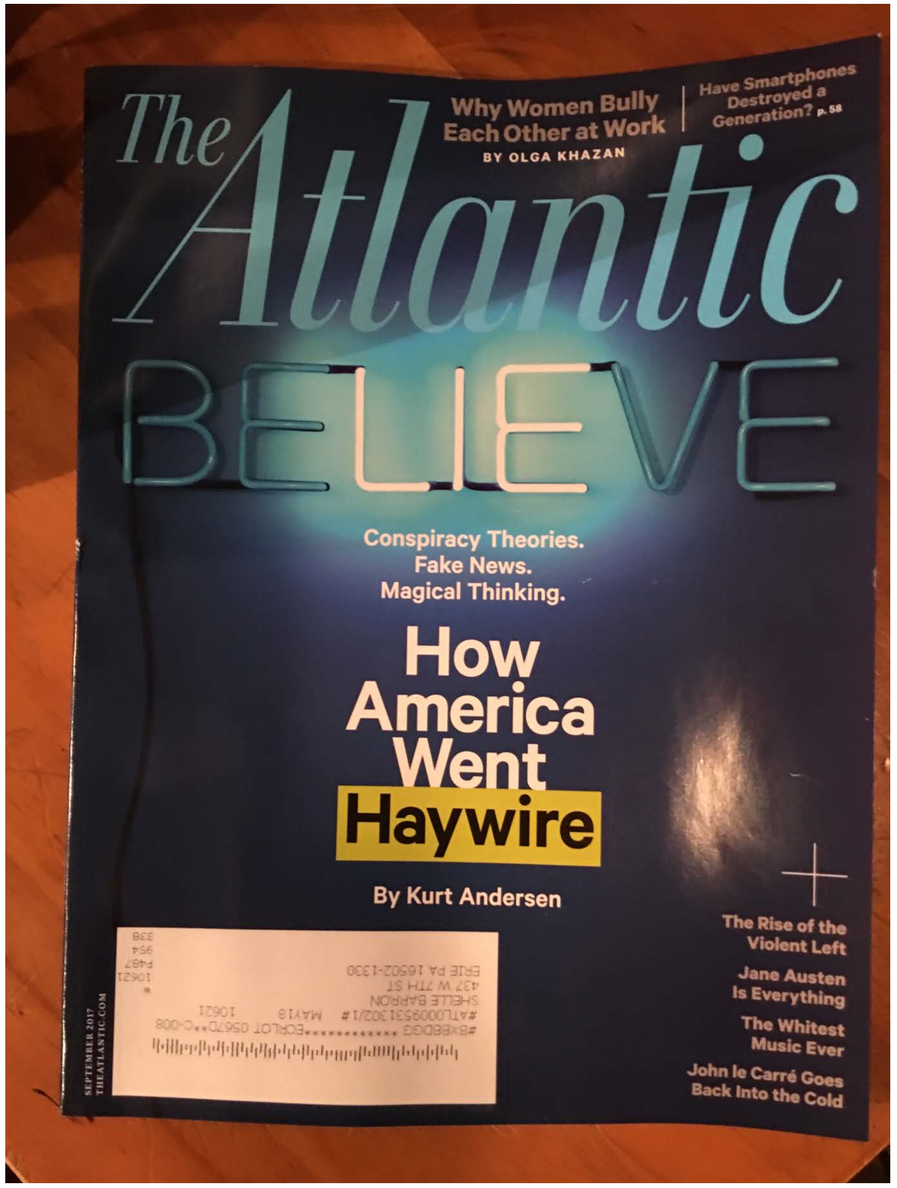
deconstruction

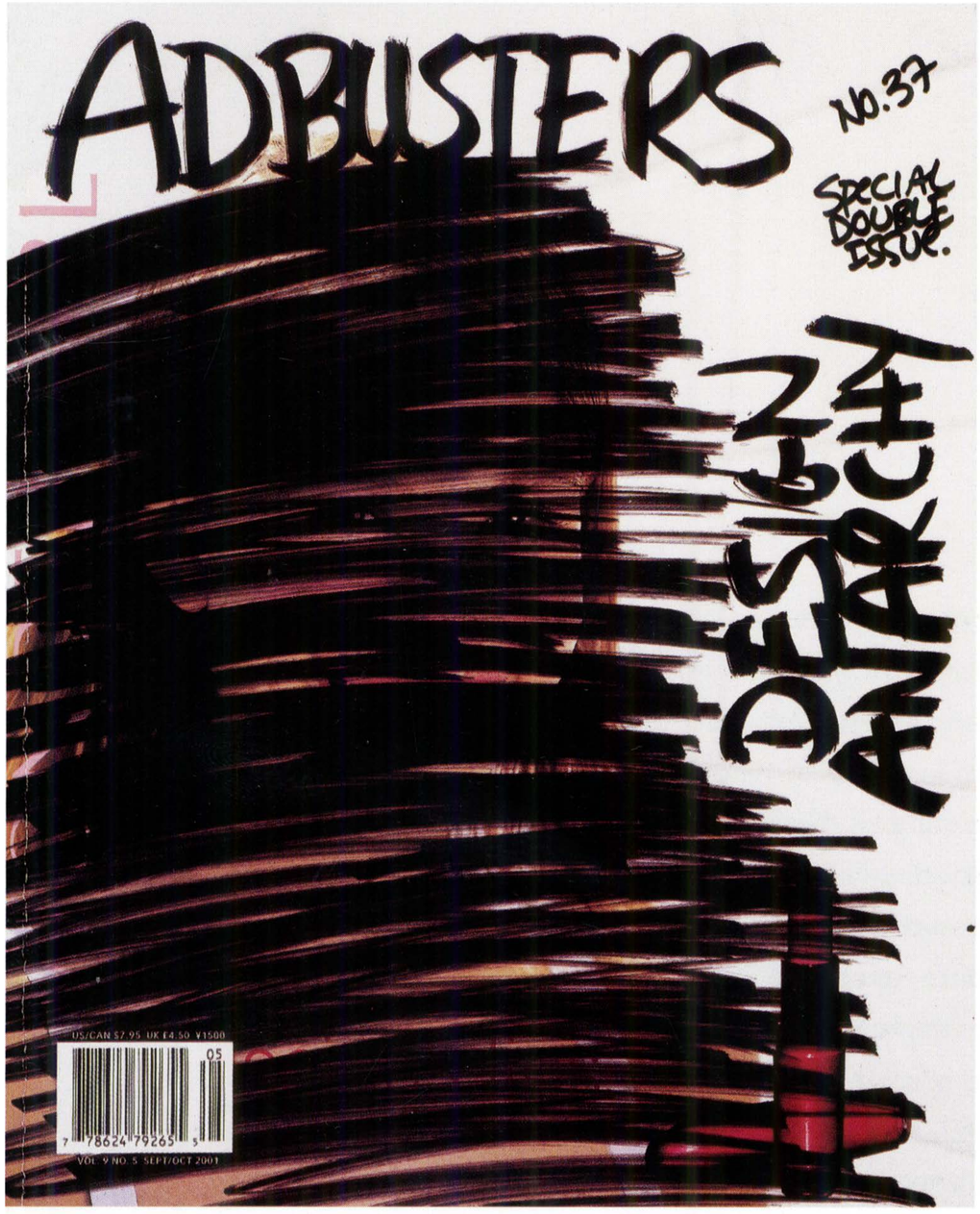
deconstruction involves
the taking apart of
certain elements in order to
inform (or decode) the
subject. In typography,
deconstruction often deals
with typographic rules
and the nature and function
of the personal computer.

deconstruction involves
the taking apart of
certain elements in order to
inform (or decode) the
subject. In typography,
deconstruction often deals
with typographic rules
and the nature and function
of the personal computer.

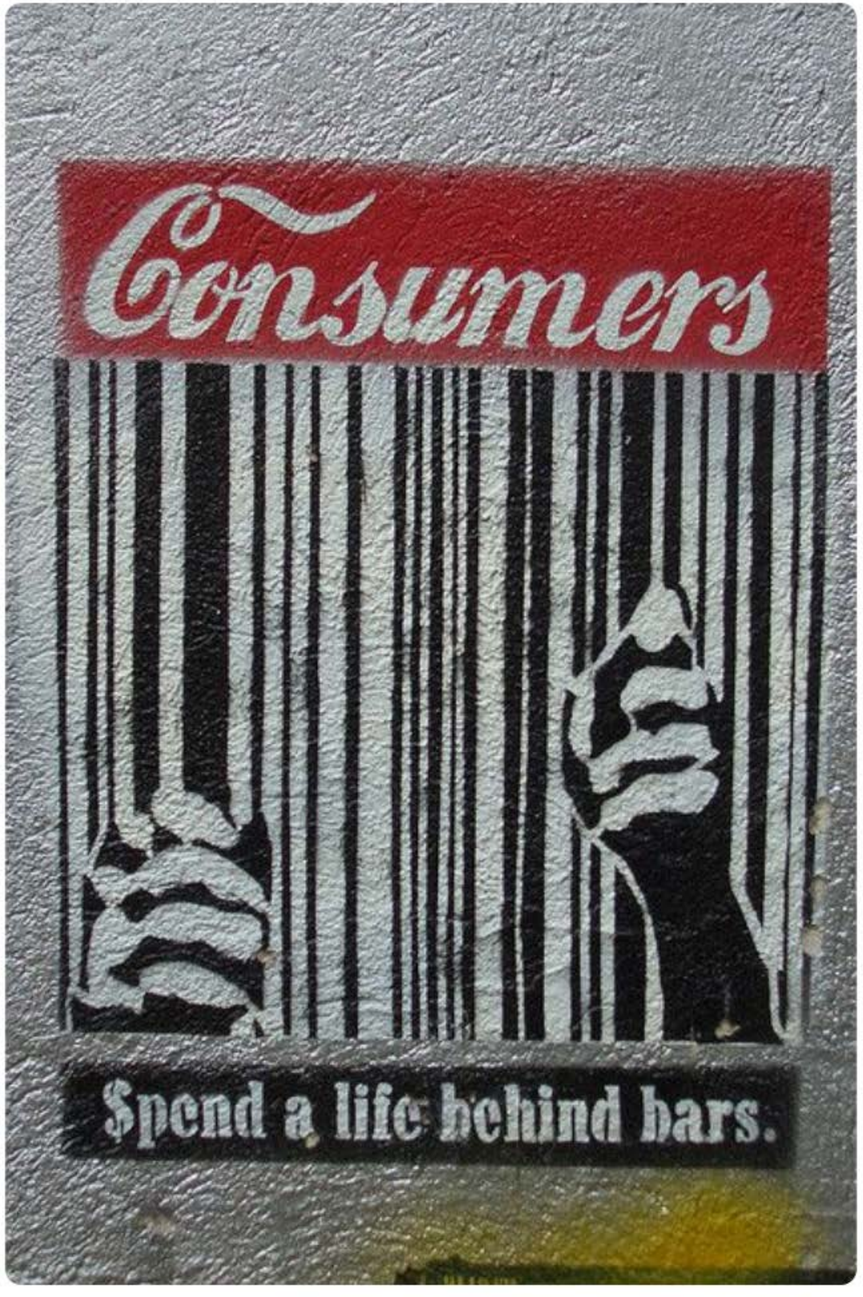
https://vimeo.com/31109402


AUGUSTEN BURROUGHS
A WOLF AT THE TABLE
A MEMOIR
by #1 New York Times bestselling author of RUNNING WITH SCISSORS

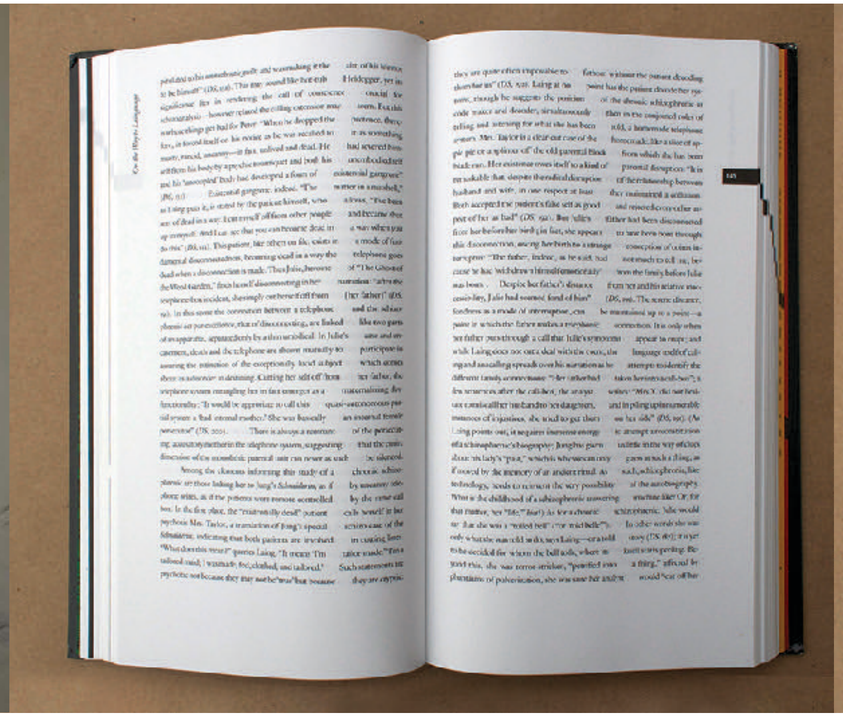

The Atlantic
Why Women Bully Each Other at Work
BY OLGA KHAZAN
Have Smartphones Destroyed a Generation? p. 58
BELIEVE
Conspiracy Theories.
Fake News.
Magical Thinking.
How America Went Haywire
By Kurt Andersen
The Rise of the Violent Left
Jane Austen Is Everything
The Whitest Music Ever
John le Carré Goes Back Into the Cold
SEPTEMBER 2017
THEATLANTIC.COM


ADBUSTERS
No.37
SPECIAL DOUBLE ISSUE.
DESIGN FOR ANARCHY
US/CAN $7.95 UK £4.50 ¥1500
05
7 78624 79265 5
VOL. 9 NO. 5 SEPT/OCT 2001

Design
today lacks blood;
it lacks conviction;
it's like a corpse—
beautifully laid out
and well mannered
but not going
anywhere.


Consumers
Spend a life behind bars.

This time Heidegger will not take the call.



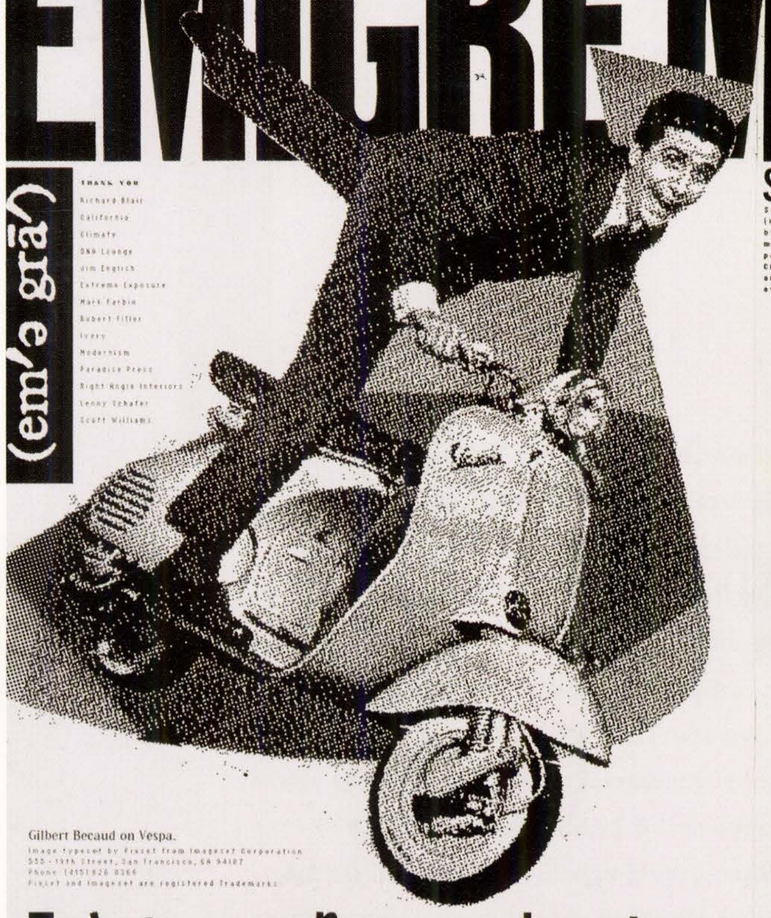
AVITAL RONELL
THE TELE-PHONE BOOK
Technology — Schizophrenia — Electric Speech —
University of Nebraska Press: Lincoln

EMIGRE MAGAZINE

(em'a grā')

THANK YOU

Richard Blair
California
Climate
DNA Lounge
Jim Ergisch
Extreme Exposure
Mark Farbin
Robert Filter
Ivory
Modernism
Paradise Press
Right Angle Interiors
Lenny Schafer
Scott Williams

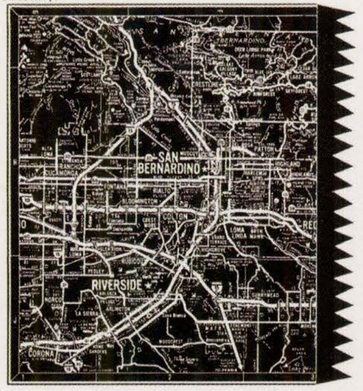


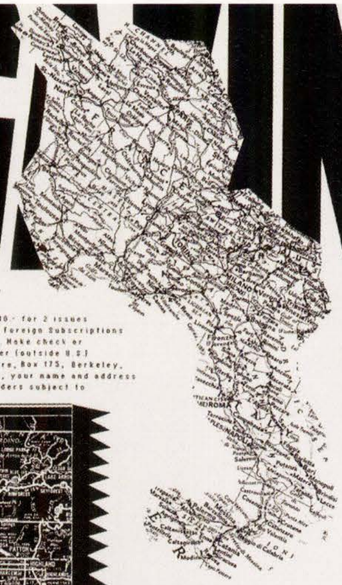
Gilbert Becaud on Vespa.

Image typeset by Pixset from Imagesetting Corporation
555 - 19th Street, San Francisco, CA 94107
Phone: (415)626-8366
Pixset and Imagesetter are registered Trademarks

SUBSCRIBE

Subscription rate for the U.S. and Canada is $10.- for 2 issues (individual), $12.- for 2 issues (institutional) Foreign Subscriptions by surface mail cost $12.60, by airmail, $21.00. Make check or money order (U.S.) or international money order (outside U.S.) payable to: EMIGRE GRAPHICS, 48 Shattuck Square, Box 175, Berkeley, CA 94704-1140. Indicate starting issue number, your name and address and amount enclosed. Do not send cash. All orders subject to availability.





All digital type was designed and typeset on the Apple Macintosh. the font Editor program was used to create the typefaces which were then set with either Macwrite or Macpaint. Printouts were created using the Imagewriter and phototypesetter.

Publisher / Art Director
Rudy VanderLans
Associate Publishers
Menno Meyjes
Marc Susan
Editorial Consultant
Alice Poleiky
Advertising
Cheryl D. Riley
Digital Type Design and Typesetting
Zuzana Licko
CRTronic Typesetting
King Sullivan Type
Printing
Lompa Printing
Halftones
Lithotab / Richard Blair / Dan Gottlieb

For information concerning advertising and distribution call (415) 841 4161
Emigre Graphics
48 Shattuck Square
Box 175
Berkeley, CA 94704-1140

Cover
Photograph of William Passarelli by Mark Farbin

5

Emigre is published not more than four times a year by Emigre Graphics.

Copyright 1986 by Emigre Graphics. All rights reserved. No part of this publication may be reproduced without written permission from the artists or Emigre Graphics.

2. **Ermanno Di Febo's Extreme Exposure** An Emigre interview

5. **Cherries in the Afternoon** Prose and photographs by Susan Roberts

9. **I Spent the Summer in Paris** Story and layouts by Susan King

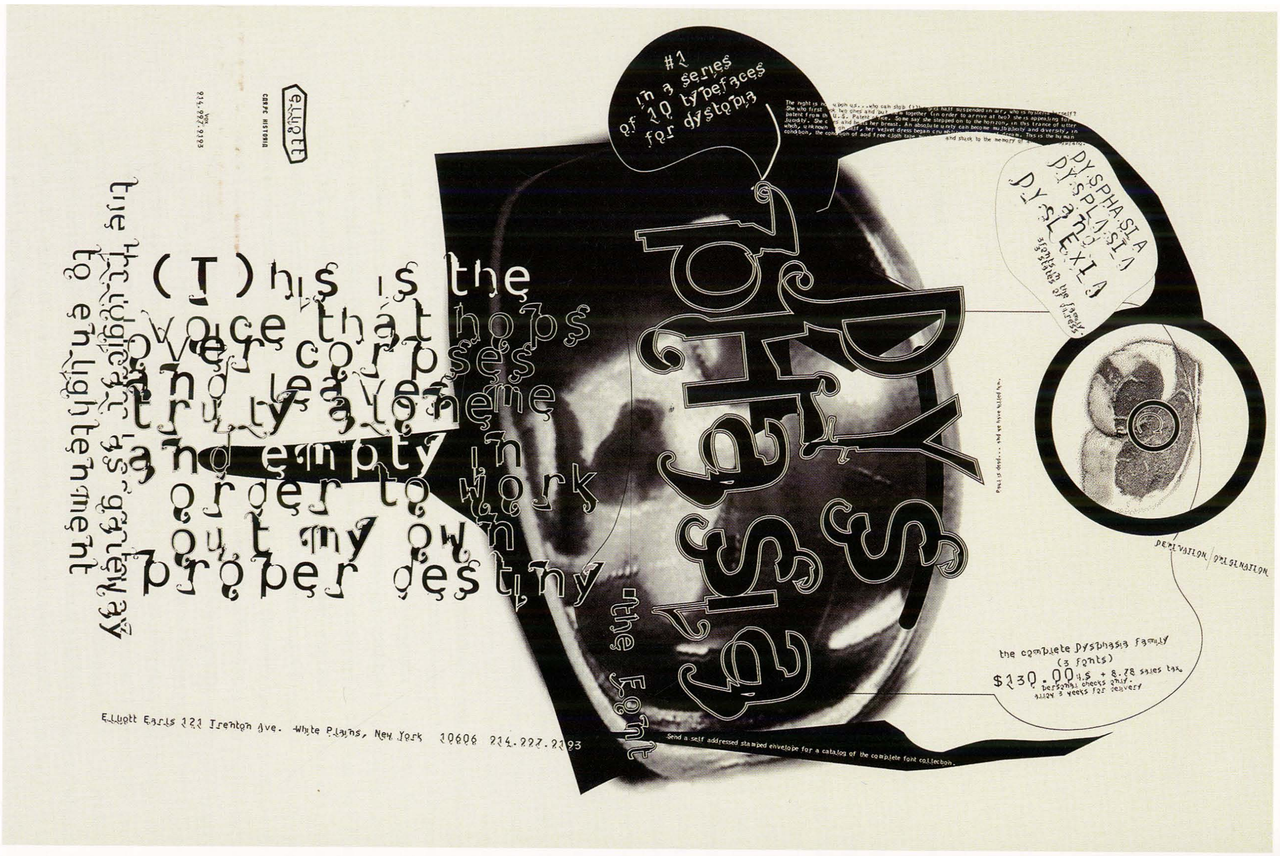
13. **The Art of William Passarelli** An interview by Jeffrey Browning

20. **Roberto Barazzuol** Disegno Grafico

25. **Pinocchio Furioso** Illustrations by Gianmaria Musciio

30. **1916** Illustrated story by Didier Cremieux

Edizione Italo-Francese



#1
in a series
of 10 typefaces
for dystopia
DYSPHASIA
DYSPLASIA
and
DYSLEXIA
the Font
DERIVATION/DESIGNATION
the complete Dysphasia family
(3 fonts)
$130.00 U.S. + 8.78 sales tax
Personal checks only.
allow 3 weeks for delivery
Send a self addressed stamped envelope for a catalog of the complete font collection.
Elliott Earls 121 Trenton Ave. White Plains, New York 10606 914.997.9193
Elliott
CARPE HISTORIA
914.997.9193
(I) his is the
voice that hops
over corpses
and leaves
truly alone
and empty in
order to work
out my own
proper destiny
the Prodigal as gateway
to enlightenment

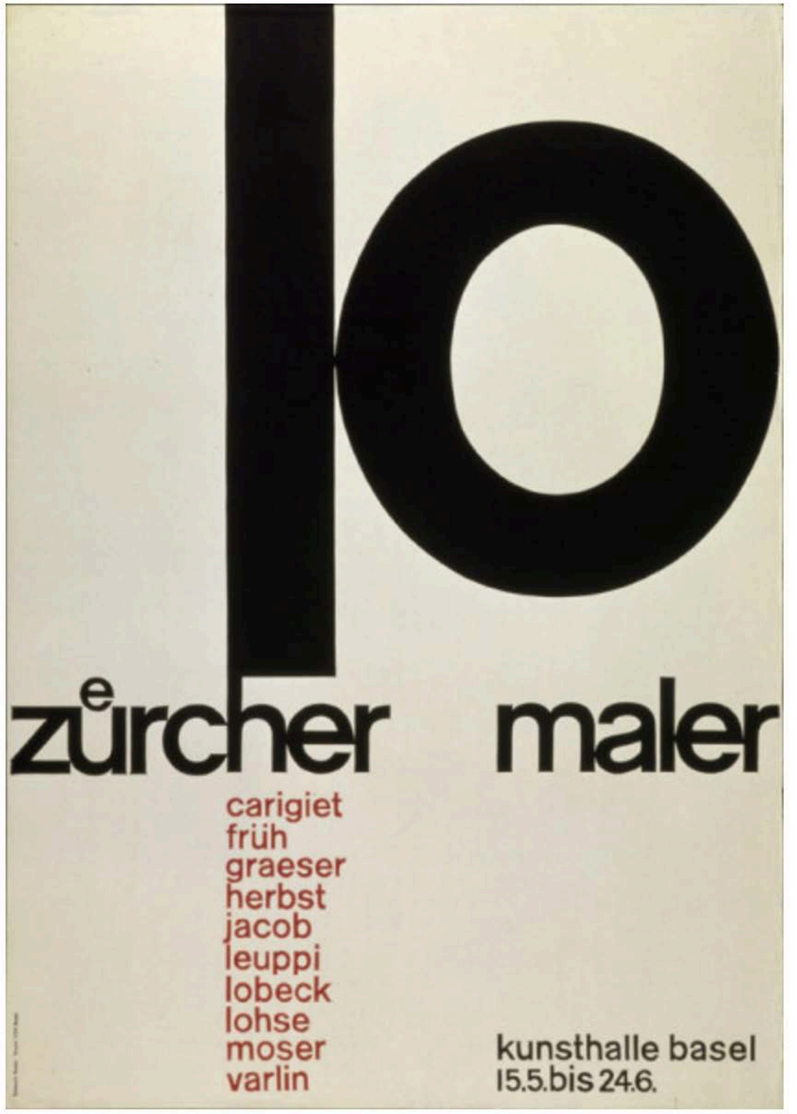
1981
HET JAAR
VAN
DE
JAPANSE
FILM
FILM
INTERNATIONAL
HARD
WERKEN

CONTENTS

はじめに
ネズミ
コウモリ
ゾウ

https://www.typographicposters.com/wolfgang-weingart

https://www.aiga.org/video-medalist-wolfgang-weingart

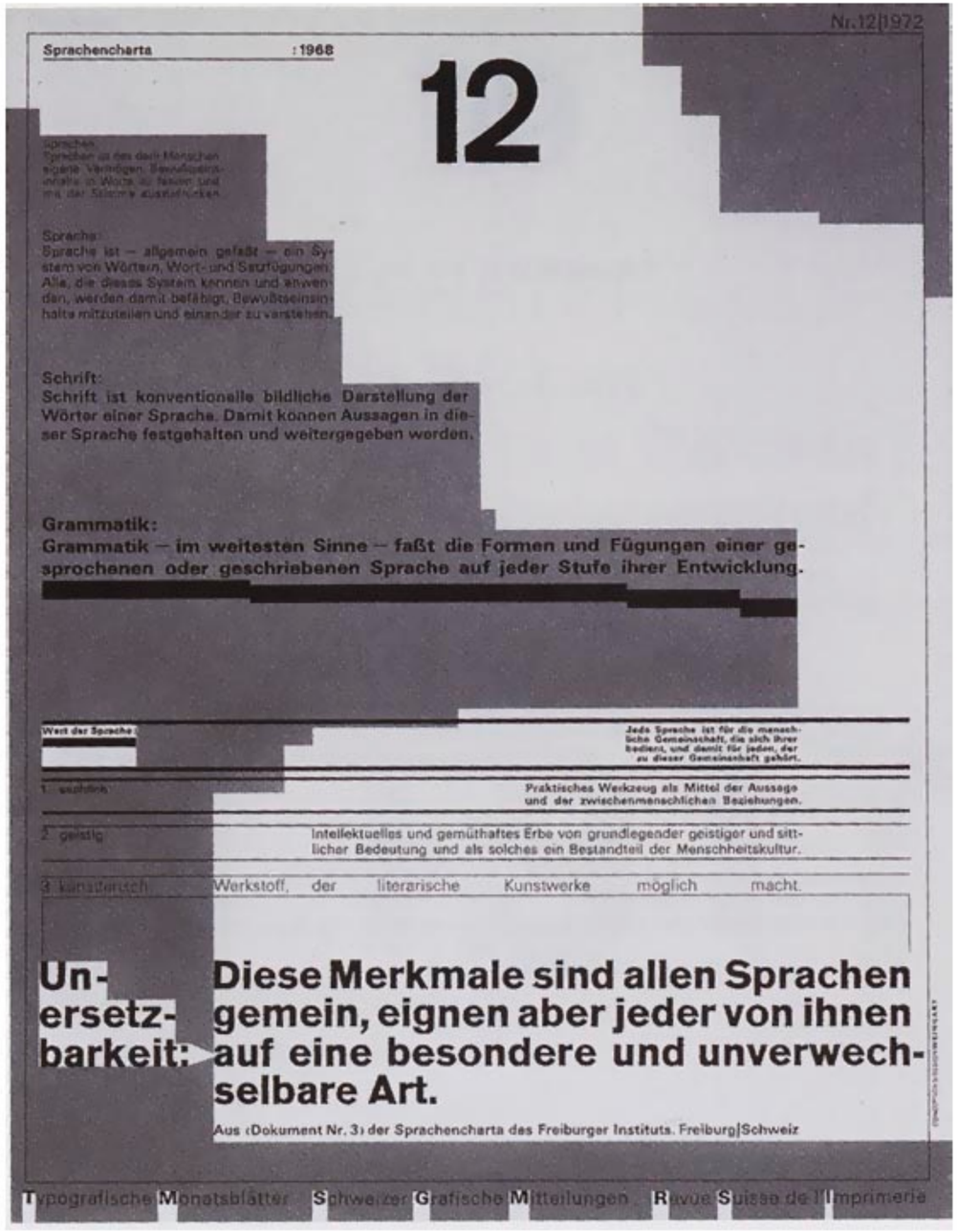


armin hoffman (left) and emil ruder (right) were master teachers at the basel school of design, where wolfgang weingart was a student. weingart's experiments caught their critical attention. at first critical of weingart's rule-breaking experimentation, they eventually asked him to teach a course in the advanced institute at basel.

“I try to teach students to **view typography from all angles**: type must not always be flush left/ragged right, nor in only two type sizes, nor in necessarily right-angle arrangements, nor printed in either black or red. Typography must not be dry, tightly ordered or rigid. Type may be set center axis, ragged left/ragged right, **perhaps sometimes in chaos**.”

—Wolfgang Weingart

KUNSTHALLE
BASEL
KUNSTKREDIT
1976/77
Wettbewerbe, Aufträge und Ankäufe des
Eidgenössischen Kunstkredits
Öffnungszeiten
Ausstellung
7. bis 30. Mai 1977



Wolfgang Weingart, 1972

Ellen Lupton, writer
designer
curator
critic

Ellen Lupton is curator of contemporary design at Cooper-Hewitt, National Design Museum in New York City and director of the Graphic Design MFA program at Maryland Institute College of Art (MICA) in Baltimore. An author of numerous books and articles on design, she is a public-minded critic, frequent lecturer, and AIGA Gold Medalist. Read More

Deconstruction and Graphic Design

Ellen Lupton and J. Abbott Miller. Published in special issue of Visible Language on graphic design history, edited by Andrew Blauvelt (1994). This is an earlier version of the essay "Deconstruction and Graphic Design," published in our book Design Writing Research.

Since the surfacing of the term "deconstruction" in design journalism in the mid-1980s, the word has served to label architecture, graphic design, products, and fashion featuring chopped up, layered, and fragmented forms imbued with ambiguous futuristic overtones. This essay looks at the reception and use of deconstruction in the recent history of graphic design, where it has become the tag for yet another period style.

We then consider the place of graphics within the theory of deconstruction, initiated in the work of philosopher Jacques Derrida. We argue that deconstruction is not a style or "attitude" but rather a mode of questioning through and about the technologies, formal devices, social institutions, and founding metaphors of representation. Deconstruction belongs to both history and theory. It is embedded in recent visual and academic culture, but it describes a strategy of critical form-making which is performed across a range of artifacts and practices, both historical and contemporary.

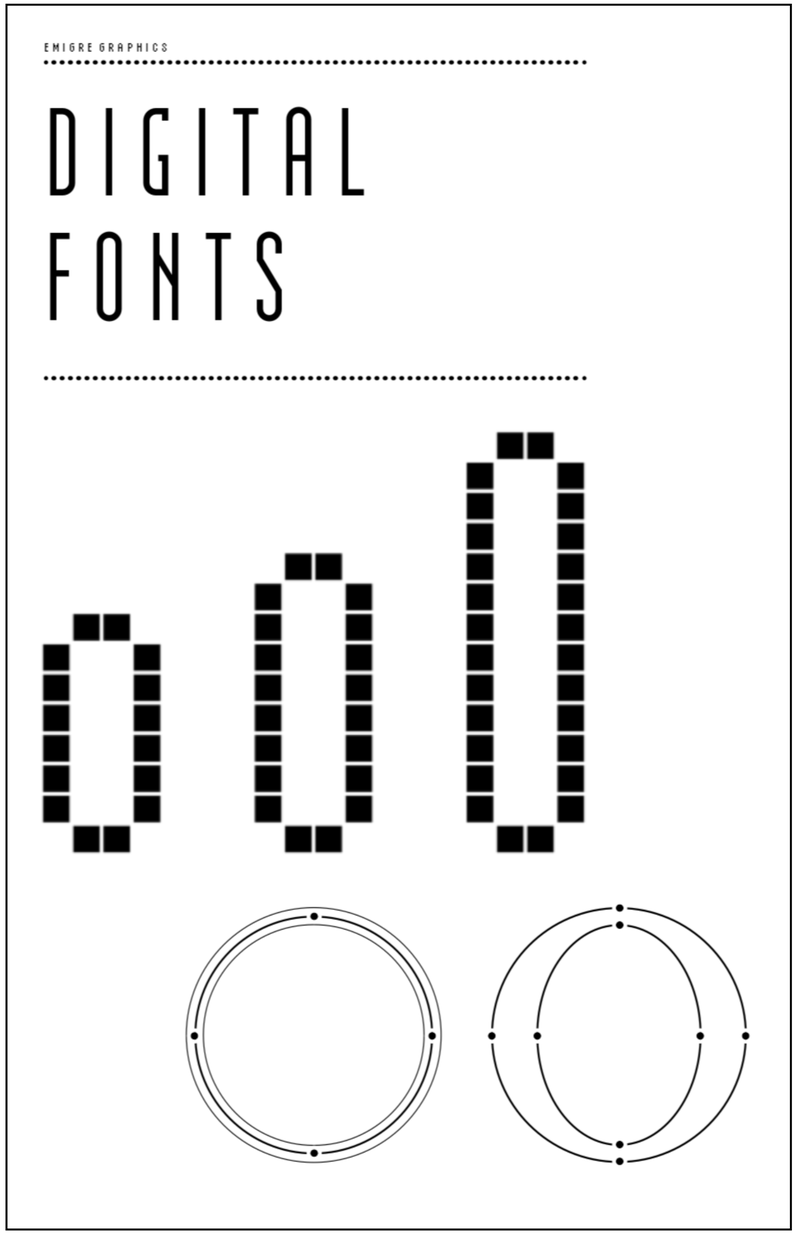
Jacques Derrida introduced the concept of "deconstruction" in his book Of Grammatology, published in France in 1967 and translated into English in 1976. "Deconstruction" became a banner for the advance guard in American literary studies in the 1970s and 80s, scandalizing departments of English, French, and comparative literature. Deconstruction rejected the project of modern criticism: to uncover the meaning of a literary work by studying the way its form and content communicate essential humanistic messages. Deconstruction, like critical strategies based on Marxism, feminism, semiotics, and anthropology, focuses not on the themes and imagery of its objects but rather on the linguistic and institutional systems that frame the production of texts.

In Derrida's theory, deconstruction asks how representation inhabits reality. How does the external image of things get inside their internal essence? How does the surface get under the skin? Western culture since Plato, Derrida argues, has been governed by such oppositions as reality/representation, inside/outside, original/copy, and mind/body. The intellectual achievements of the West—its science, art, philosophy, literature—have valued one side of these pairs over the other, allying one side with truth and the other with falsehood. For example, the Judeo-Christian tradition has conceived the body as an external shell for the inner soul, elevating the mind as the sacred source of thought and spirit, while denigrating the body as mere mechanics. In the realm of aesthetics, the original work of art traditionally has carried an aura of authenticity that its copy lacks, and the telling of a story or the taking of a photograph is viewed as a passive record of events.

http://www.designhistory.org/PostModern_pages/Deconstruction.html

“‘**Deconstruction**’ takes apart such oppositions by showing how the devalued, empty concept lives inside the valued, positive one. The outside inhabits the inside.”

—Ellen Lupton

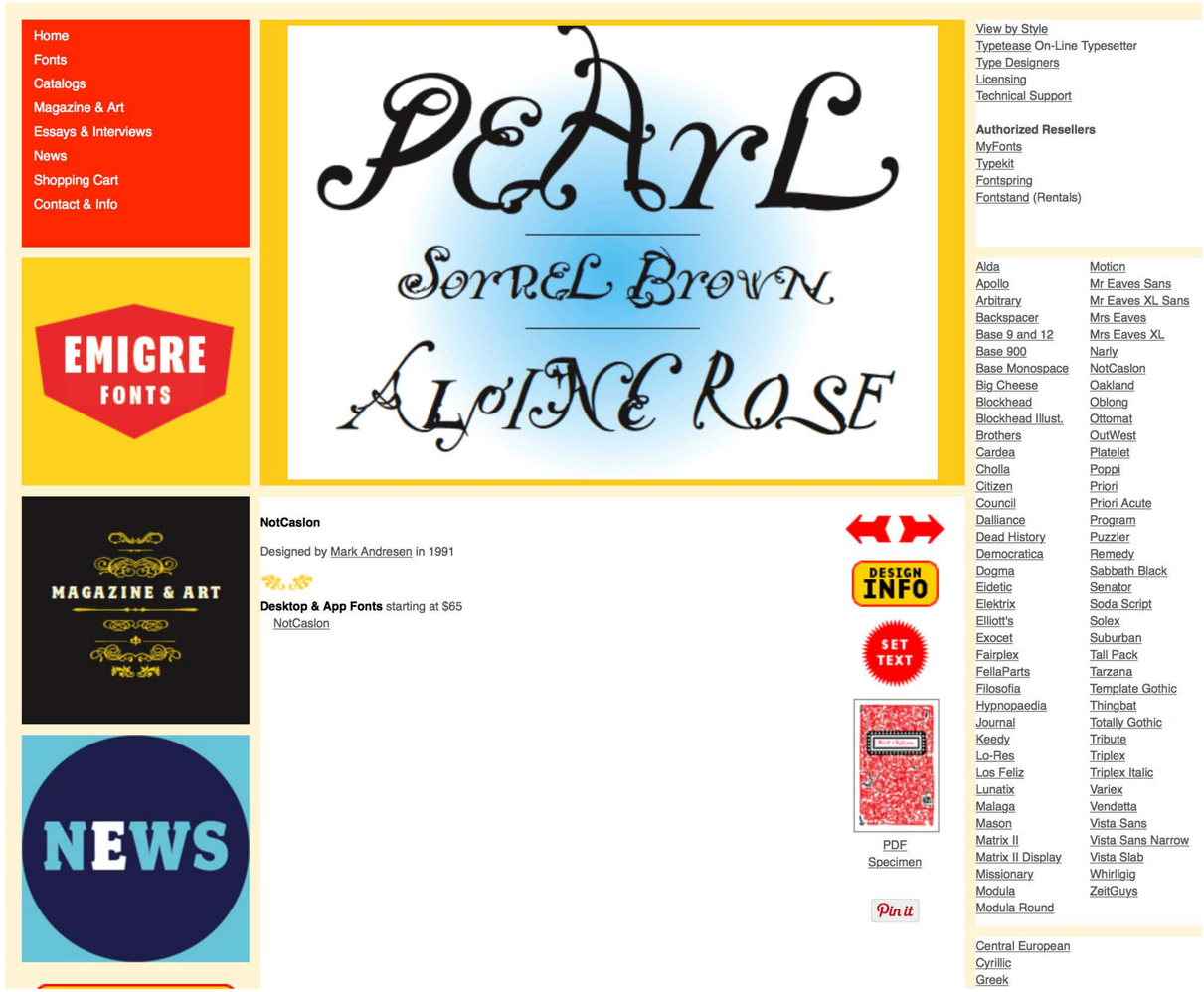


https://www.emigre.com/Fonts/Lo-Res

lo-res is based upon the nature of pixels on various systems

Dead History is a font remix

modula (designed by zuzana licko) used by april greiman



http://www.emigre.com/EF.php?fid=111

caslon swash characters type specimens circa 1722

Template Gothic

Ff Gg Hh
Pp Qq Rr

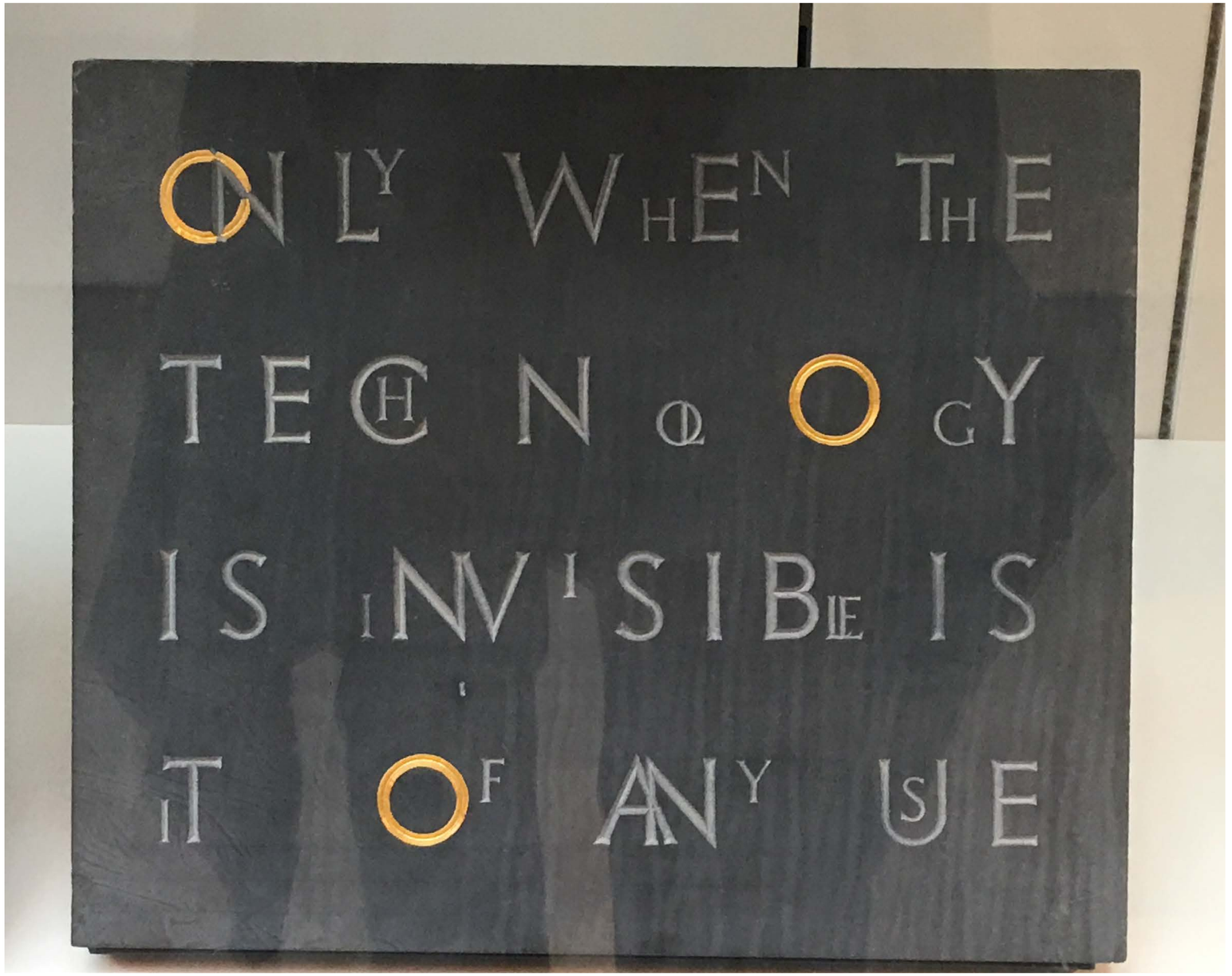
Physiognomy

a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

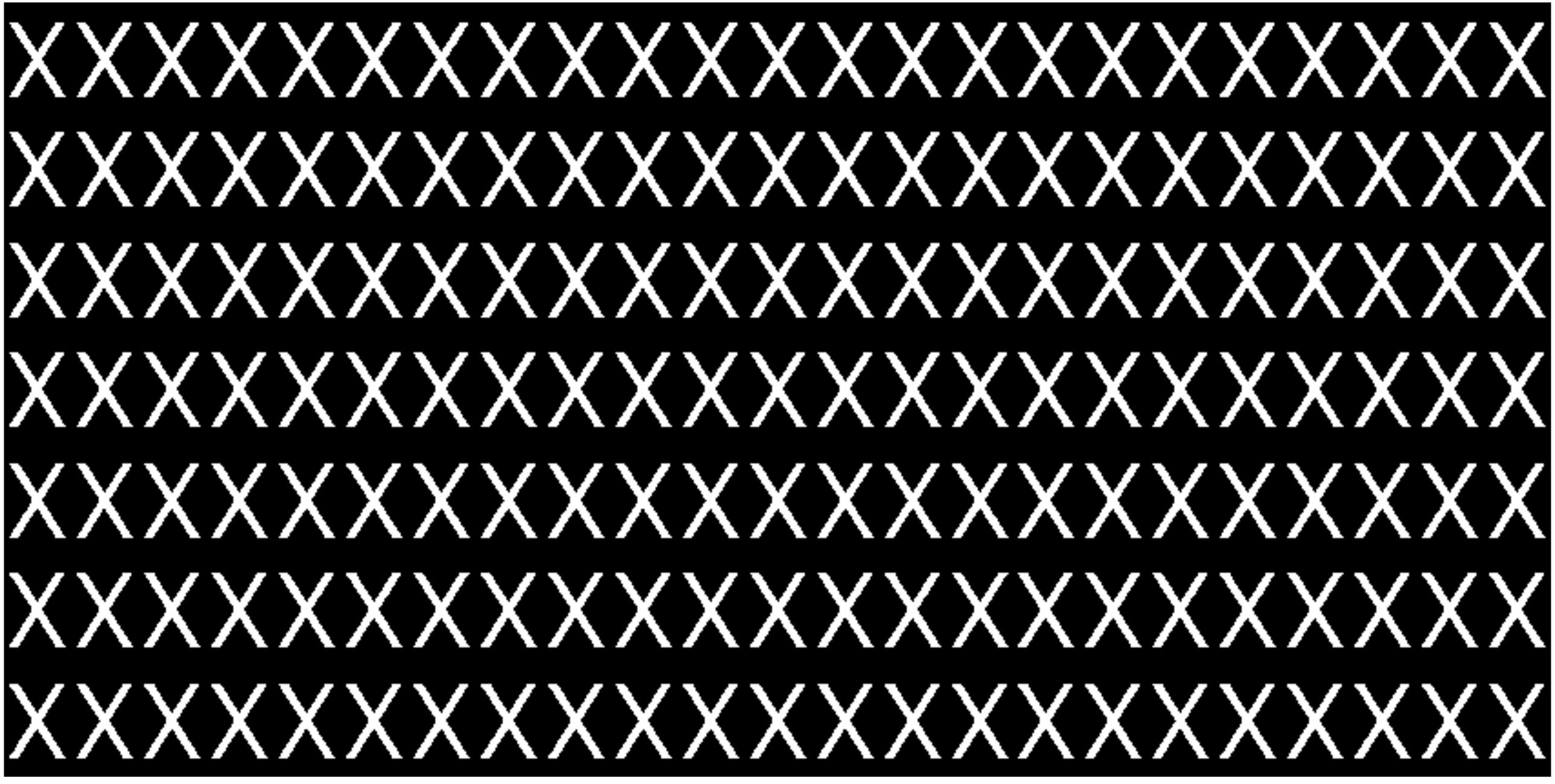
just zap it
just bounce it
just slam it
just crush it
just it
just do it
NIKE

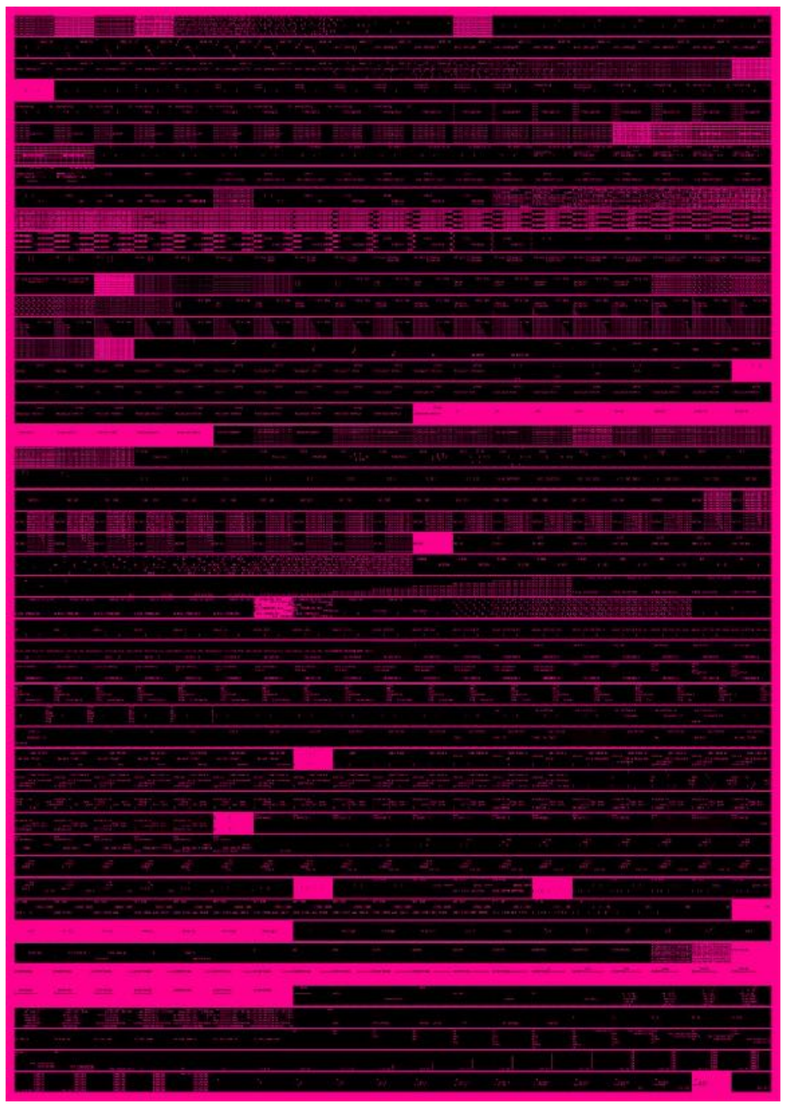
neville brody

https://www.dezeen.com/2009/10/08/arena-homme-by-neville-brody/



http://www.barnbrook.net





what-is-aNti-[design]
everything is'[design]ed'
so/what/is/the/oppos[it]e/of/'[design]' (?)
X XXXOOOOX XXOOO [its]not subversi[o]n)
X XXXOOOOX XXOOO [its]not freed[o]m)
X XXXOOOOX XXOOO [its]cha[ø]s™)
design=[i]
[s]<part/of/any/>[i]ndustrial
[s]ociety
<it's/the/>[m]anhole
[c]overs
<it's/the/>[m]ains
[c]ables
<as/><much/><as/>[the]'designer'/dresses
<[and]/>[the]/boutique/hotels
<ENTERTAINMENT/> is [as] important
[as] function
only-[w]h[e]n
[w]-[e]-acknowledge[this]
will-[w]-[e]-create:::::[HUMAN•DESIGN]=
but.but.but.but.but.but [XXXXX•XXXXXX]=
but.but.but.but.but.but [XXXXX•XXXXXX]=
<there/is/still/a/BIG/[PROBLEM]=
<there/is/too/much:[Talk]0
[Talk]8
[Talk]7
<about-solving-the-small>[problem]s
<the/trinkets.../><the/gadgets.../>[ ]X
<that-we-have-forgotten-the-big/>[problem]s
[we-think]<we/are/'free'/>
<b - e - c - a - u - s - e/>[we]<have/a/>^^^^
<choice/of/a/thousand/different/>[trainers]<to/buy/>
[xxxxxxxx]
<trouble/is/they/are/still/all/just/>[trainers]
<and/>[trainers],
<well/they/don't/really/mean/that>[ ]
<much/at/all/>.||||||<its/where/>[you]-run-to/>
<and/what/[you]/learn/[on]/[the]/journey/>
<NOT/HOW/[YOU]//LOOK/[ON]/[THE]/WAY/THERE/>
[XXX]^^^^^^^^^^^^
des[i]gn
[i]s not a 'surface'
that's/applied/to/[EVERYTHING]
¶ that/only/reinforces/the/current/state/of/society...
¶ and/the/whole/point/of/design/is/the/same/now/as/
it/was/at/the/start/of/the/industrial/revolution/
XXX its/to/ I·M·A·G·I·N·E
XXX and/to/ I·M·P·L·E·M·E·N·T -» A•BETTER•SOCIETY•FOR•ALL

fella
CAPTURES
AMERICAN
VERNACULAR
& MAKES it
Nicer
More than
HAPPY
funR
&
greater
COOLER
& better
THAN

YOUR
MOM.
thanks
Ed!

http://www.edfella.com

http://indexgrafik.fr/edward-fella/

http://edfella-yestoday.com

https://www.pinterest.com/pin/776871622949313 12/?lp=true

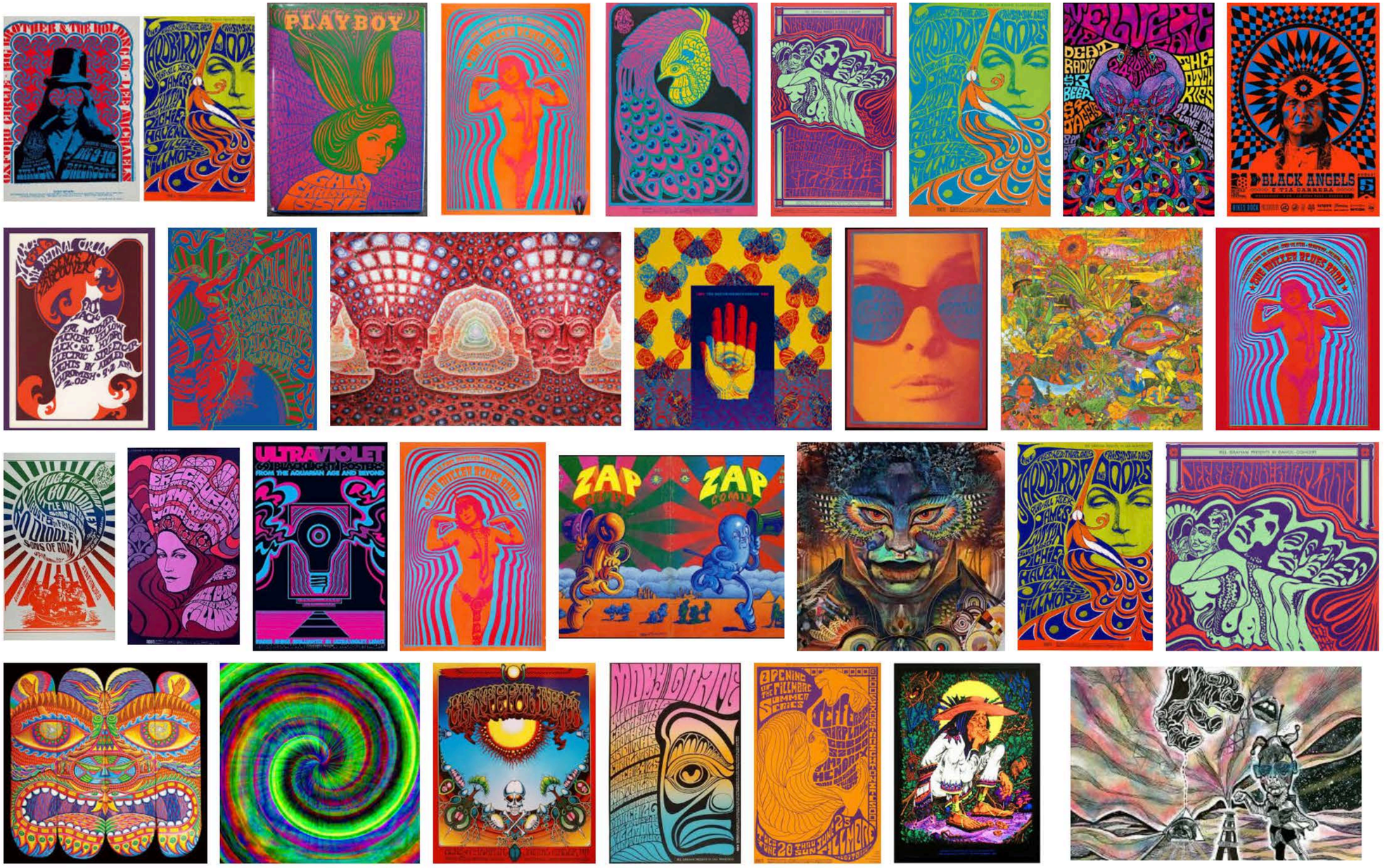
Everything old is new again:

memes

remixes

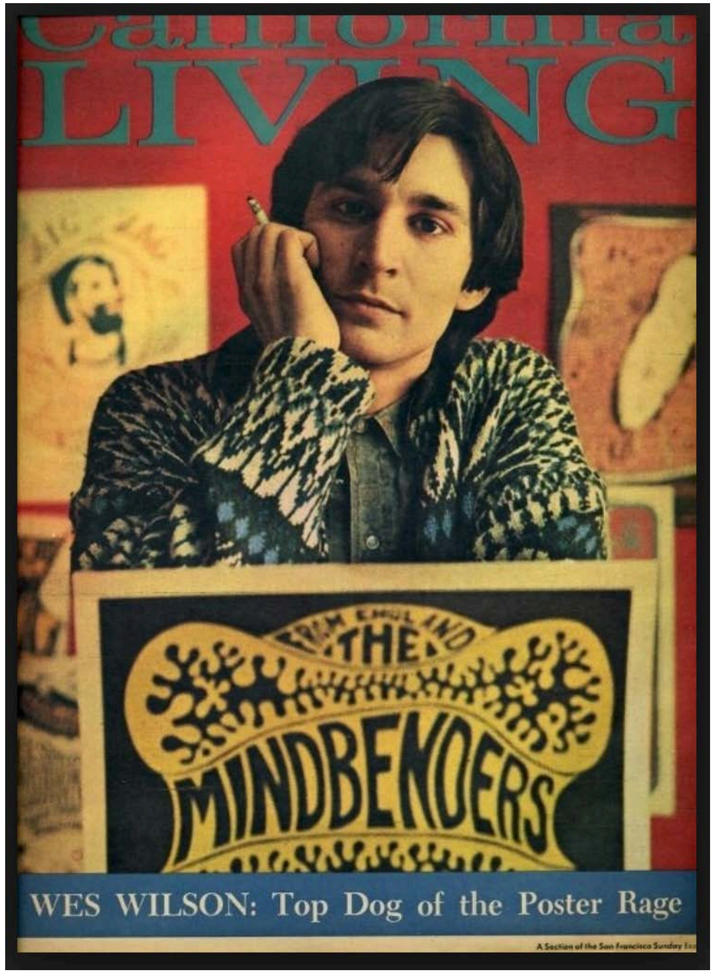
“inside” design humor

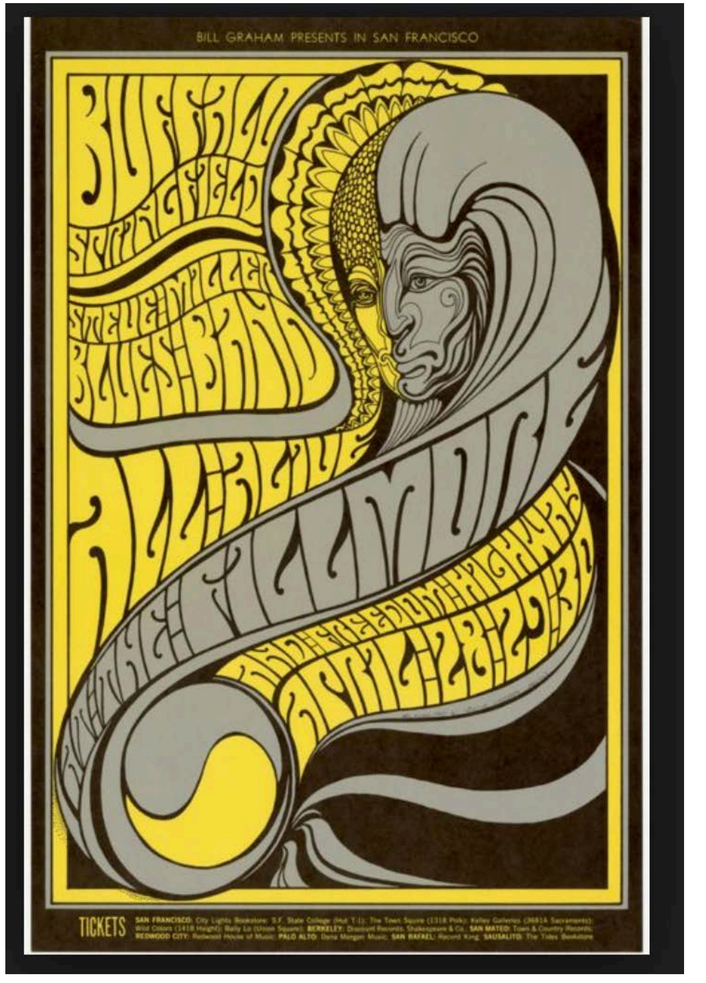
mining the history of graphic design


PLAYBOY
BLACK ANGELS
ULTRAVIOLET
ZAP
ZAP

60s poster designs

- expressionist visual language
- reaction to the stifling/outdated middle class values
- The Big Five
  - Victor Moscoso
  - Wes Wilson
  - Alton Kelly
  - Stanley Mouse
  - Rick Griffin



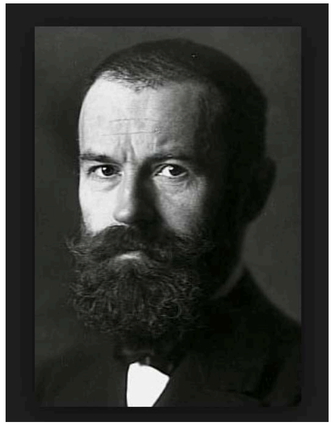


http://www.wes-wilson.com

http://www.victormoscoso.com

alfred roller: vienna secession

“love solid”



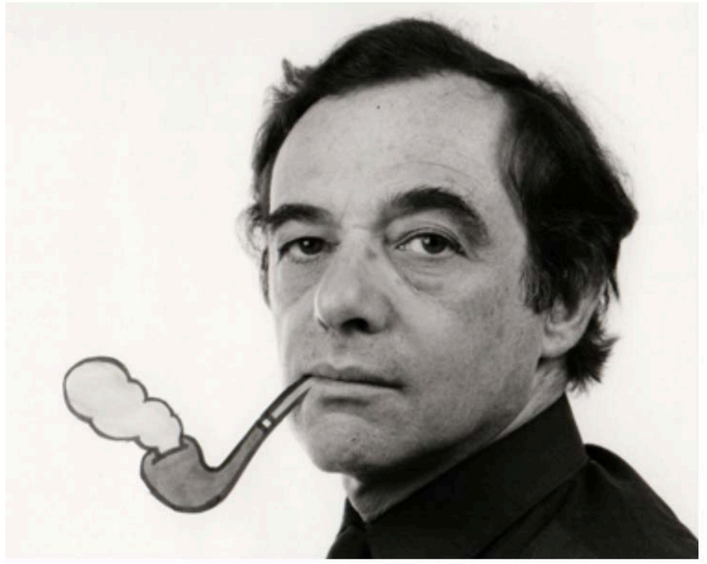
https://www.moma.org/artists/37919

https://99designs.com/blog/design-history-movements/tripping-history-psychedelic-design/

http://www.pushpininc.com/about/pushpin/

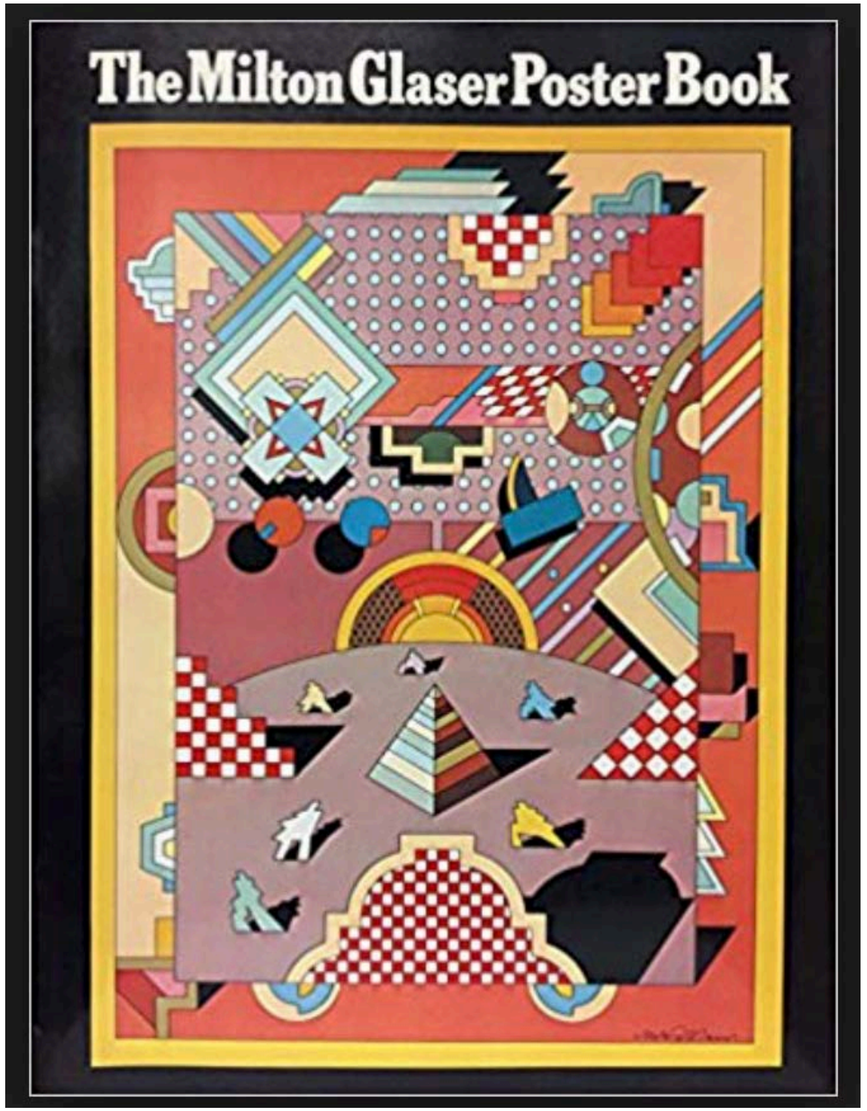
https://www.yeahyelhsa.com

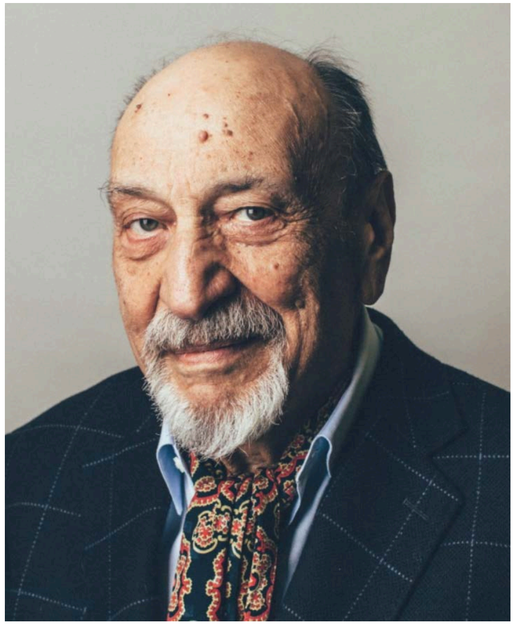
https://www.pghcitypaper.com/pittsburgh/artist-and-illustrator-ashley-olinger-to-paint-a-city-paper-artbox-at-three-rivers-arts-festival/Content?oid=8594308



http://seymourchwastarchive.com

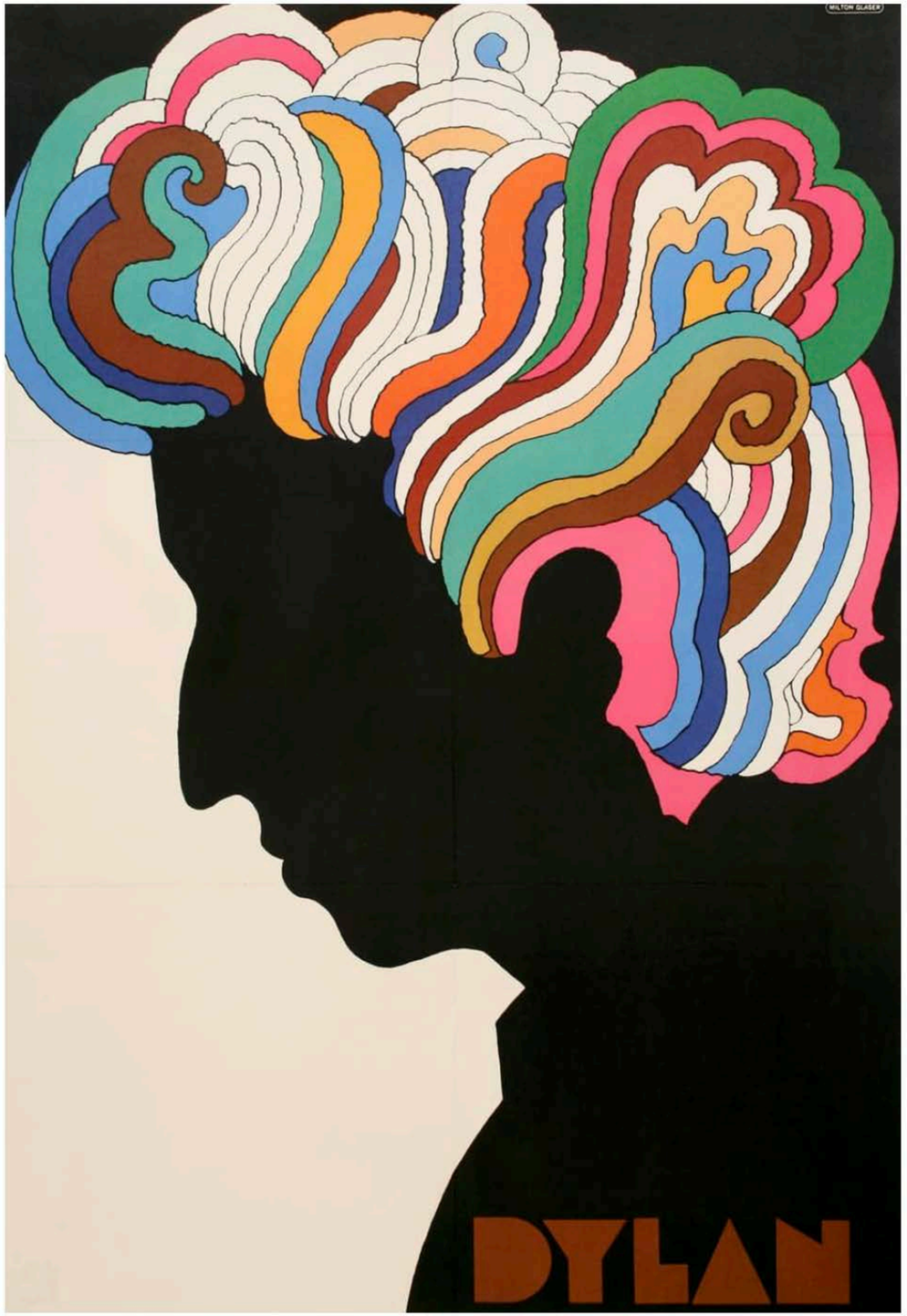
power couples: paula scher and seymour chwast & steven heller and louise fili

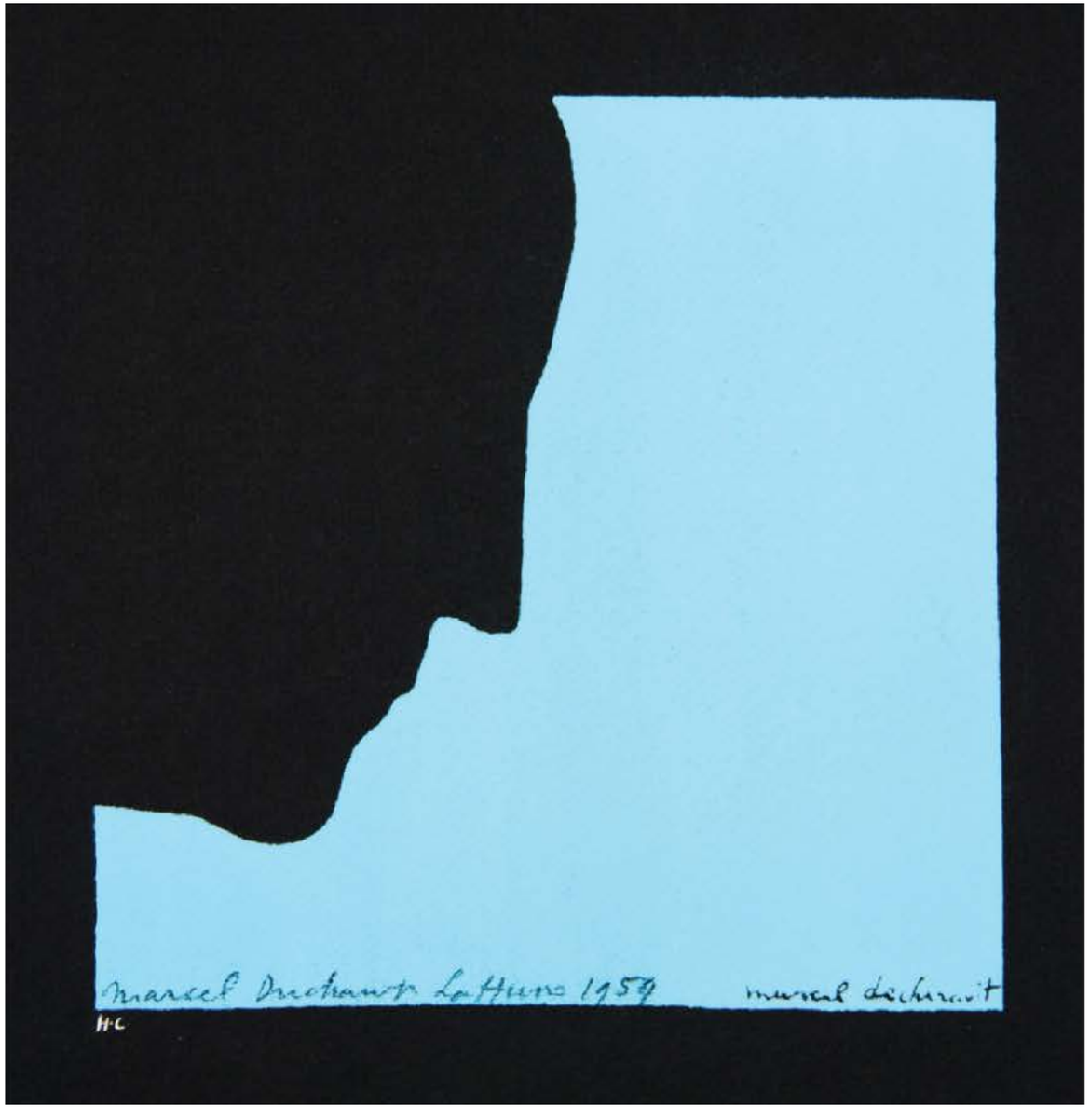




https://www.miltonglaser.com

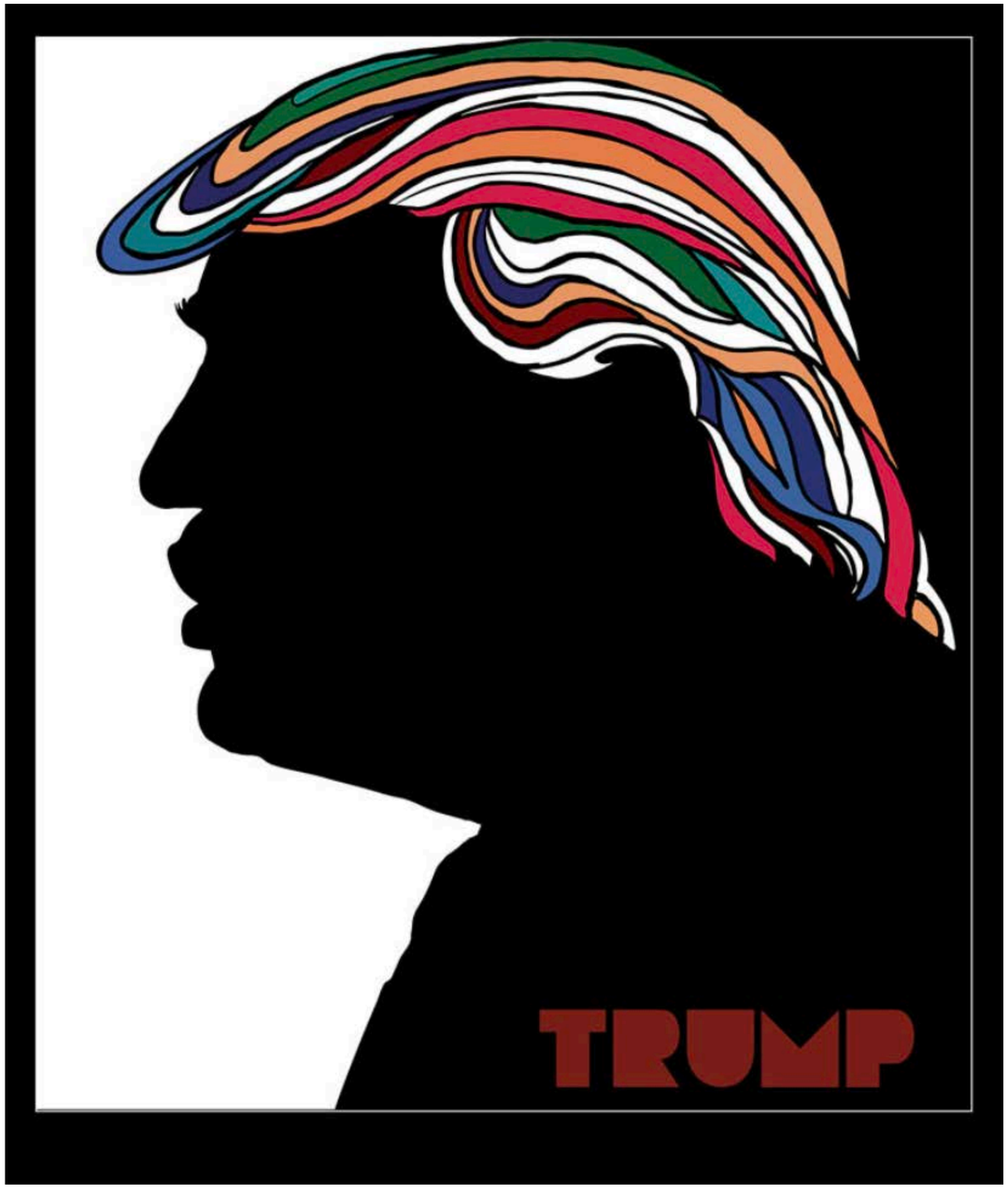
I ♥ NY®

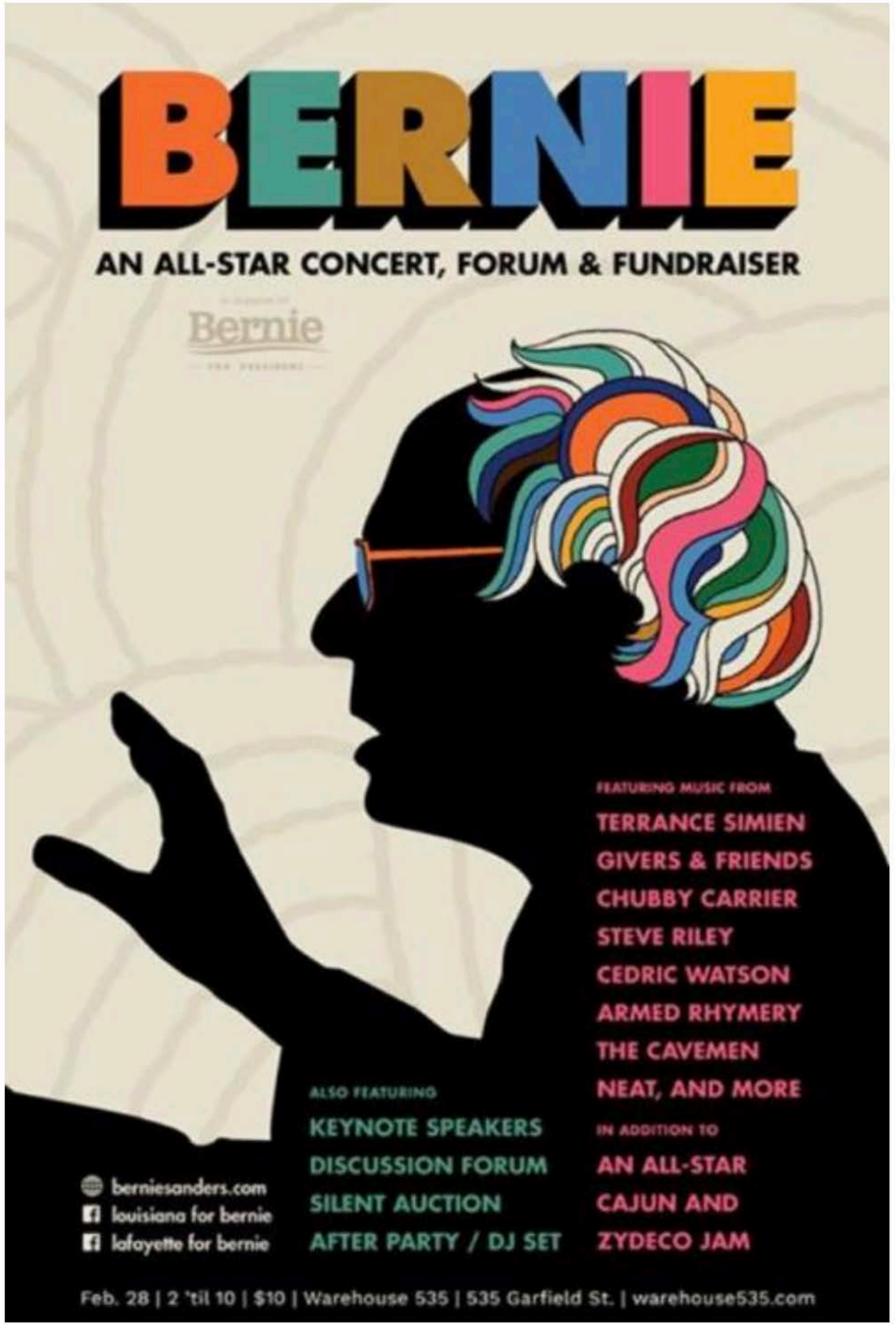

MILTON GLASER
DYLAN


Marcel Duchamp La Hune 1959
marcel duchamp
H.C

BARBIE

WANTED


TRUMP


BERNIE
AN ALL-STAR CONCERT, FORUM & FUNDRAISER
Bernie
FEATURING MUSIC FROM
TERRANCE SIMIEN
GIVERS & FRIENDS
CHUBBY CARRIER
STEVE RILEY
CEDRIC WATSON
ARMED RHYMERY
THE CAVEMEN
NEAT, AND MORE
ALSO FEATURING
KEYNOTE SPEAKERS
DISCUSSION FORUM
SILENT AUCTION
AFTER PARTY / DJ SET
IN ADDITION TO
AN ALL-STAR CAJUN AND ZYDECO JAM
berniesanders.com
louisiana for bernie
lafayette for bernie
Feb. 28 | 2 'til 10 | $10 | Warehouse 535 | 535 Garfield St. | warehouse535.com

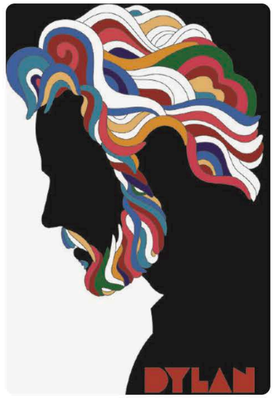
(Milton) Glaserized

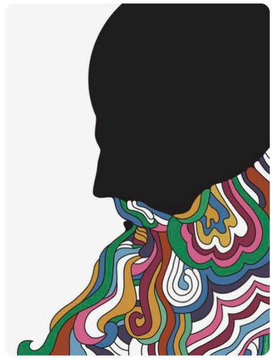
14 Pins · 154 followers

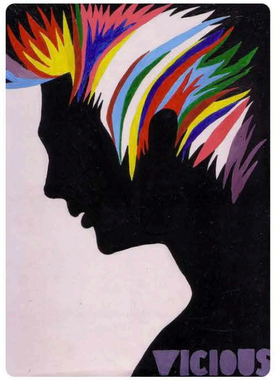
Pins | More ideas

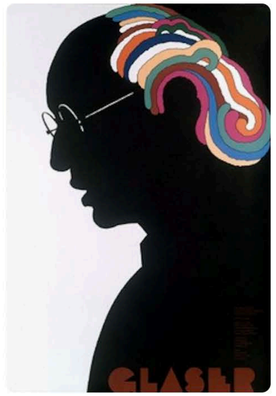
Ideas you might love

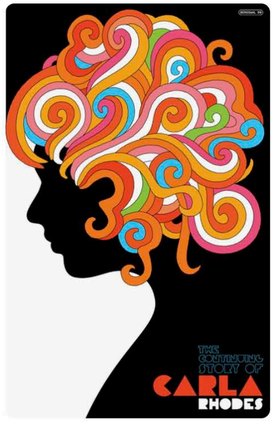
- Milton glaser
- Bob dylan poster
- Bob dylan artwork
- Graphic design inspiration
- Psychedelic poster
- Publication design

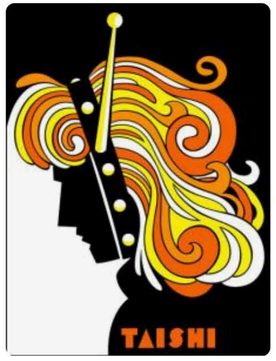


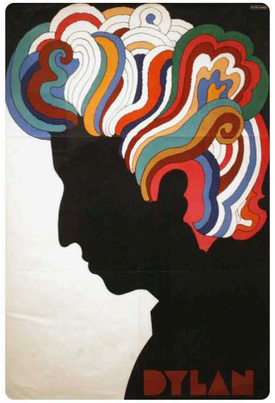


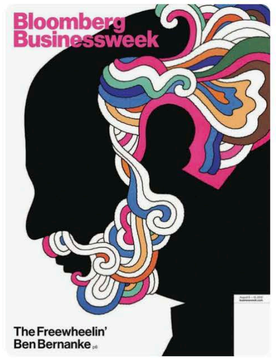


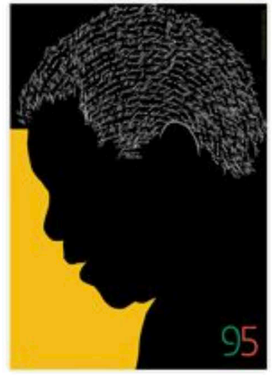




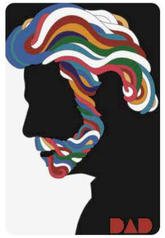


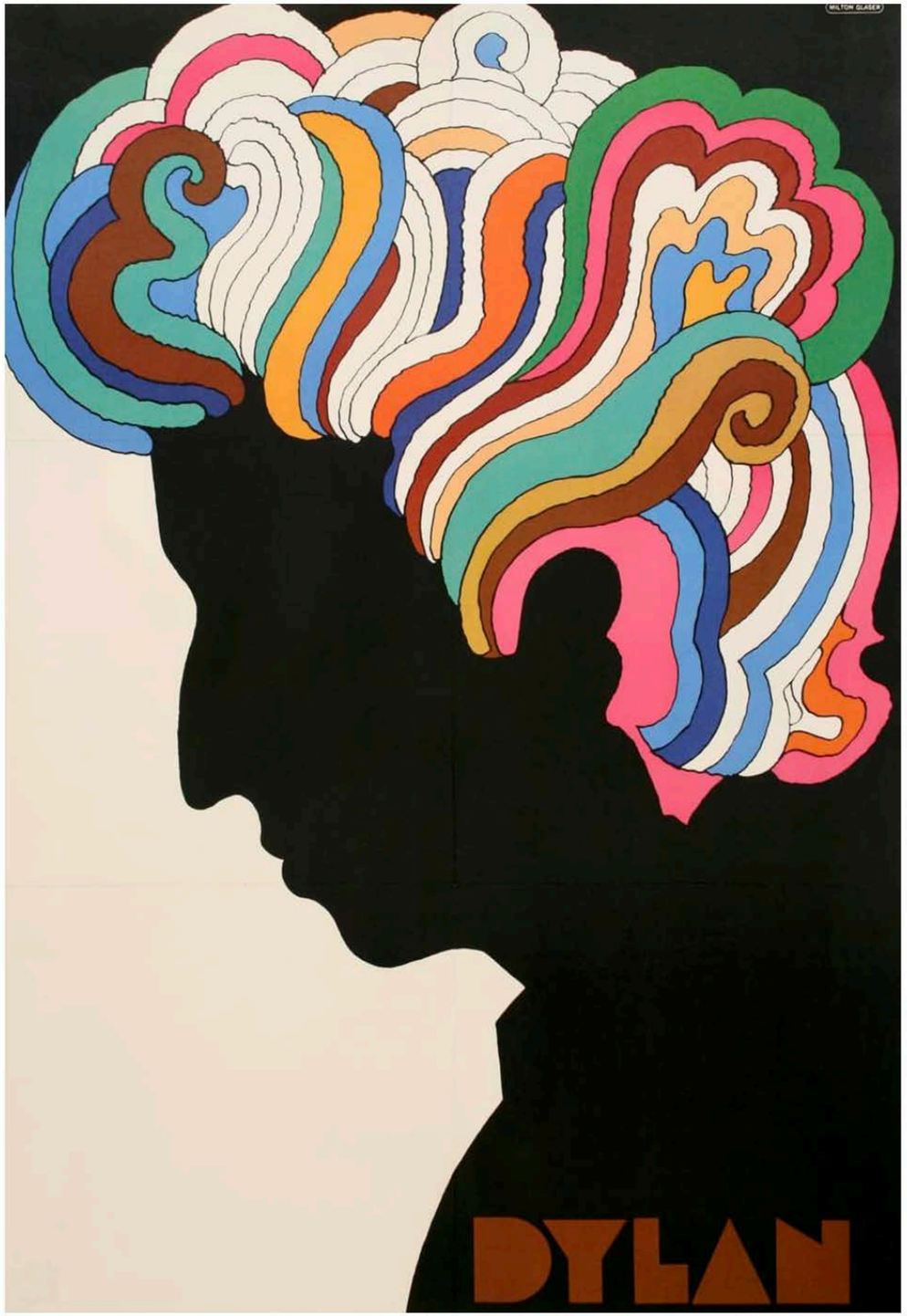






Find some ideas for this board:



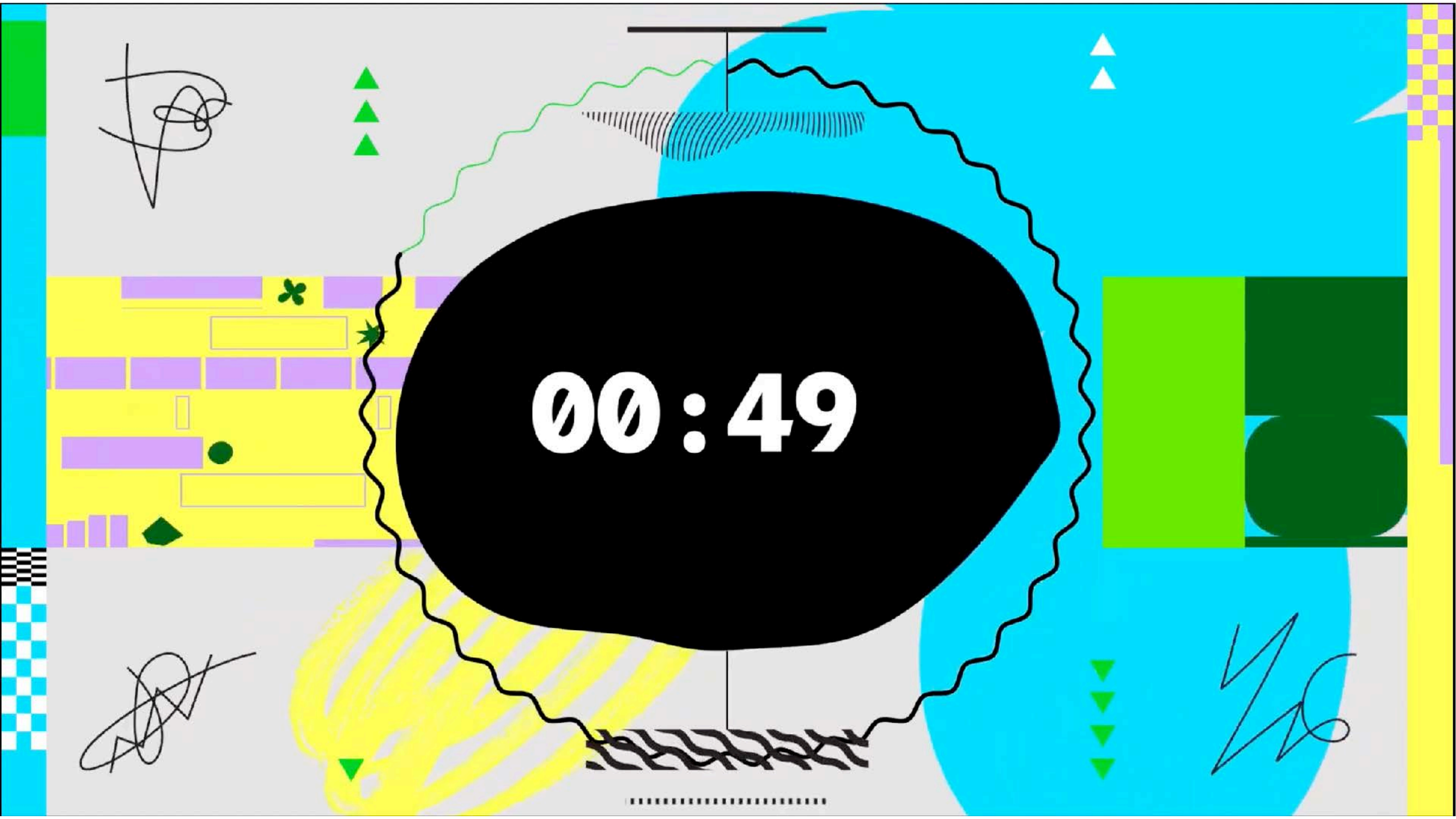

MILTON GLASER
DYLAN

https://www.creativebloq.com/inspiration/10-iconic-examples-of-memphis-design

https://www.thecut.com/2017/05/the-memphis-design-movement-is-having-a-moment.html

The Memphis Group was an Italian design and architecture group founded in Milan by Ettore Sottsass in 1981 that designed Post Modern furniture, fabrics, ceramics, glass and metal objects from 1981 to 1987.

The Memphis group's work often incorporated plastic laminate and was characterized by ephemeral design featuring colourful decoration and asymmetrical shapes, sometimes arbitrarily alluding to exotic or earlier styles.


00:49