



Hi my name is Judy Snaydon.  
I'm looking forward to getting to know you all over the next 15 weeks.

I like bicycles,  
making things,  
growing things,  
sharing things.

I also like feeling useful  
and feeling part of a community.

I also hope you'll get to know me too.

Here's a few things I like:

It's because I wanted to be useful and to be part of a community that I came to teach here.

I'm teaching because I want you to benefit from what I've learned in my career as a graphic designer.

I chose the IDEA School because I believe it's the best design education program in BC and because the university community at CapU is exceptional.

This campus is built on the land  
of the Capilano family.

Visit Kéxwusm-áyakn  
First Nations Student Centre.

- Earlier I acknowledged that this university is built on the unceded traditional territories of the Musqueam, Squamish and Tsleil-Waututh First Nations.
- What does that mean at CapU?
- It means the university is trying to do its part to support change for Indigenous Peoples in Canada.
- Every year this university hosts a Truth & Reconciliation week when you can learn more about the origins of this land, and the Indigenous students and faculty on campus.
- It will take place a few weeks from now. I hope you will all try to find time in your busy days to participate in some of the events.
- When you go to buy coffee in Birch you might notice the big pillar around the elevator as you come down the stairs. The two large blankets hanging there are something we created a few years ago during Truth & Reconciliation week.
  
- All Cap students are welcome at the Kéxwusm-áyakn First Nations Student Centre. (Pronounced Kay-way-osum-i-a-cane) It means **A Place to Meet** in the Squamish language. You'll find the Centre in the Library Building, room LB196. It's on the ground floor, next to the Capilano Student Union Lounge.
- There are two First Nations counsellors there—David Kirk and Joel Cardinal. They are very friendly and always happy to see new faces. There are also weekly visits by First Nations' elders when you can stop by and share a bowl of soup or chili during lunch time.



I said I'm teaching because I want you to benefit from what I've learned in my career.

**So I'll take a minute to tell you about my journey.**

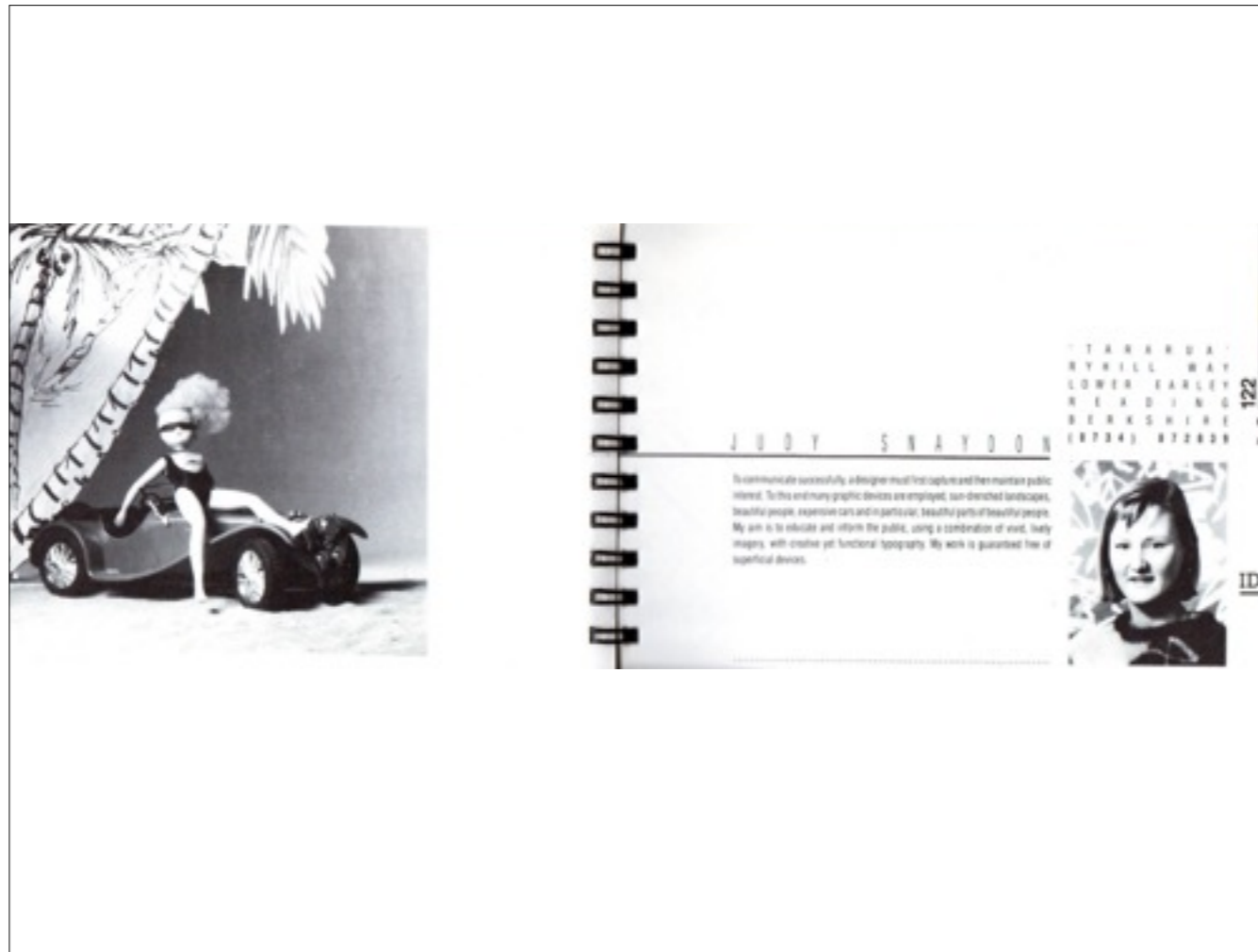
I've worked in many areas of design and advertising, including, brand identity, print design, TV, print and outdoor advertising.

- **Trained in the UK:** BA Graphic Design, Demontfort University,
- **Worked in London:** brand identity designer for clients in UK, France, Norway and Spain.
- I even got to help design the livery of trains.



From London I went to Paris.

- **Worked in Paris:** designer for retail promotions and corporate communications. That meant everything from competitions advertised on the side of razor packets to brochures for exclusive banks in tax havens.
- **Since moving to Vancouver:** advertising art director, freelance art director and designer. I was creative director at MEC (Mountain Equipment Co-op) for many years, where I learned a lot about design for retail environments, including catalogues, e-commerce, and digital marketing.



- How did I get there?
- I started just like you. In a classroom like this.
- This is my spread from my student graduation book. Grad books in many ways still look the same today. Sexier though because technology has changed everything since I was at school.
- So if any of you are feeling a little intimidated about being her, don't be.
- All your instructors understand what you're going through.
- We've all been in your shoes. We're not better, or more talented than you might be, we've just been around longer.
- Try not to feel intimidated. We're here to help commerce, and digital marketing.

FYI I'm a graphic designer.

**What is this profession you're getting into?**

It's a profession made up of creative people: whether it be designing logos, or graphic novels, we are a profession of image makers and wordsmiths who work together to communicate messages and to tell stories.

Here is a video made by a couple of Students from St Martin's Art College in London about how the average person thinks of graphic design.

Don't ask a designer to build  
a bridge – ask them the best  
way to get across the river.

Pierre-Yves Panis,  
industrial designer

- **Graphic design is a lot more complex and nuanced than that video portrays.**
- **And graphic design is only one form of design.**
- Design and designers take many forms: architects—who are building designers, industrial designers—who design almost everything we use from backpacks, to chairs, to dish soap bottles (like those designed for Method by Karim Rashid)
- **What others can you think of?**
- There are also fashion designers, textile designers, engineers (who are structure designers)
- What we all have in common is that when we do our jobs well, we think differently—we are more creative in the way we solve problems.
- This quote from industrial designer Pierre-Yves Panis, expresses why as designers, or as illustrators, we should not just be on-demand order takers. We should first ask WHY are we creating this. What problem are we trying to solve?





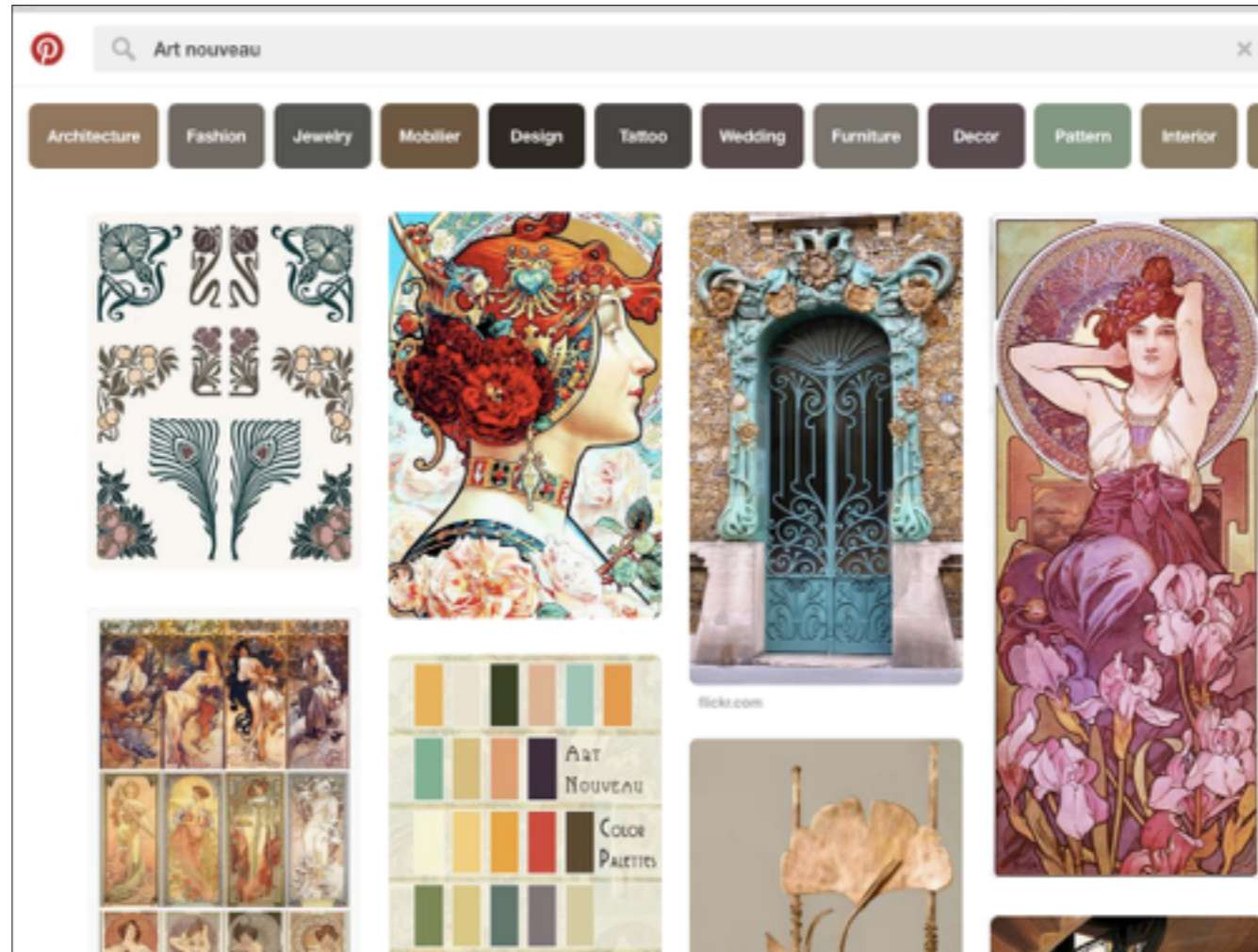
- In this class we will focus on understanding the roots of graphic design.
- We will focus on learning who graphic designers are and how their profession came to be.
- You will learn more about the origins of illustration in Jeff's class on Mondays.
- Jeff and I will teach you about the origins of our industry. Next term you will study the evolution of the industry up to the present day in your Survey and Principles 2 classes.

“A people without a knowledge of their past history, origin and culture is like a tree without roots.”

Marcus Mosiah Garvey

- **Why does this class matter?**
- **How can we understand who we are, if we don't know where we come from?**

**Marcus Mosiah Garvey, Jr.**, was a Jamaican political leader who encouraged people of African descent to reconnect with their African roots. He founded the Black Star Line, a shipping and passenger line which promoted the return of the African diaspora to their ancestral lands.



- **I hope this class will also serve as a rich source of inspiration for the future.**
- The internet provides an endless source of inspiration.
- There is so much out there that it can make you lazy and as a result your work might be unoriginal.
- If you want to be better than average, you'll need to be able to dig deeper in your research.
- You'll learn not to just look for the trendiest thing on Pinterest.
- You'll learn where to look for more unusual inspiration and to recognize the brilliance of all the amazingly creative people that built our industry.

# IDES 141

## Survey and Principles of Design 1

**This class is IDES 141: Survey and Principles of Design 1**

In this class we will study the evolution of graphic design, from the first rock art to the propaganda posters of the second world war.

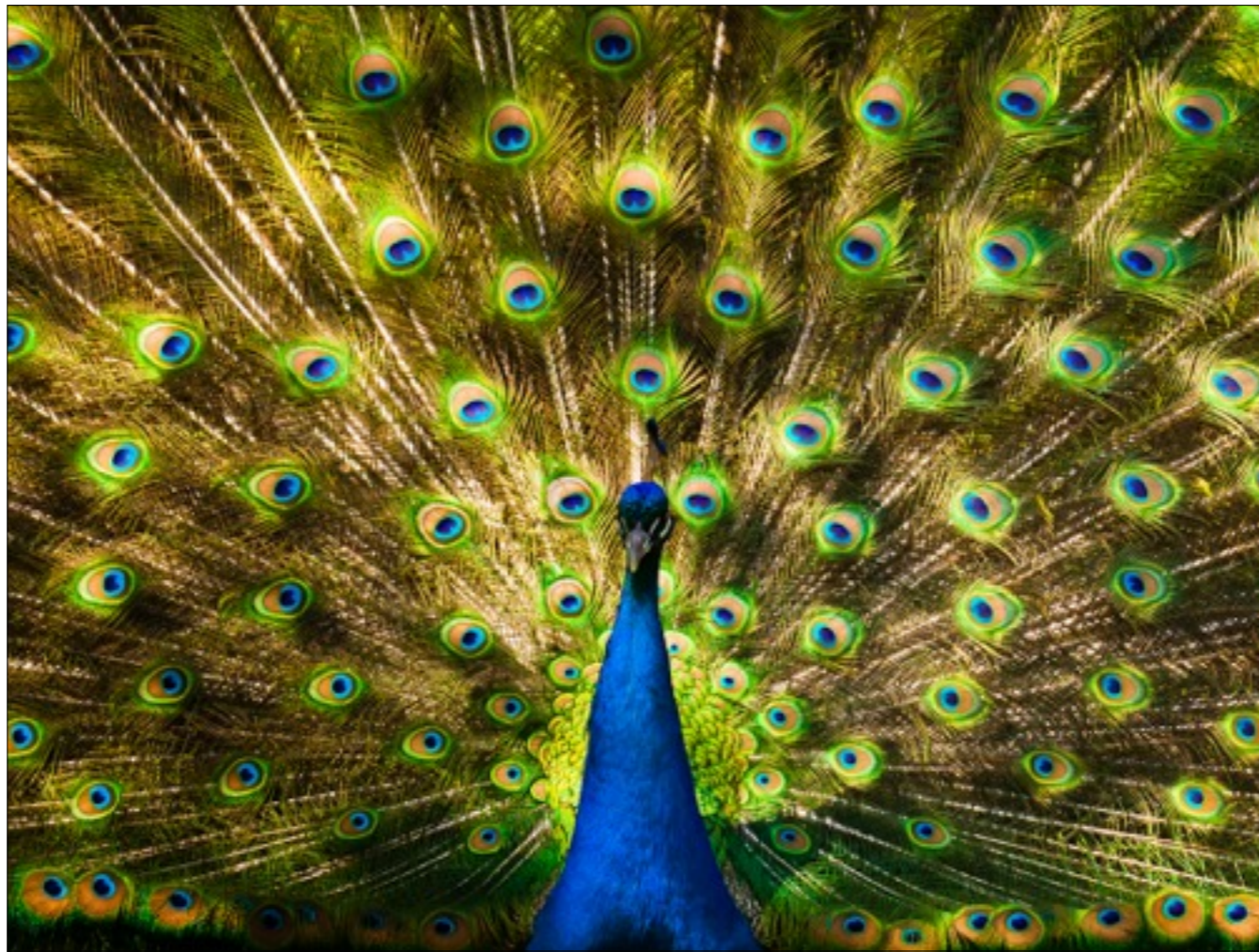
Three important words:

There are three important words that I want you to keep in mind over the next 15 weeks. They are the basis of everything we do in our industry.

Communication  
Storytelling  
Curiosity

# 1. Communication

The first thing I want you to think about is how we communicate.



**How do animals communicate with one another?**

Sight, sound, smell, taste, touch — displays of behaviour, colour, etc.





**How do humans communicate with one another?**

In similar ways: sounds, speech, gestures, facial expressions.

**Why do animals, including humans need to communicate with each other?**

To teach each other.

To warn each other of danger.

To express emotion: affection, joy, anger, fear.

To collaborate: planning an attack on prey etc., or running a kitchen.



**Humans also communicate with pictures and words.**

- There are many messages we see every day without giving them any thought.
- What can you tell me about these 2 signs and how they might impact a reader differently?



- All the messages we see have been crafted by someone acting in a designer role.
  - They have considered how to best communicate the information to their intended audience.
  - A fine artist's primary consideration is about what they want to communicate, not necessarily how the audience will interpret it.
  - As designers, our primary role is to make sure the message is interpreted accurately. And that includes the tone of the message
- 
- **What do I mean by tone? What is the tone of this weather app?**



### How much do you think about the design you see every day?

- Information design is an area of design that focuses on providing people with information. It used to be a very common term, it is no longer used as much.
- While perhaps seeming less glamorous, good information design is what really helps people.
- The transit system in Vienna is exceptionally well designed.
- It clearly helps people understand where they are now and where they are headed, even if the names, or language is unfamiliar to them. (An important consideration in tourist friendly places.)
- Here the highlighted name at the bottom indicates where the next stop is and the arrow helps us understand the direction we are going in.
- The final destination is clearly shown at the top.



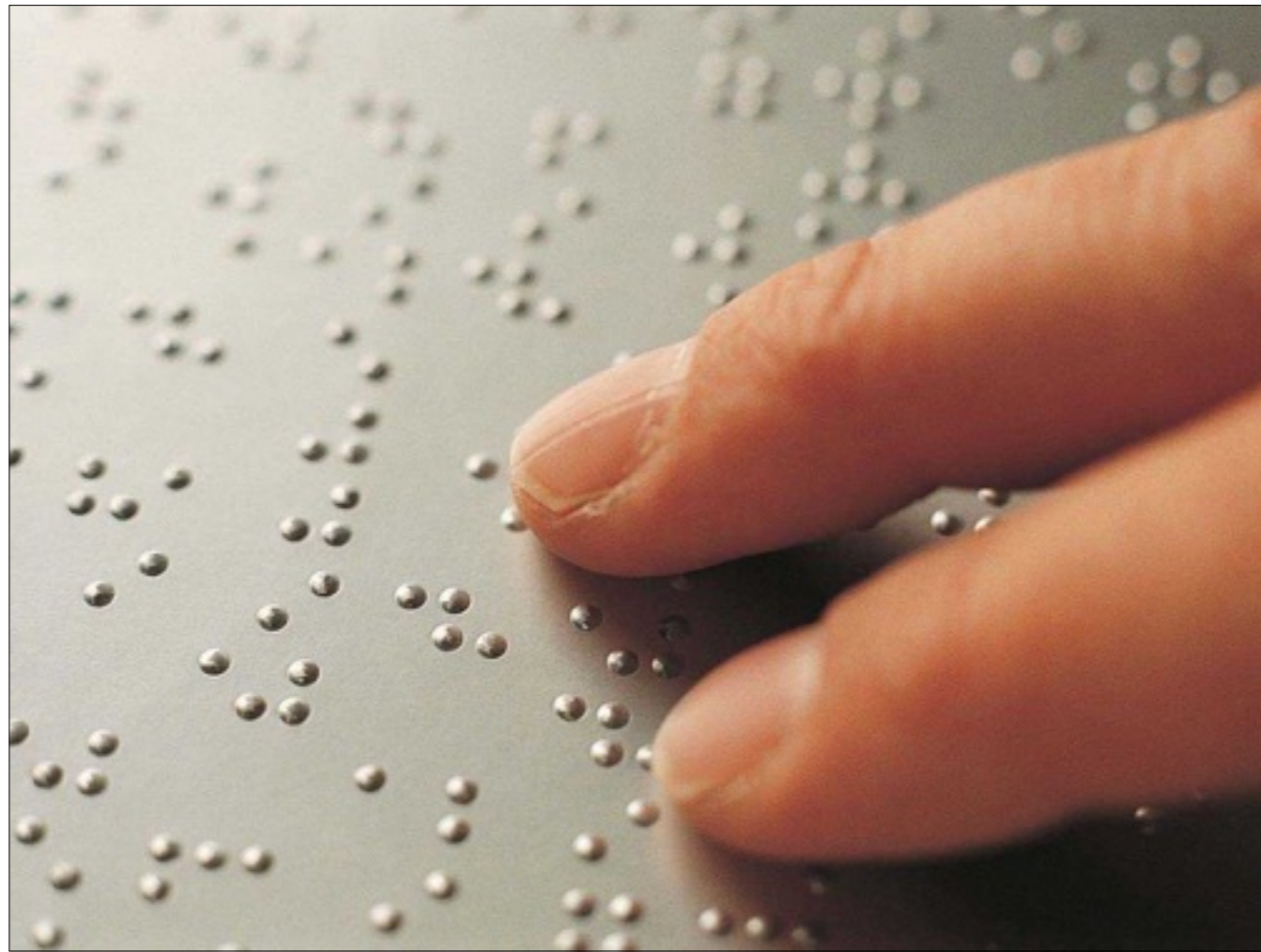
**Who we are communicating with is also very important.**

- In this program you will learn to tailor messages to different target audiences.
- A message targeted to a very young audience needs to be crafted quite differently to a message targeting adults.



- The Dr. Seuss books are written in a different style to the Harry Potter books, which are written differently to 50 Shades of Grey.
- They are all designed differently too.
- When designing any form of message we take our audience and their needs into consideration.

**What special considerations do you think we have for teenagers versus seniors?**



- We also need to be able to design for people with a wide range of capabilities. Like seniors having poor eyesight. Or being aware that some people do perceive colour as well as others.
- About 4.5% of the population is colour blind, including 8% of men.

<https://www.gdc.net/tools-resources/design-accessibility>



- So communication needs to be tailored to the audience.
- Sometimes this means that messages need to be distilled into a very simple format that anyone and everyone can understand.
- **That doesn't mean that messages have to be boring.**

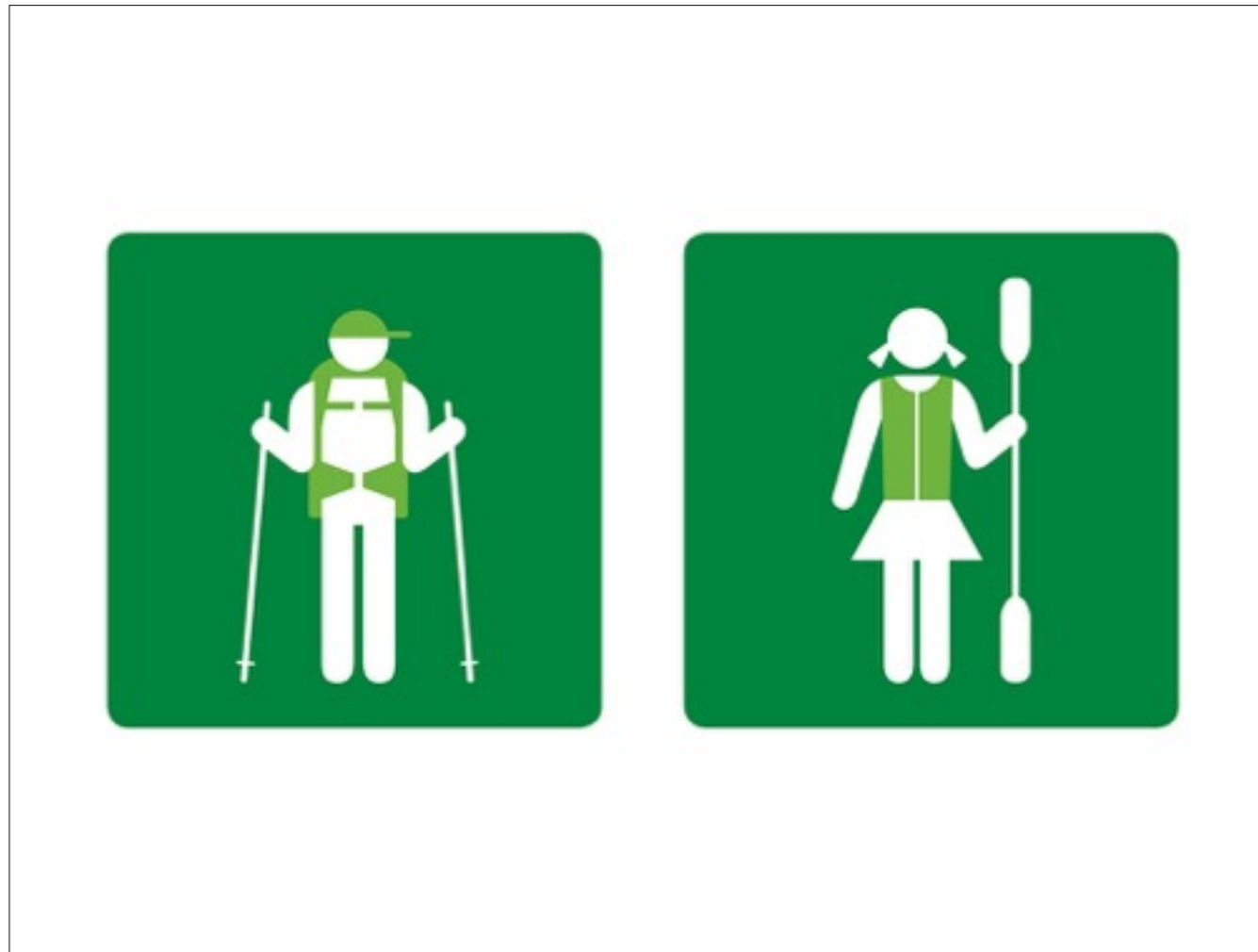




- I said earlier that designers are more creative in the way we solve problems.
- That means that we need to be able to stand back from the problem and imagine the solution differently.

### ***Paula Scher washroom signage***

- Paula Scher is an American graphic designer, painter and art educator in design, and was the first female principal at Pentagram (possibly the world's most famous design firm).
- She is an AIGA medalist, the highest honour awarded by the American Institute of Graphic Artists.



Even the most basic messages can be both universal and targeted to a particular audience. The more targeted our messages are, the more they resonate.

***Washroom signage for MEC***



These days washroom signage has new social norms to contend with. Creative designers can take problems and turn them into opportunities.



Directional and instructional signage needs to be immediately understandable. But that doesn't mean that it can't be fun, or carry a secondary message, in this case, one of tolerance and understanding.

***Street signage, Vienna***



**So effective communication through symbols is important, especially when not everyone speaks the same language.  
How many spoken languages do you think there are in the world?**

- There are over 6,000 spoken languages in the world  
The top 10: Mandarin 14% (1,213,000,000 people), Spanish 6%, English 5%, Hindi and Arabic 4%, Portuguese and Bengali 3%, Russian and Japanese 2%, Punjabi, German and French fight for 10th place.

## IN THE BEGINNING

GOD CREATED THE HEAVEN AND THE EARTH. ¶ AND THE EARTH WAS WITHOUT FORM, AND VOID; AND DARKNESS WAS UPON THE FACE OF THE DEEP, & THE SPIRIT OF GOD MOVED UPON THE FACE OF THE WATERS. ¶ And God said, Let there be light: & there was light. And God saw the light, that it was good: & God divided the light from the darkness. And God called the light Day, and the darkness he called Night. And the evening and the morning were the first day. ¶ And God said, Let there be a firmament in the midst of the waters, & let it divide the waters from the waters. And God made the firmament, and divided the waters which were under the firmament from the waters which were above the firmament: & it was so. And God called the firmament Heaven. And the evening & the morning were the second day. ¶ And God said, Let the waters under the heaven be gathered together unto one place, and let the dry land appear: and it was so. And God called the dry land Earth; and the gathering together of the waters called he Seas: and God saw that it was good. And God said, Let the earth bring forth grass, the herb yielding seed, and the fruit tree yielding fruit after his kind, whose seed is in itself, upon the earth: & it was so. And the earth brought forth grass, & herb yielding seed after his kind, & the tree yielding fruit, whose seed was in itself, after his kind: and God saw that it was good. And the evening & the morning were the third day. ¶ And God said, Let there be lights in the firmament of the heaven to divide the day from the night: and let them be for signs, and for seasons, and for days, & years: and let them be for lights in the firmament of the heaven to give light upon the earth: & it was so. And God made two great lights; the greater light to rule the day, and the lesser light to rule the night: he made the stars also. And God set them in the firmament of the heaven to give light upon the earth, and to rule over the day and over the night, & to divide the light from the darkness: and God saw that it was good. And the evening and the morning were the fourth day. ¶ And God said, Let the waters bring forth abundantly the moving creature that hath life, and fowl that may fly above the earth in the open firmament of heaven. And God created great whales, & every living creature that moveth, which the waters brought forth abundantly, after their kind, & every winged fowl after his kind: & God saw that it was good. And God blessed them, saying, Be fruitful, & multiply, and fill the waters in the seas, and let fowl multiply in the earth. And the evening & the morning were the fifth day. ¶ And God said, Let the earth bring forth the living creature after his kind, cattle, and creeping thing, and beast of the earth after his kind: and it was so. And God made the beast of the earth after his kind, and cattle after their kind, and every thing that creepeth upon the

**Any guesses how many written languages there are in the world?**

About 1/2 of those spoken (3,000).

The bible has been translated into about 2,500 of them. We will learn how important the bible has been to the development of our industry in this course.



- Canada is an officially bilingual country where, by law, both languages must be equally represented.
- Graphic designers working for multi-lingual clients have to respect all languages equally and learn the rules that apply to their use.
- This was an important part of my job at MEC, as they have stores in Quebec with French signage and of course, a French website.
- Packaging designers in Canada have a frustrating job, as they have half the space to work with that designers in single language countries do.



**Is the number of languages in the world increasing or decreasing?**

**Why? What are we doing about it?**

In Canada we have many Indigenous languages. This university offers language classes that are trying to revive Indigenous languages.

As languages are lost, so is important information acquired over centuries— information about traditional ways of doing things, using native plants to create remedies, etc.





- My mother was born in a bilingual country.
- In Wales, all public signage is bilingual, despite there being a relatively small proportion of the population that still speaks Welsh as their first language.
- This is one of many initiatives to try and keep the language alive.



Communication designers face unique challenges when dealing with information in multiple languages.

Stand up and stretch!!

## 2. Storytelling

The second thing I want you to think about is how we use stories to communicate.



Mankind has traditionally preserved and shared knowledge from generation to generation through storytelling.



The way we tell stories is different depending on our culture and our audience.



- As designers it is our job to make sure our stories target our audience.
- The way we tell the story will dictate whether or not our audience engages with our message.



- We can make storytelling fun, even if some of our underlying messages are quite serious.
- Sesame Street addressed serious issues like racial tolerance in a very creative way.





- How did man go from grunting to sophisticated storytelling? That's the evolution we'll be studying in this class.
- Here are just some examples to help you understand how far we've come as a race of communicators.

*Paleolithic cave paintings Lascaux Caves in southwestern France. circa 17,300 years old.*



First Nations Pacific Northwest carvings



Australian aboriginal hollow log tombs



Painting has long been used as a historic record of events.

Since the beginning of organized religion, painting and carving has been used to tell religious stories.

The Last Supper, mural painting by Leonardo da Vinci  
in the refectory of the Convent of Santa Maria delle Grazie, Milan.

1495



The Last Judgement, the Sistine Chapel ceiling  
Michelangelo, under the patronage of Pope Julius II,  
Early 16th century.



Art has also been used to record the lives of famous people.

***The Boyhood of Raleigh* is a painting by John Everett Millais, 1871**

(Sir Walter Raleigh, 16th century explorer)



Art has been used to tell the stories of great battles:

***The Second Battle of Ypres, Richard Jack's, 1915***



Up until the 19th century, art and books were some of the only ways available to record and share stories.

When photography and film were invented stories took on a whole new dimension.

Since its inception, cinema has been used to tell stories that are both real and imagined.

***Gone With the Wind, 1939***





As I said earlier, in our communications and storytelling, we have to adapt our message to our audience. Something that Walt Disney was a master of.  
***Bambi, 1942***



Starting with movies like Star Wars, the technologies available to us now mean that stories can be delivered to us that defy our own imaginations.

***Star Wars , Return of the Jedi, 1983***



Music has also been used for millennia to tell stories.  
Whether it's a classic symphony, an Opera, or a Shawn Mendes song



Different cultures use different forms of music and dance to tell stories.

As designers and illustrators we must remember that our message sometimes needs to be targeted, not just to a particular age group, but also to different cultures.



Canada's Indigenous Peoples use music and dance as part of a traditional form of storytelling.

**Who here is familiar with A Tribe Called Red?**

An Indigenous Canadian band, who blend many musical styles with elements of First Nations music, particularly vocal chanting and drumming.



Like dance, there are many forms of theatre that are used to tell stories.

Shakespeare is considered to be perhaps history's greatest storyteller, who was very aware of connecting with his audience.



Depending on the culture, the form of the storytelling can be very different.  
All these different kinds of storytelling, offer exciting sources of inspiration for designers.



Our creativity is limited only by our imaginations and our imaginations are limited only by how much we explore the world around us.





Crafts have also been used throughout history for story-telling.  
Beading, quilting and embroidery have also played an important role in storytelling.

***Mennonite quilters***



**The Bayeux Tapestry** depicts the events leading up to the Norman conquest of England at the turn of the 11th century, resulting in the Battle of Hastings. (William, Duke of Normandy fought Harold, Earl of Wessex, later King of England)



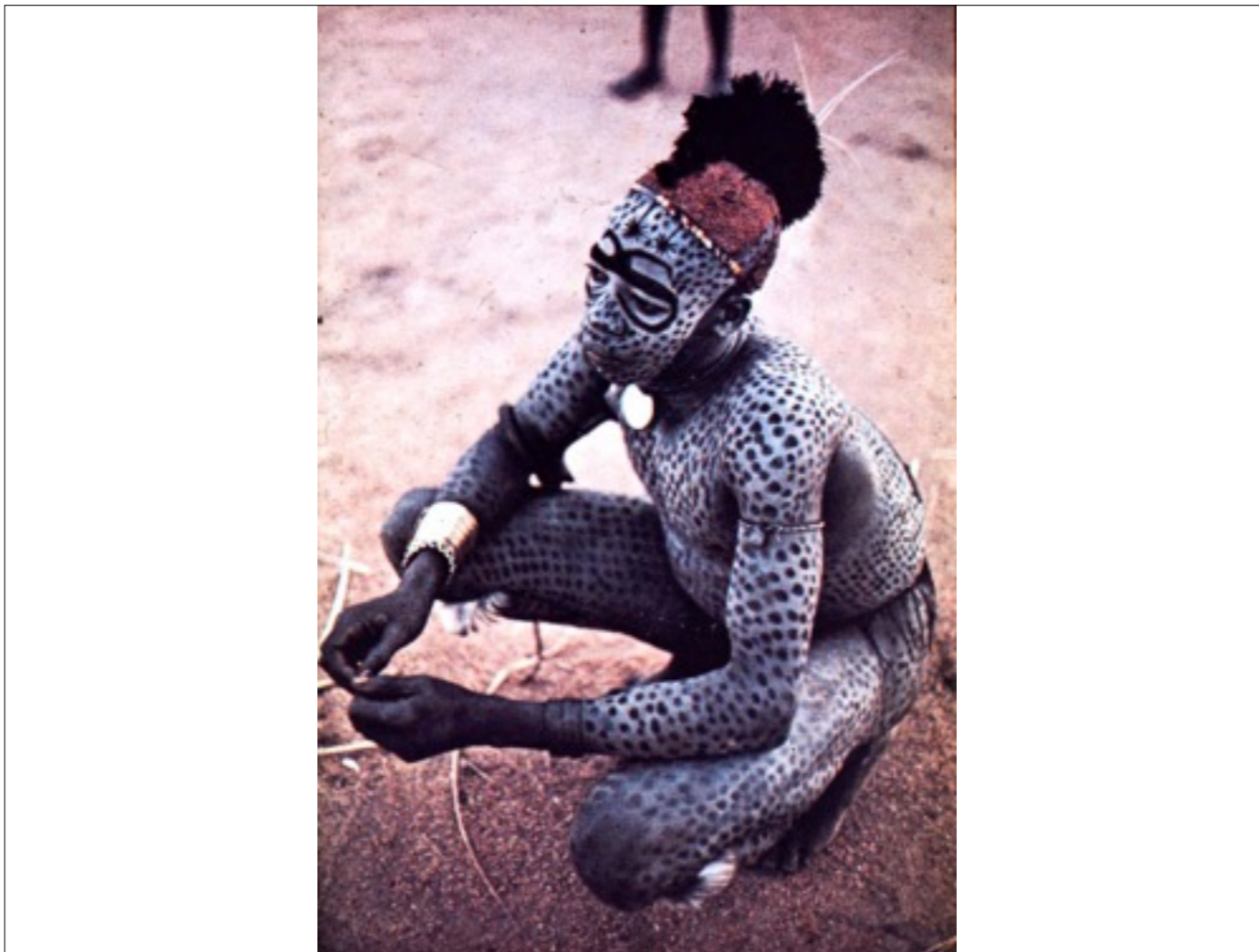
The tapestry is 230 feet long X 20 inches tall. It may have been commissioned at the same time as the Bayeux cathedral's construction in the 1070s, possibly completed by 1077 in time for display on the cathedral's dedication.

There is a life-size copy of it in my home town in England.

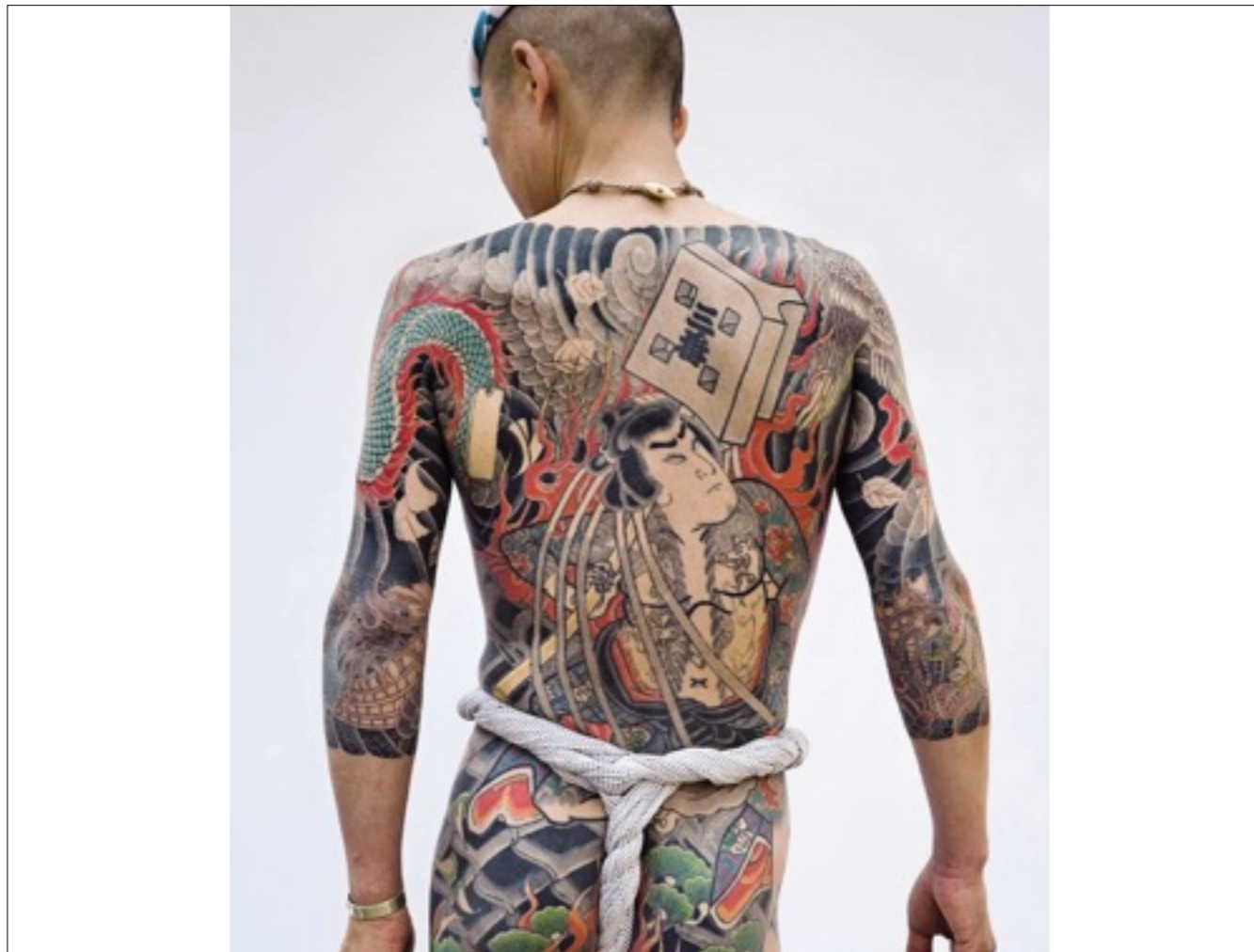


- This piece is one in a series of six large-scale tapestries by the Turner-Prize winning artist Grayson Perry.
- Called the Vanity of Small Differences, the series is inspired by the 18th century painter William Hogarth's moral tale, A Rake's Progress.
- The tapestries explore the British fascination with taste and class.

***The Adoration Of The Cage Fighters 2012, Grayson Perry***



All of us tell stories about ourselves through the way we dress and decorate ourselves.



From very early times, body art has been used as a form of self-expression and communication. Sometimes it has a significance to our place in society, sometimes it's a way of expressing ourselves, or telling our personal story.



We use our clothing to tell stories about ourselves.  
It's as true now as it was thousands of years ago.

***Boots, Brooklyn Museum***

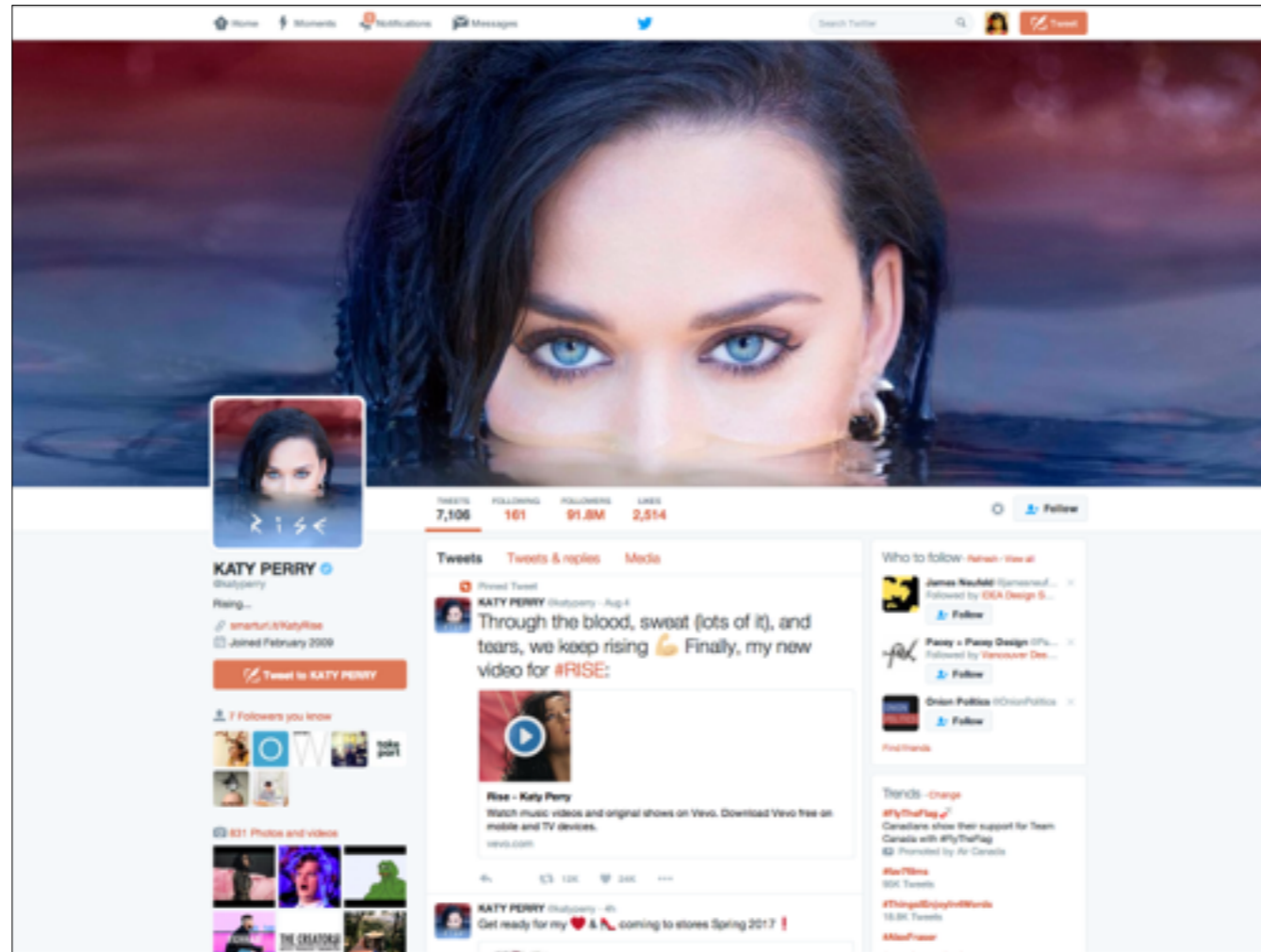


So we can tell stories in many different ways. While the days of telling stories round the campfire are mostly over, the value of storytelling has not been lost. Storytelling is still central to our way of life.





Around the world people still tell each other stories the way they did thousands of years ago. Most of today's storytellers have found new ways to share.

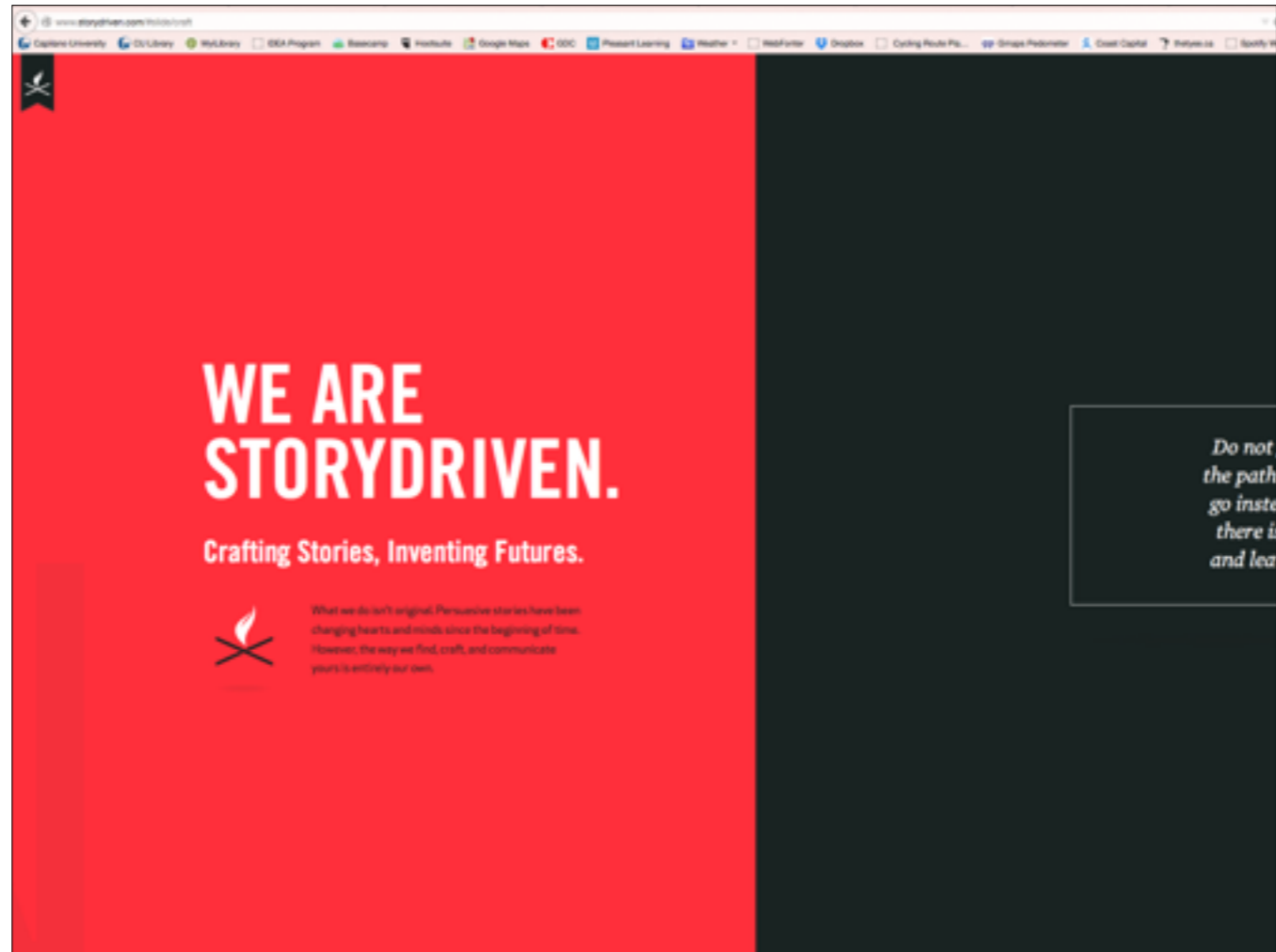


And they're often doing it in 140 characters or less.

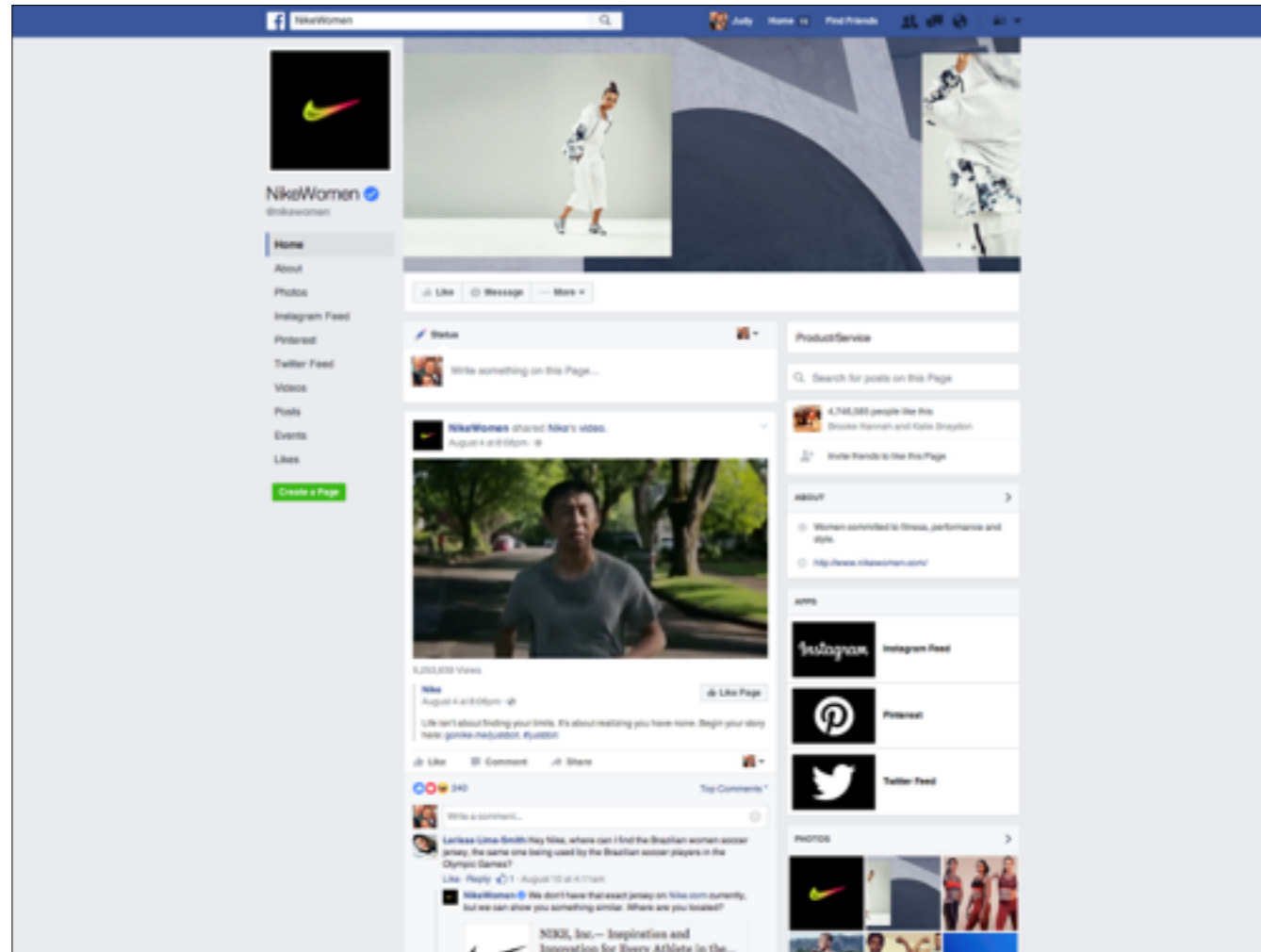
Storytelling isn't just something people do for fun, it is now a key part of how people in our industry do our job. We take a message and craft it into a story that engages an audience.

As designers we need to understand how to communicate using modern tools, while capturing some of the magic and intimacy of the campfire.





You will find many agencies specialising in storytelling.



Brands are using Facebook to tell their stories and to build relationships with consumers.



Even politicians are using social media to engage with us and to try and make us like them. Social Media will play a big part in your careers as well as your personal lives.

Stand up and stretch!!

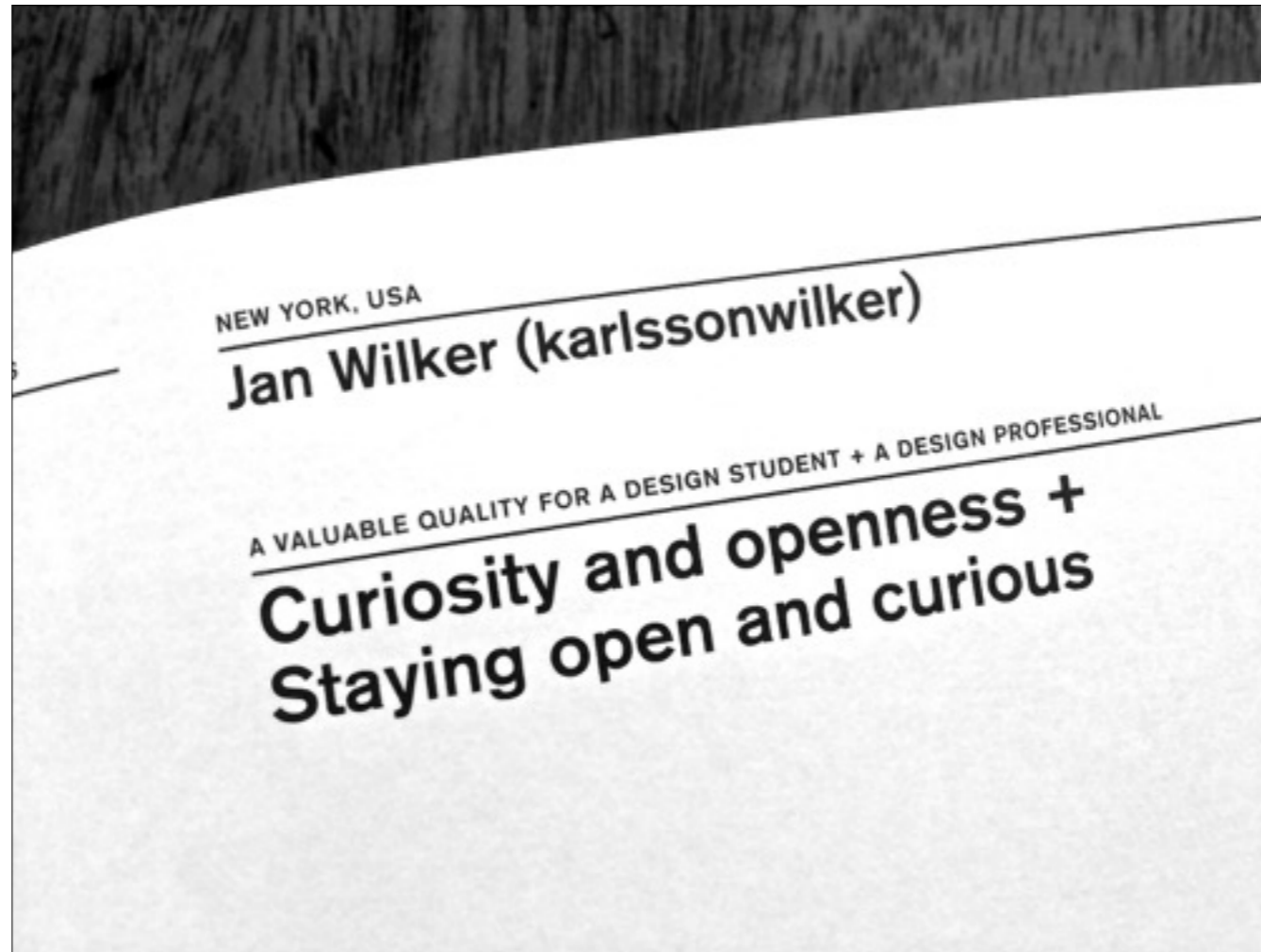
## 3. Curiosity

The last thing I want to get you thinking about today is curiosity.

### **Why is curiosity important in our industry?**

- It is hard to tell a good story, unless you are genuinely interested in the subject.
- Graphic designers are communicators and we have to become interested in whatever subject we are hired to communicate.

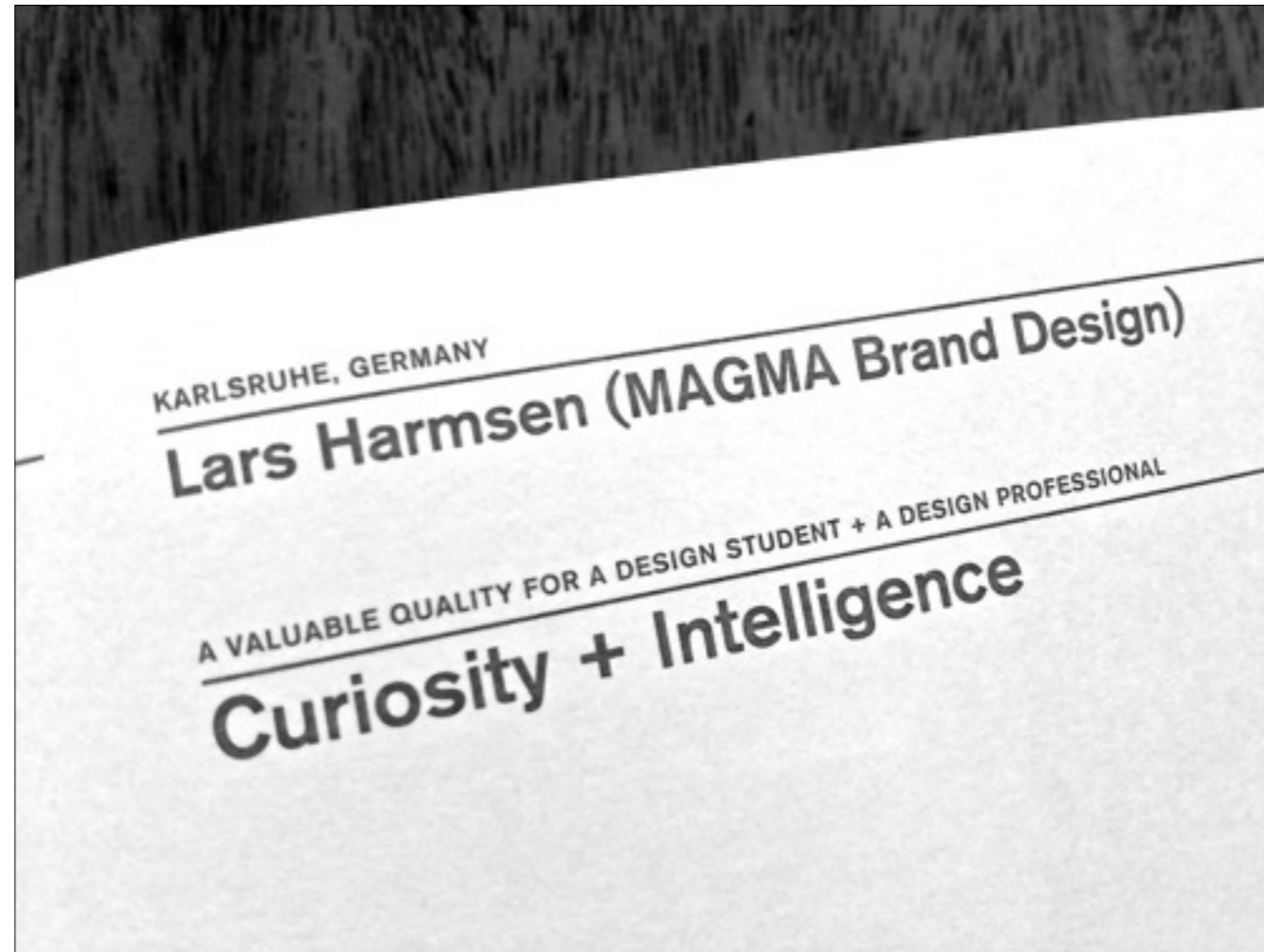




Here are some thoughts from a book called “I Used to Be a Design Student”, which is listed on your handout.

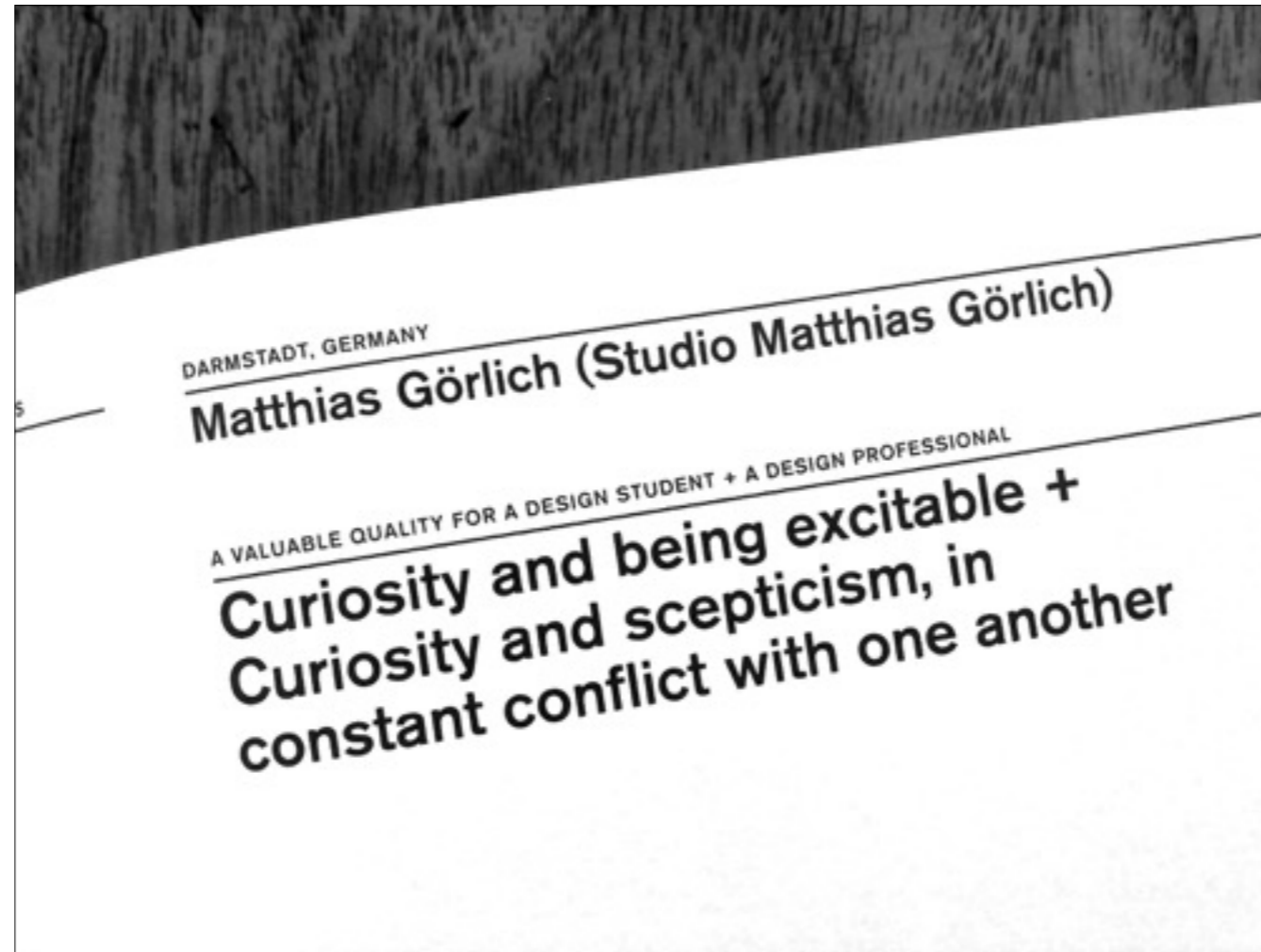
Our future clients expect us to be as passionately interested in their product as they are—even if it’s tires, or toilet paper.

*I Used to Be a Design Student: 50 Graphic Designers Then and Now. London: Laurence King Publishing/Hachette Book Group, 2013.*



- **Why else is curiosity is important?**

- Curious people are often smart people too. The client is trusting you to be able to prioritize information — to decide what information is most or least important.
- The client is also trusting you to ask the right questions.
- Curious people generally ask a lot of questions and I encourage you to do so in this class.



- Curious people are often interesting people.
- Employers look to hire interesting people with rich sources of inspiration.
- The more you can demonstrate what a curious, interesting, vibrant person you are and that you can apply that to your work, the more likely you are to succeed.

Communication  
Storytelling  
Curiosity

3 very important words.

In this class we are going to practise these 3 things.

We are going to use our curiosity to learn about the history of graphic design.

We are going to use our storytelling skills to effectively communicate what we've learned.

# From troglodytes to Twitter. How did we get here?

Over the next 15 weeks we'll learn about how human communication evolved from cave paintings to wartime propaganda posters.

Next term you will study how graphic design evolved after the second world war through to the present day in Vida Jurcic's class.

Here is a sneak peak of what we'll be exploring this term.

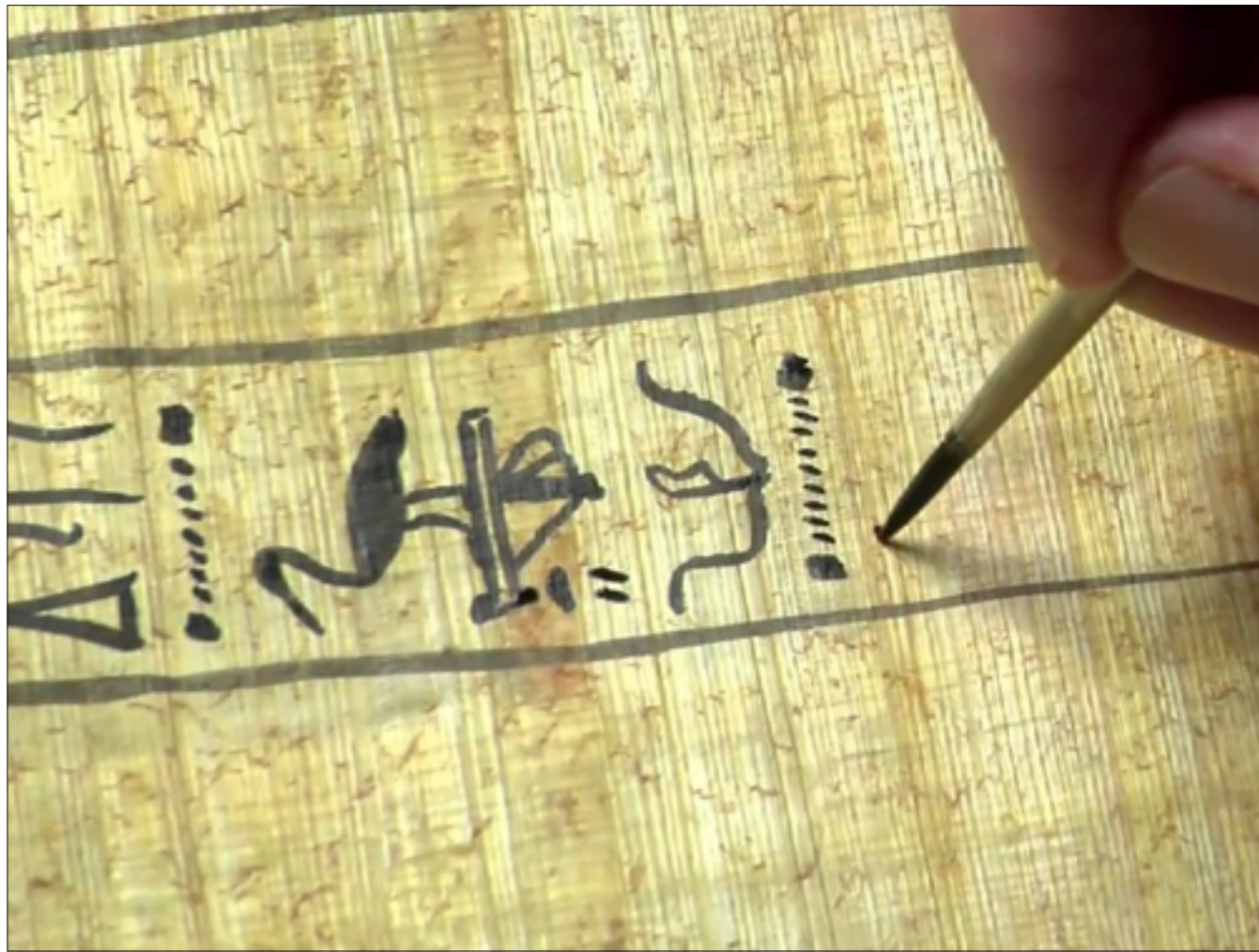


Before the days of voice-recordings, the spoken word could only communicate with a small number of people and once spoken, it was lost forever.

So humans began to seek more enduring ways to communicate like cave paintings.

**Paleolithic cave paintings Lascaux Caves in southwestern France.**

ca. 17,300 years old.

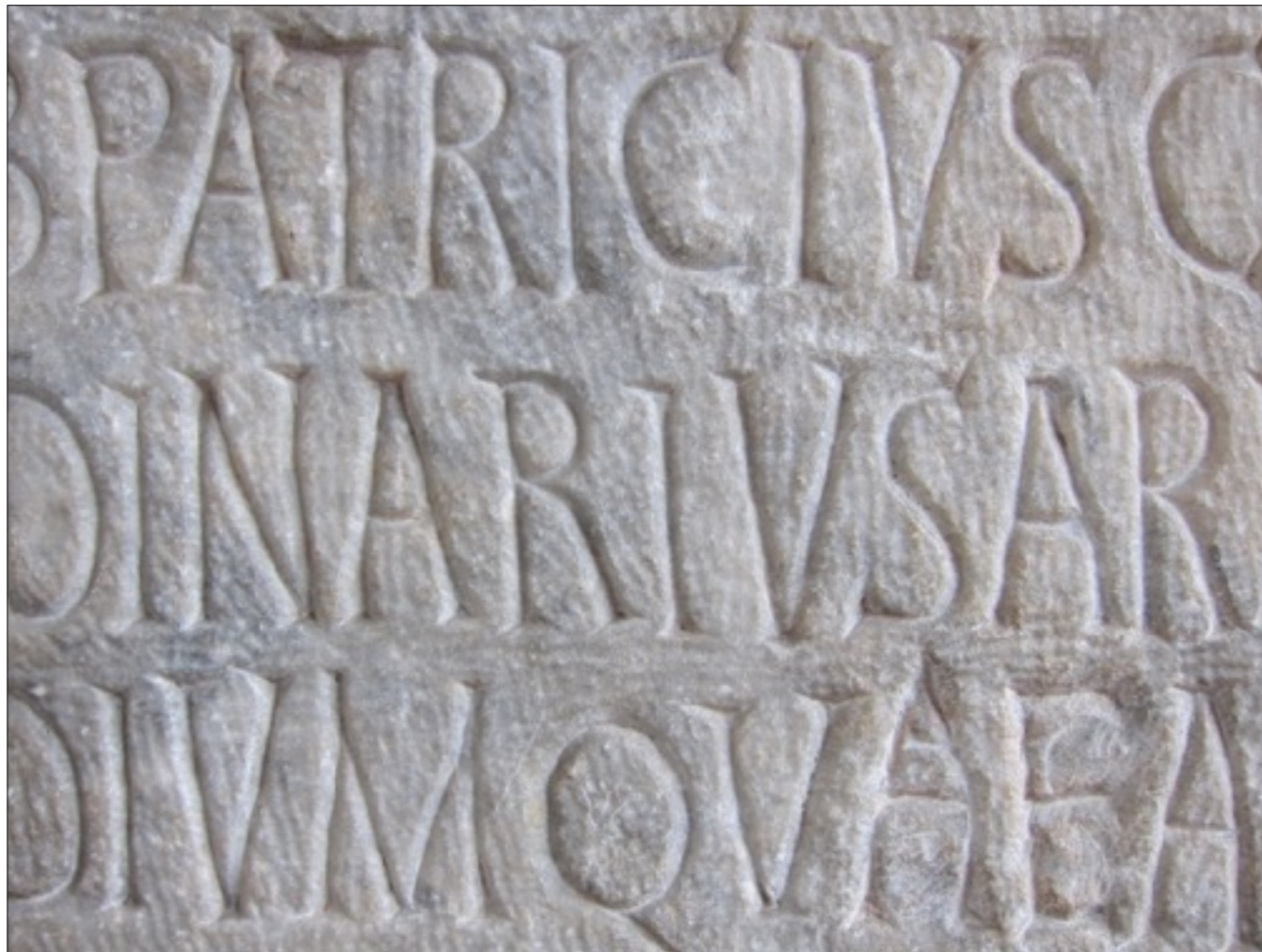


Communication evolved into pictograms and symbols such as Egyptian hieroglyphs.



- We'll look at how writing evolved and also at how writing surfaces evolved.





We will look at how over the centuries the use of symbols evolved into alphabets.



- Alphabets allowed us to record much greater quantities of information.
- And that's how books evolved.
- The earliest books were all religious in nature.



- The Chinese were the first to figure out how to reproduce images.
- **The Diamond Sutra** is the earliest surviving printed document. It is a 16 foot long scroll of Buddha's revelations.
- , dating back to the first century (868 CE).



- While the Chinese invented printing in the first century.
- It was over 500 years later that a book printing technique was invented in Europe



The earliest printed European books looked exactly the same as the ones that had previously been produced by hand.

**JOHN SANGER & SONS**

**ROYAL CIRCUS**  
**HIPPODROME, AND CAMP ROAD, LEEDS.**  
**MENAGERIE, MUSEUM,**

WILL OPEN ON BOXING DAY, DEC 26.  
**SHORT WINTER SEASON**  
 THE LARGEST AND GRANDEST SHOW IN THE WORLD

**THE ROYAL CIRCUS COMPANY**

SANGER'S  
**CLOWNS**  
 AND  
**GROTESQUES**  
 FURRIEST IN THE WORLD.



SANGER'S  
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**HIPPODROME PERFORMANCE**

**THE MENAGERIE DEPARTMENT**  
**TRAINED HERD OF ELEPHANTS**  
 SANGER'S Group of Performing **FOREST-BRED LIONS**  
**THE ROYAL BENGAL TIGERS.**

**THE MUSEUM**

THE WHOLE ENTERTAINMENT WILL BE PLACED UNDER THE MANAGEMENT OF  
 THE ORIGINAL SANGERS FROM LONDON

The Performances will take place Daily at 3-30 and 7-30.

First Class (numbered and reserved), 3s. Second Class (numbered and reserved), 2s. Third Class, 1s. Gallery, 6d.

With Proprietors and Managers

As the centuries progressed, so did commerce. There was more and more to sell and advertise and the technology progressed to support the demand.



- In this course we will look at how the advancement of science and technology has created commercial opportunities and vice-versa.
-



One important technological advancement was the invention of photography.

*Louis Daguerre, 1838*

*(This image, known as a daguerreotype, was made by Louis Daguerre in the early 1800's)*

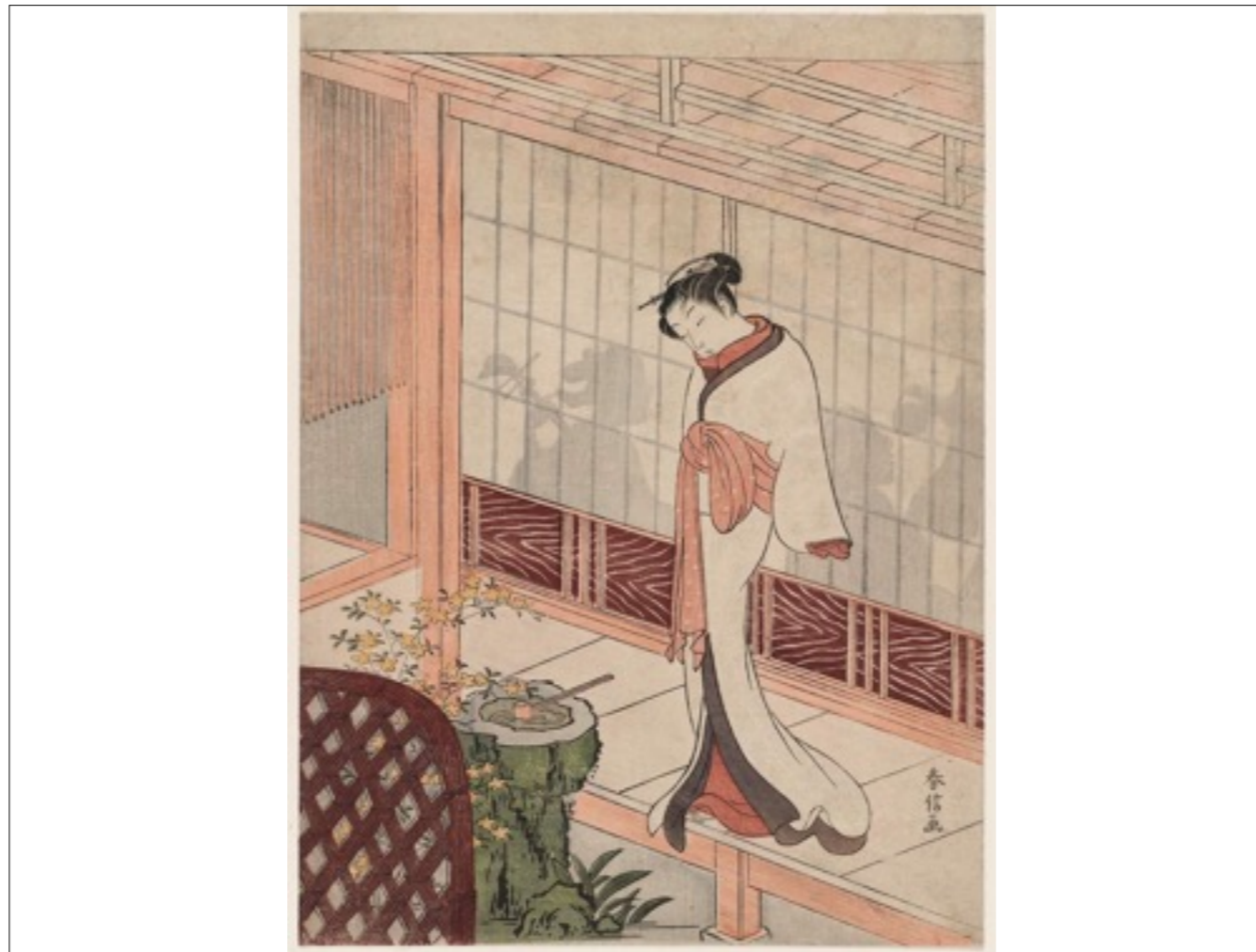




After photography, came moving pictures in the late 19th century.  
Movies were invented by the Lumière brothers in France.



As explorers and traders travelled the world, globalization began to happen. We began to infiltrate and influence each others culture's.



Once Japanese art reached Europe it changed European art forever.

We'll be looking at Japanese ukiyo-e prints — an art form that flourished from the 17th-19th centuries in Japan.



The impressionists were heavily influenced by Japanese art.

In this course you will explore not only the evolution of graphic design, but also how culture, architecture and other forms of design have evolved, as they are all interconnected and rely on one-another for inspiration.

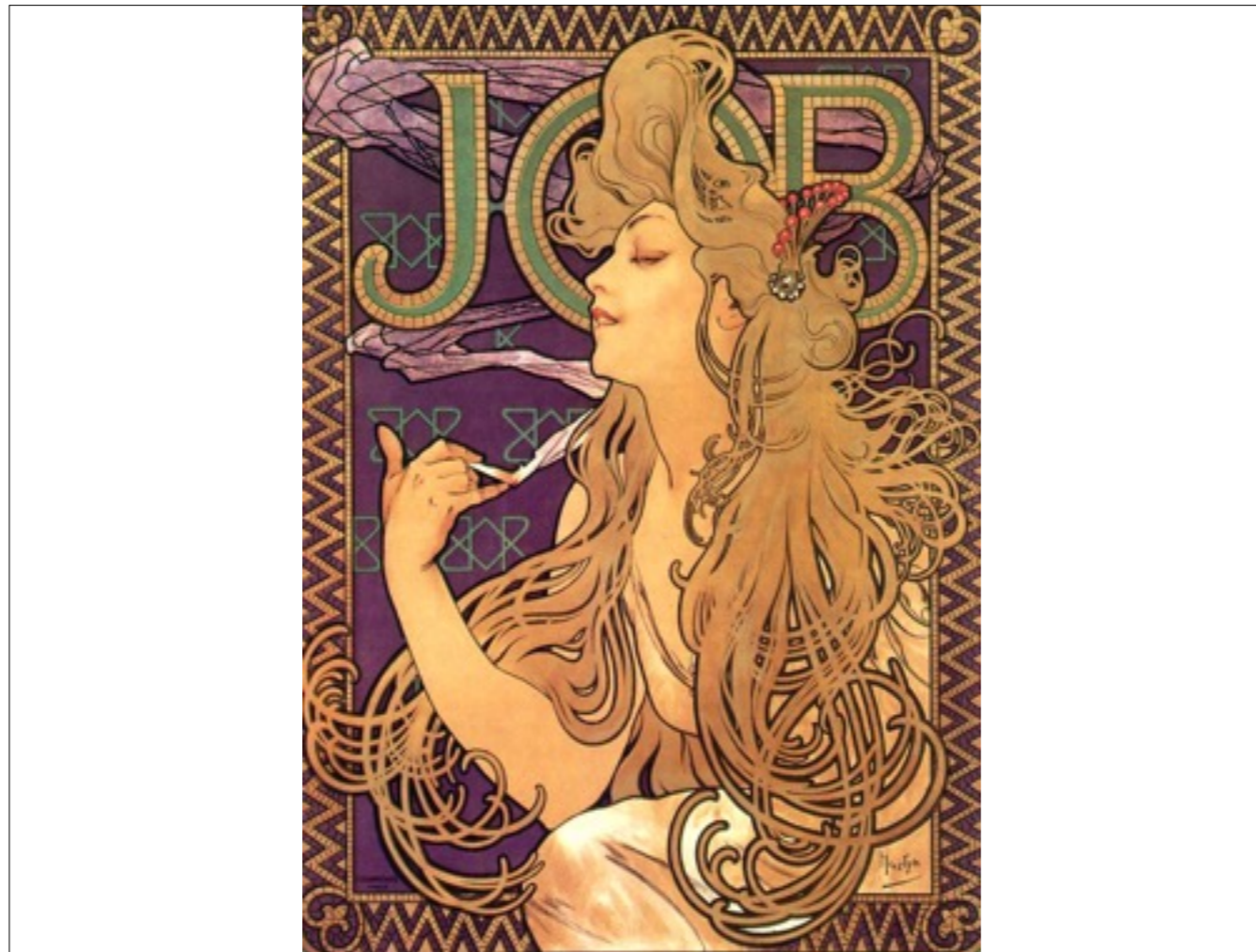
***Milly Finch portrait, James McNeill Whistler, 1884***



In the late 1800's posters became the most popular way to advertise products. While the earliest posters were composed mostly of text, in the 19th century, artists became poster designers, using it as a bold new medium of communication.

***Savon Cosmydor, Jules Chéret, 1891 (Victoria & Albert Museum)***

<http://www.lesartsdecoratifs.fr/francais/musees/musee-des-arts-decoratifs/collections/dossiers-thematiques/publicite-et-graphisme/affichistes/>



- Some of you may be familiar with the art nouveau style.
- The art nouveau movement took a lot of inspiration from Japanese ukiyo-e prints.
- Art nouveau would later be revived in the 1960's to become the inspiration for the psychedelic movement that you will study in Vida's class next term.
- Czech artist Alphonse Mucha is one of the most well-known artists in this movement.

***Job Cigarettes poster, Alphonse Mucha, 1898, colour lithograph (V&A)***

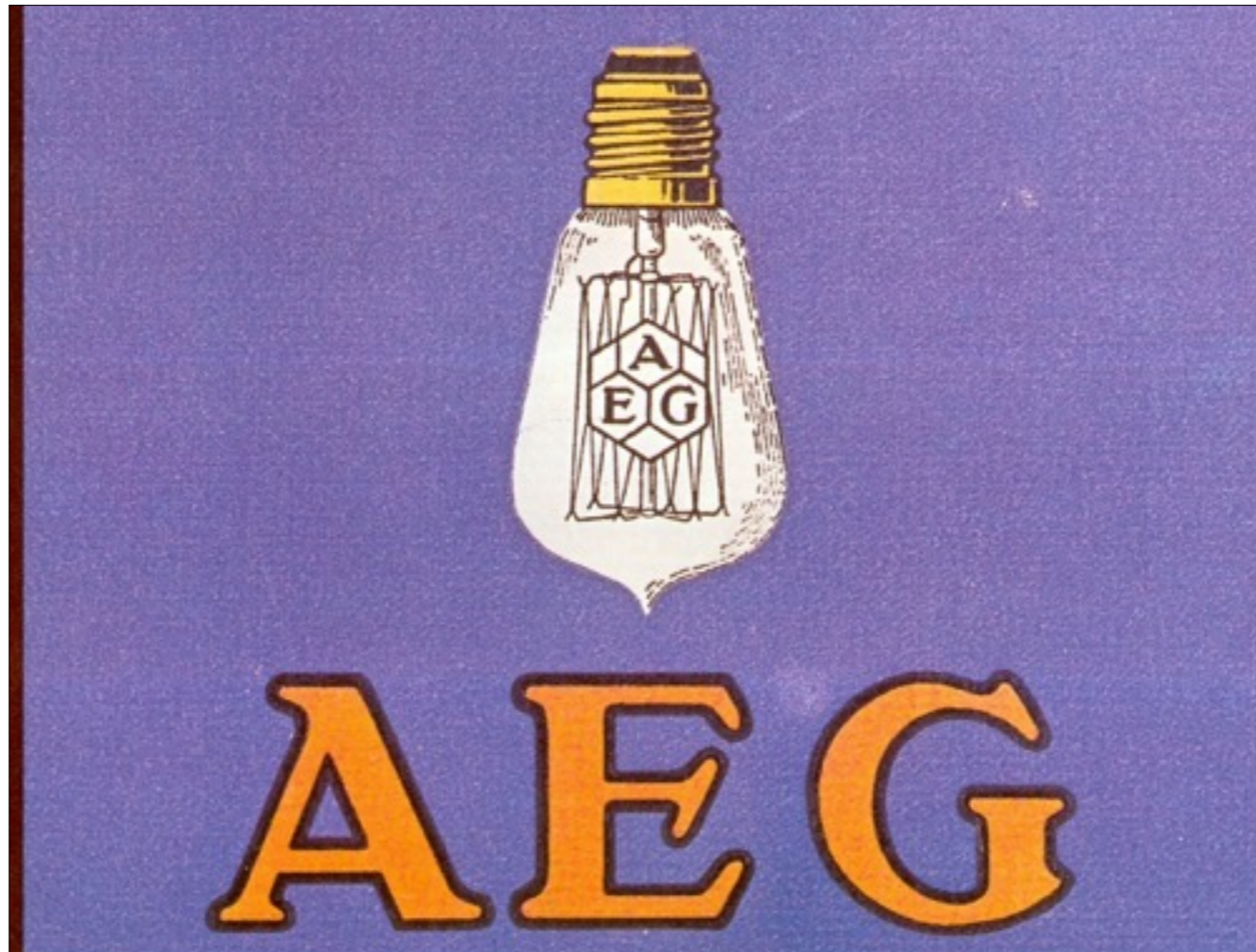


At the turn of the 20th century, a new poster style emerged that moved even further from realism and took a very simplistic approach. This new approach was called Plakatstil, which simply means poster style in German.

Plakatstil was the forebear of what we call brand awareness advertising today.

***Manoli Cigarettes poster, Lucian Bernhard, ca. 1901***

<http://www.designishistory.com/1920/lucian-bernhard/>



This logo for the German state electrical company, is considered to be part of the first corporate identity program.

***What is a corporate identity program?***

We will look at how the work of the German architect and industrial designer, Peter Behrens, impacted the future of graphic design.

***AEG logo, 1907, Peter Behrens***

<http://www.aeg.com/en/About-AEG/History/>





As design welcomed a new era, the world was about to change dramatically. World War I, also known as the First World War, or the Great War lasted from 1914-1918. It would be the first war where graphic design would play an important role.

***British Recruitment poster, Alfred Leete, 1915***

***American Recruitment poster, James Montgomery Flagg, 1917***



In this class we will also look at the evolution of newspapers and magazines. Magazines became a popular storytelling medium and a big part of life, especially in the US, in the early 20th century.

You will study some of the illustrators whose imagery appeared in these magazines in Pascal's survey class next term.

**Norman Rockwell, 1916**



The industrial revolution, the influence of Japanese and African art and the impacts of the war, all combined to push art forward in new directions.

You'll hear a lot more about that in Jeff's survey class.

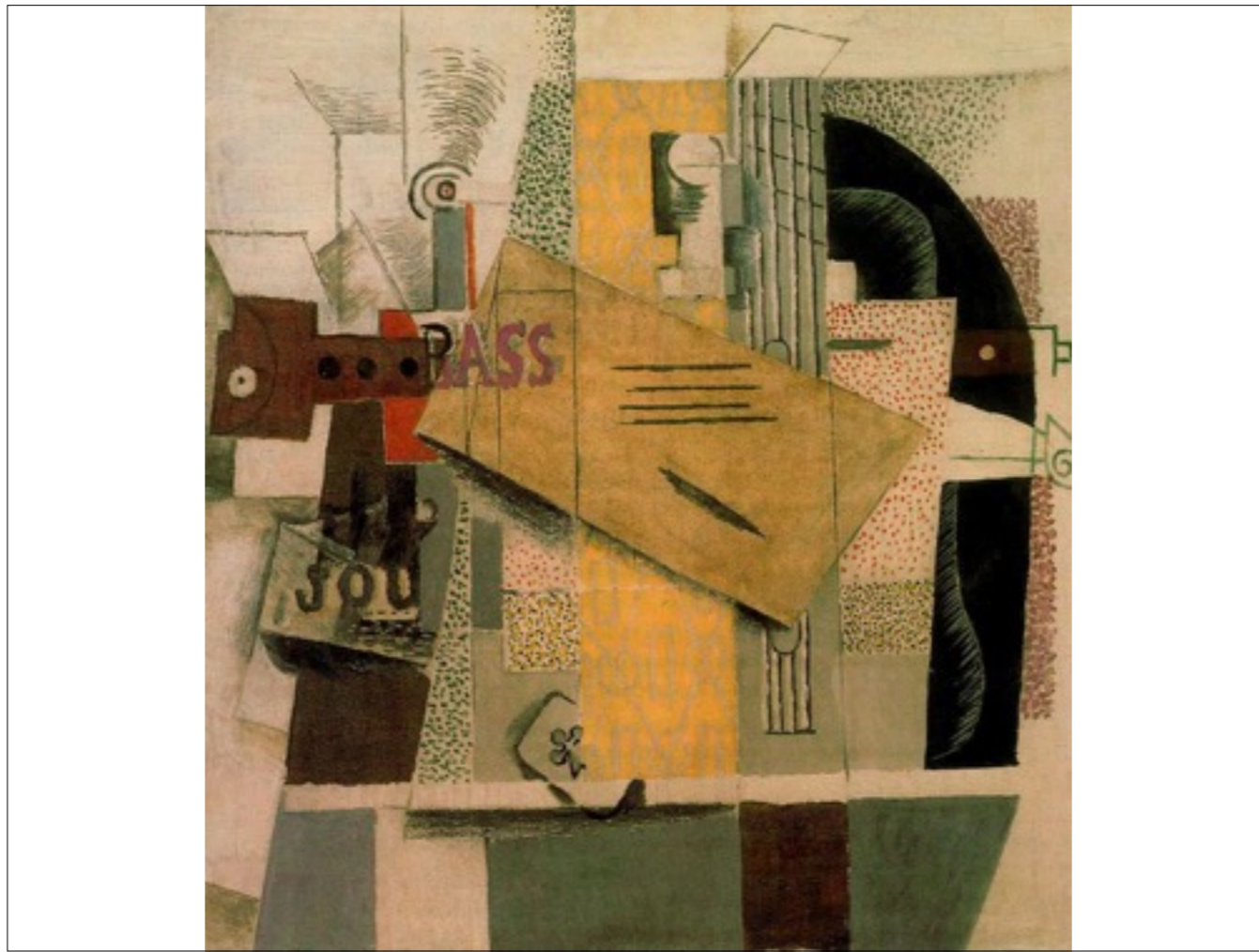
As impressionism gave way to modern art, designers became increasingly influenced by its innovations.

***La Montagne Saint Victoire, Paul Cezanne, 1905***



As art became more abstract, so did design.

***Magazine cover, Clarence Coles Phillips, 1917***



As art sought to convey a feeling more than a realistic portrayal, so did design.

***Still life, Pablo Picasso, 1913***



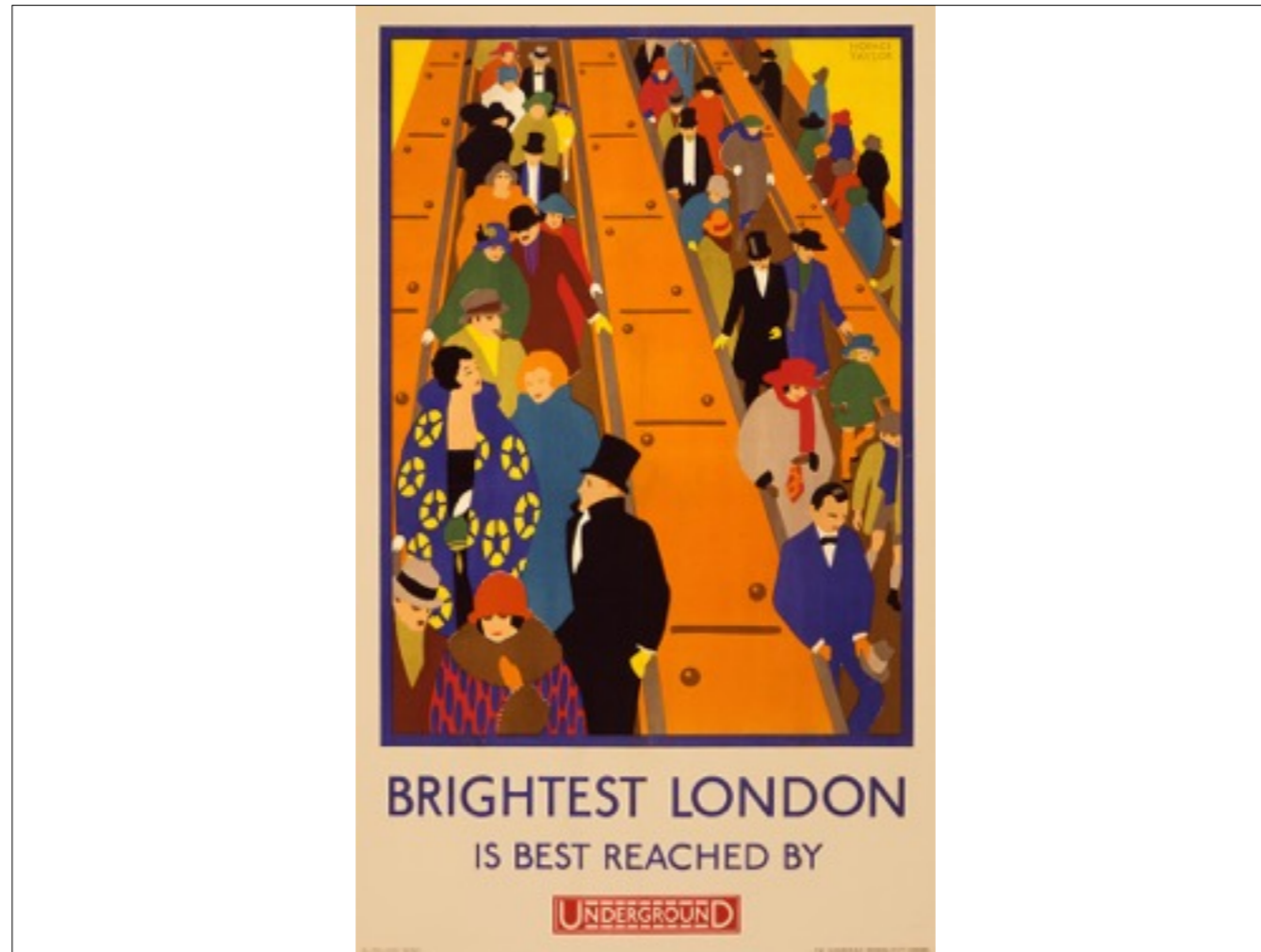
*Dubonnet poster, A.M. Cassandre, 1932*



As we continue to explore how commerce, design and culture have evolved together, we will look at the evolutions that followed the first world war.

In the 1920's there was a major evolution in design and culture of every kind. It was the art deco era.

***This is an example of the work of George Barbier.***



Posters remained the main form of advertising, and the medium was becoming more and more sophisticated.

***London Underground poster, Horace Taylor, 1924***

[http://upload.wikimedia.org/wikipedia/commons/e/eb/Brightest\\_London\\_is\\_best\\_reached\\_by\\_Underground,\\_subway\\_poster,\\_1924.jpg](http://upload.wikimedia.org/wikipedia/commons/e/eb/Brightest_London_is_best_reached_by_Underground,_subway_poster,_1924.jpg), [http://upload.wikimedia.org/wikipedia/commons/e/eb/Brightest London is best reached by Underground, subway poster, 1924.jpg](http://upload.wikimedia.org/wikipedia/commons/e/eb/Brightest_London_is_best_reached_by_Underground,_subway_poster,_1924.jpg)





Some posters spoke to product benefits, while other continued in the Plakastil style of pure brand awareness—a technique that you can still see in use today.

*Golden Club poster, A. M. Cassandre, ca. 1925*



We'll look at how differently life unfolded in Russia after the First World War.

Russia bankrupted itself fighting the war and its people were starving. As the war was drawing to a close elsewhere, conflict was on the rise in Russia.

Artists would play an important role in the revolution that broke out in 1917.

### ***Russian Revolutions, 1917***



The struggle took Russian art and design in a whole new direction that we will be looking at in this class.

***Beat the Whites with the Red Wedge, El Lissitzky, 1919***



This Russian movement is called constructivism.  
We will look at the work of Aleksander Rodchenko, one of the founders of the movement.



The influence of modern art and constructivism would have a big influence on cinema in Russia too.

***Aelita: Queen of Mars, directed by Yakov Protazanov, 1924***

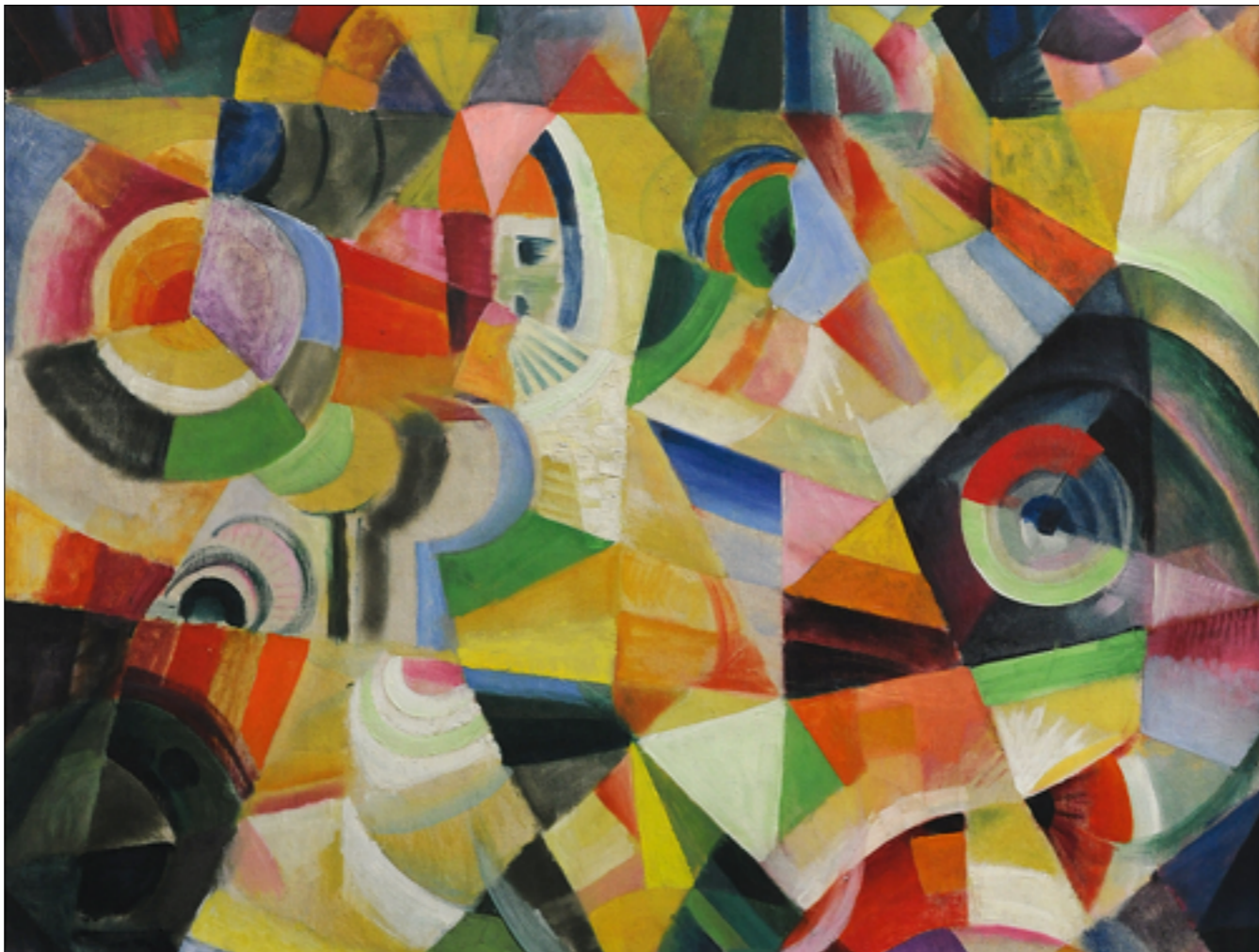


After world war one, another important design movement would emerge in Germany.

It was called the Bauhaus, named after the German school of design founded in 1919.

The Bauhaus method of teaching art and design is the inspiration for the way art and design are still taught today all over the world.

***Bauhaus Weimar school, architect Walter Gropius, 1919***



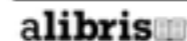

Most of the instructors were artists as well as designers.


Itten 1917



One of the instructors Johannes Itten developed the colour theories which you will learn about in Sharon's class.



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## Johannes Itten

**Johannes Itten**  
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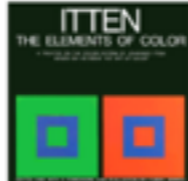







Itten, Johannes

Colors

Germany

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### Johannes Itten's Featured Books

 <p><b>The Elements of Color</b> Buy from <b>£514.54</b></p>	 <p><b>The Art of Color: The...</b> Buy from <b>£5199.31</b></p>	 <p><b>Design and Form: The Basic...</b> Buy from <b>£538.12</b></p>	 <p><b>Design and Form: The Basic...</b> Buy from <b>£557.83</b></p>
 <p><b>The Color Star</b> Buy from <b>£1,244.94</b></p>	 <p><b>The Elements of Color: A...</b> Buy from <b>£550.92</b></p>	 <p><b>Elements of Color</b> Buy from <b>£135.94</b></p>	 <p><b>Elemente Der Bienen Kunst:...</b> Buy from <b>£289.22</b></p>

Johannes Itten's books on colour theory are still sold today. We have several in our IDEA library that you can borrow.



***What happened in 1929 in the US to end the optimism of the art deco era?***

The stock market crash of 1929 was one of the causes of the Great Depression which hit the US and Canada very hard.



One of the positive outcomes, in the US, was that the government commissioned artists and designers to create hundreds of posters to encourage economic development.

***The Work Projects Administration (WPA) Poster Collection, 1936-1943***



When WW2 broke out in Europe, artists and designers had a much more serious message to communicate. Jean Carlu, a French designer, was one of many who moved to the US to escape the Nazis.

**1942 – Jean Carlu**



We'll be looking at the different styles of propoganda produced during the war.

ca. 1942 – Jean Carlu

In a nutshell,  
that's what we'll be  
exploring  
for the next 15 weeks.

Done talkin' :)

That's it for the overview!

Done talkin' :)

That's it for the overview!

Stand up and stretch!!