

Artist/Movement Written Essay & Visual Essay

History of Graphic Design, Cynthia Clabough, Fall 2008

During the semester you will have 3 opportunities to investigate the work of a particular artist, or group of artist involved in a specific movement. Each paper is meant to be a summary, and should not exceed 2 pages in length. A key reason for producing such a paper is to place the artist in context with the society they lived in. Make sure you address the following: What was going on during their life? What events shaped their style? How did their work fit in with the culture surrounding them? What visual indicators define their style?

In addition to the writing, you need to demonstrate your understanding of the artist work by creating an original graphic design composition in the style of that artist. You should contemporize any products featured, or the hair and clothing styles of any models used. You must write a one-page critique of your piece that defends the quality of the design and its faithfulness to the artist you studied. *Note: This design may be used in another class this semester but you must provide information on the course, instructor, and project criteria.*

Each paper grade will be based on the accuracy of the facts, the thoroughness of your assessment, your ability to place the artist and the work in context, and your ability to mimic that artist's work. Your writing must also be well organized and written.

Please choose one artist from the following list. Some artists are associated with multiple styles/movements. Names in *italic* and brackets indicate that this artist is listed in a previous section.

Paper 1—Due 9/24

Arts & Crafts Move.

William Pickering
Arthur H. Mackmudo
William Morris
Charles Ricketts
Charles R. Ashbee
Aubrey Beardsley

Art Nouveau

[Aubrey Beardsley]
[Charles Ricketts]
Jules Chéret
Toulouse-Lautrec
Théophile Alexandre
Steinlen
Eugène Grasset
Alphonse Mucha
Will Bradley
Maxfield Parrish
Henri van de Velde
Coles Phillips
Charles Gibson

Jugendstil

Otto Eckmann
Hans Christiansen
Peter Behrens
Leonetto Cappiello
Marcello Dudovich

Glasgow Style

Margaret and Frances
MacDonald
J. Herbert McNair
Charles Rennie
Mackintosh

Vienna Secession

Gustav Klimt
Kolomon Moser
Alfred Roller

Plakatstil

Ludwig Hohlwein
[Peter Behrens]

Lucian Bernhard
Hans Rudi Erdt

Deco

A.M. Cassandre
[Leonetto Cappiello]
Schulz-Neudamm
Herbert Matter
Otto Bauberger
Alexey Brodovitch
Lester Beal

Pictorial Modernism

[John Heartfield]
The Beggarstaffs
[Hans Rudi Erdt]
[A.M. Cassandre]
[Lucian Bernhard]
[Herbert Matter]
E. McKnight Kauffer

Paper 2—Due 10/28

Futurist

Filippo Marinetti
Fortunato Depero

Dada

Kurt Schwitters
John Heartfield

Constructivist

Kasimir Malevich
El Lissitzky
Alexander
Rodchenko
Gustav Klutssis

The Bauhaus

Herbert Bayer
Laszlo Moholy Nagy
Walter Gropius
Jan Tschichold

Swiss Object Poster

Herbert Matter
Piet Zwart

America Modern

Lester Beall
Alexey Brodovitch
Joseph Binder
A. M. Cassandre
Jean Carlu
Herbert Bayer
Herbert Matter
Ladislav Sutnar

International Style

Max Bill
Max Huber
Armin Hofmann
Carlo L. Vivarelli
Josef Müller-
Brockmann
Siegfried Odermatt

New York School

Paul Rand
Alvin Lustig
Bradbury Thompson
Saul Bass
George Tscherny
Cipe Pineles
Otto Storch
Henry Wolf
Peter Palazzo
Dugald Stermer
Bea Fietler
Herb Lubalin
George Lois

Corporate

Giovanni Pintori
William Golden
Lou Dorfman
Paul Rand
Chermayeff & Geismar
Muriel Cooper
Massimo Vignelli
Debra Valencia
Deborah Sussman

Paper 3—Due 11/24

Heroic Realism

Julius Klingner
Julius Gipkens
Otto Lehmann
Alfred Leete
Saville Lumley
J. Montgomery
Flagg
J. C. Leyendecker
J. Paul Verrees
Jesse Willcox Smith
[Ludwig Holwein]

Conceptual Image

Tadeusz Trepcowski
Roman Cielsewicz
Jan Lenica
Waldemar Swierzy
Marian Nowinski
Reynolds Ruffins
Milton Glaser
Seymour Chwast
Henrietta Condak
Arnold Varga
Lou Danziger
Herbert Leupin
Victor Moscoso
Gunther Kieser
Gunter Rambow
Raul Martinez
Elena Serrano

National Visions

Alan Fletcher
Kazumasa Nagai
Ikko Tanaka
Tadanori Yokoo
Koichi Sato
Studio Dumbar
Anthon Beeke
Hard Werken
Wild Plakken
Postmodern
Rosmarie Tissi
Wolfgang Weingart

Dan Friedman
April Greiman
Paula Scher
Louise Fili
Charles S. Anderson
Neville Brody
Rudy VanderLans
Katherine McCoy
Edward Fella
David Carson
Clement Mok
Luba Lukova
Makoto Saito
Mitsuo Katsui
Stefan Sagmeister
Jean-Benoit Levy
Rudi Meyer
Niklaus Troxler
Karl Dominic Geissbuhler
Holger Matthies
Philippe Apeloig
Reza Abedini
Chip Kidd
Katsumi Asaba
Chaz Maviyane-Davies
Kyle Cooper
Erik Adigard
Why Not Associates
Alan Kitching
Shuichi Nogami
Shinnoske Sugisaki
Melchoir Imboden
Nancy Skolos
Hans Dieter Reichert
Wladyslaw Pluta
Ahn Sang-Soo
Michael Beirut
Felix Beltran
Luis Almeida Herrera
German Montalvo
Gabriela Rodriguez
Alejandro Magallanes

NOTE ART 571:

You will present two artist as powerpoint lectures in class.