Prebles' Artforms
An Introduction to the Visual Arts
ELEVENTH EDITION

CHAPTER 11
Design Disciplines
Learning Objectives

1. Demonstrate the prevalence of design in our everyday lives.
2. Analyze graphic design's function in communicating different ideas.
3. Describe the emerging disciplines of motion graphics and interactive design.
4. Assess everyday products that integrate utility, technology, and cutting-edge design.
5. Define terminology used in graphic and product design.
Introduction

• Michael Beirut, Saks Fifth Avenue logo
  ▪ Challenge of renewing a brand
  ▪ 64 square pieces sliced from original logo and recombined randomly
  ▪ Still recognizable but innovative

• Challenges of designers
  ▪ Solving problems and presenting solutions
  ▪ Working in a number of disciplines
Michael Bierut. Saks Fifth Avenue logo. 2007. Design Firm: Pentagram. Courtesy of Saks Fifth Avenue. [Fig. 11-1]
Graphic Design

• The process of working with words and pictures to enhance visual communication
• Mostly involving designing materials to be printed
• Most frequent artform encountered in daily life
• Creative process employing art and technology
Graphic Design

• Typography
  ▪ The art and technique of composing printed material from letterforms (typefaces or fonts)
  ▪ Decades ago, typewriters mostly had the same typeface.
  ▪ Since Chinese invention of printing, thousands of typefaces have been created.
Graphic Design

• Typography
  ▪ Roman letters
    • Based on capital letters carved in stone by early Romans
    • Strokes ending in **serifs**
      • Short lines with pointed ends at an angle to the main strokes
    • "Not italic"
  ▪ Sans serif fonts have a modern look.
• Typography
  ▪ Today, redesigns incorporate readability and contemporary preference
  ▪ Donald Meeker
    • Changes to Clearview Hwy typeface
    • Expanded hollow spaces for better readability
    • Interstate highway signs
Everglades Blvd.
Mariposa Ave.
Bergaulnts Street

Donald Meeker. Clearview Hwy typeface. 2004 to present. Sample road sign using Clearview 5-w. [Fig. 11-2a]
Graphic Design

• Typography
  ▪ Heidy Cody, *American Alphabet*
    • All 26 letters in the initials of corporate logos
  ▪ Craig War, *You Blow Me Away*
    • Words functioning like pictures
    • Shattered pane of glass featuring the title in Helvetica font
Donald Meeker. Clearview Hwy typeface. 2004 to present. Development of Clearview Hwy font from previous Federal Highway font. [Fig. 11-2b]
Graphic Design

• Logos
  ▪ An identifying marks or trademarks based on letterforms combined with pictorial elements
  ▪ Present a distinct and memorable appearance
  ▪ Sovereign Bank logo
    • Radiant but prim lantern
    • What many people imagine banks to be
Acrylic on cotton. Each 79" × 79".
Courtesy the artist and Peter Blum Gallery, New York. [Fig. 11-5]
Graphic Design

- **Logos**
  - Colonial Bank logo
    - Based on letter C
    - Turned into a light orb
    - Eagle stands vigilant
    - Blue color suggests fair weather
Graphic Design

• Posters and other graphics
  ▪ Poster
    • A concise visual announcement providing information through the integrated design of typographic and pictorial imagery
  • Concept more than a hundred years old
    • Early posters mostly lithographs
      - Henri de Toulouse-Lautrec
    • Advances in technology in 1920s, 1930s
Graphic Design

• Posters and other graphics
  ▪ Poster
    • Social causes easily expressed
      • Black Panther Party
      • Chicano movement
    • Chaz Maviyane-Davies, *Article 15*
      • Reminds us of our rights as American citizens
Chaz Maviyane-Davies.
*Article 15: Everyone Has the Right to Nationality and to Change It.* 1996.
Poster.
Courtesy of the artist. [Fig. 11-6]
• Posters and other graphics
  ▪ Poster
    • Michiel Schuurman, *Matter of Monument*
      • Various opinions about civic monuments in Amsterdam in bright colors
      • Several versions, each with a different statement on top
    • Maira Kalman's *The New Yorker* cover
      • Mocks boisterous subcultures of Manhattan
Silkscreen poster. 46-1/2" × 33".
Photo: Bart Dykstra. [Fig. 11-7]
Maira Kalman and Rick Meyerowitz.


Rick Meyerowitz and Maira Kalman/The New Yorker/© Condé Nast 2001. [Fig. 11-8]
Graphic Design

- Posters and other graphics
  - Jonathan Barnbrook
    - Series of pictograms called *Olympukes* for 2010 Winter Olympic Games
      - *Drowning in Advertising*
      - Available for free as wallpaper for iPhones
  - Jamie Reid, *God Save the Queen*
    - Cover for The Sex Pistols' single
    - Controversial, but highly regarded
Virus Fonts. *Drowning in Advertising*, from *Olympukes* set of pictograms. 2009. iPhone wallpaper, 480 × 320. Barnbrook. [Fig. 11-9]
Jamie Reid. *God Save the Queen*. 1977.
Album cover.
Michael Ochs Archives/Stringer/Getty images. [Fig. 11-10]
Motion Graphics

• Visual effects, live action, and animation used in a two-dimensional project that moves

• Began with **title sequences** in Hollywood
  - Roll of credits at the beginning of a film

• Saul Bass
  - Innovated title sequence as "climate" for the story to follow in early 1960s
Motion Graphics

• Advanced digital editing in 1990s
• Kyle Cooper, sequence for *Se7en*
  ▪ Plot of its own, introducing the killer who does not appear until later in the film
• Karin Fong, sequence for *Rubicon*
  ▪ Fast-moving and revealing
  ▪ Nominated for an Emmy award
Kyle Cooper. Title sequence for *Se7en*. 1995.
Film directed by David Fincher. A Time Warner Company, Inc.
[Fig. 11-11]
Karin Fong. Trial frames for title sequence to *Rubicon*. 2010. Film stills. Courtesy of the artist. [Fig. 11-12]
Forming Art

- Karin Fong: Animating New Narratives
  - Main titles "invite the audience to leave the real world and go to this other place"
  - Coining of "infopeel"
    - A template of moving shapes with spaces for the insertion of dates of upcoming events and photos of performers
  - Emphasis on relationship between image, story, and word
Outdoor motion graphics display at 65th St. and Broadway, New York. [Fig. 11-14]
Interactive Design

- Designs that organize interactive information while keeping layouts attractive

- *Biophilia Apps*
  - Björk's album released as a set of iPad apps
  - Designer Scott Snibbe
  - Interactive songs that allow the viewer to move lyrics along lines and draw
Title screen from album by Björk.
© 2011 Wellart/One Little Indian. Designed by m/m (Paris) & Björk. Image courtesy of Scott Snibbe studio. [Fig. 11-15]
Interactive Design

- QR, or Quick Response codes
  - 2009 building in Japan built one onto its surface
    - Information about the building's hours of operation, sales inside, and recent tweets from users
  - Alternative to billboards
    - Doesn't push content on anyone
    - Requires user to activate
Terada Design Architects. N Building, Tachikawa, Japan. 2009. Interactive façade by Qosmo, Inc.; lighting by Izumi Okayasu Lighting Design. Photograph by Yuki Omori. [Fig. 11-16]
Product Design

- One Laptop Per Child project (OLPC)
  - Effort to make computers accessible to schoolchildren around the world
  - OLPC XO-3
    - Thin tablet computer
    - Intuitive operating system that doesn't require literacy in any language
    - Cost about $100 per unit
    - Adoption in developing nations
Fuseproject. *OLPC XO-3*. Ongoing. Tablet computer. Image courtesy of Fuseproject. [Fig. 11-17]
Product Design

• Mission One motorcycle
  ▪ Powered by lithium-ion battery
    • Zero emissions
• QR5 wind turbine
  ▪ New style of turbine suitable for areas other than rural
  ▪ Nearly silent
  ▪ Has not injured a single bird
Quietrevolution Ltd. QR5 wind turbine. 2009.
Carbon fiber and epoxy resin. Height of unit 16' 5".
Quietrevolution, Ltd. [Fig. 11-19]