15 Radical to Matt Black to Post Modern

Today
- Finish 20th Century Timeline
  - Radical Design
  - Matt Black
  - Black and Blue
  - Post-Modernism
- Maybe start Universal Principles of Design
  - Contour Bias
  - Color effects
- Admin: Blog topic this week- Main Project plans and inspirations
- Quick clicker poll
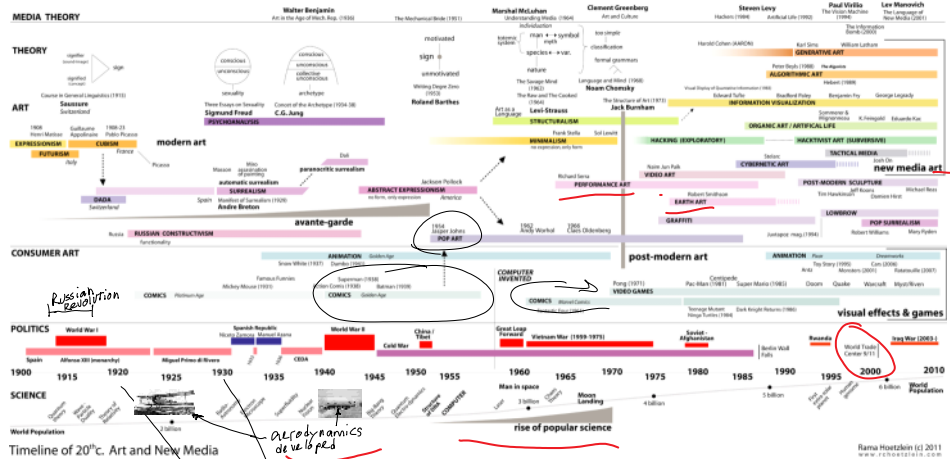 - Would you be willing to be interviewed by Hugh?
  - 20-30 minutes, about the pre-survey you filled out, and maybe how the class is going?
    - a) Sure
    - b) Maybe, if you give an incentive
    - c) Nah, not interested
    - d) You nuts? We have way too much else going on.

Timeline of 20th c. Art and New Media

Rama Hoetzlein (c) 2011
www.rchoetzlein.com

http://www.rchoetzlein.com/website/artmap/

Fiell, Charlotte & Peter. *Design of the 20th Century.*
Taschen America, 2012.

Arts & Crafts 1850–1914
Aesthetic Movement 1870–1900
Jugendstil 1880–1910
Art Nouveau 1880–1910
Deutscher Werkbund 1907–1935 — Unadorned surfaces
Constructivism 1917–1935
De Stijl 1917–1931 — Mondrian
Bauhaus 1919–1933
International Style 1920–1980
Art Deco 1920–1939 — King Tut 1923
Organic Design 1930–1960
Streamlining 1930–1950
Post-War 1945–1958 — Mid Century Modern
Organic Design 1990–present
Pop 1958–1972
Radical Design 1968–1978
High Tech/Matt Black 1972–1985
Post-Modernism 1978–present

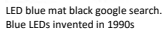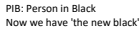*(handwritten annotations: "Minimalist except these", "MODERNIST", "1950 1960 1970")*

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Radical Design 1968-1978
Backlash against Good Design and Modernists. Questioned rationalism, technology and consumerism.
Countercultural, subversive. Buckminster Fuller. Based in Italy. Transitional to Post Modernism.
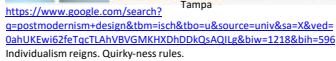
High Tech/ Matt Black 1972-1985
Industrial design elements. Used geometric formalism of Modernist, and some Radical Design, but
rejected excesses of Pop.

PIB: Person in Black
Now we have 'the new black'

https://www.google.com/search?biw=1218&bih=596&tbm=isch&sa=1
&q=high+tech+design+movement&oq=high+tech+design+movement&gs_l=img.3..0i30.3856.14990.0.15262.47.29.4.8.9.0.161.3354.1j25.26j0...
.0...1c.1.64.img..11.31.2884.UTZKRNQef2A#imgrc=MzM6vJU4Jle74M%3A

LED blue mat black google search.
Blue LEDs invented in 1990s

Post Modern 1972-present
Design in a Nutshell, from the British Open University: Post Modernism
http://www2.open.ac.uk/openlearn/design_nutshell/index.php#

Conceptual art

From Barthes' theories on semiotics (1957); that signs and symbols are important for communication. By
removing ornamentation, Modernist design de-humanized; removed symbolic communication, and
rendered designs inhumane, alienating.
Post Modernists re-introduced historic decorative motifs, often ironically, sending messages thereby.

Tampa

https://www.google.com/search?
q=postmodernism+design&tbm=isch&tbo=u&source=univ&sa=X&ved=
0ahUKEwi62feTqcTLAhVBVGMKHXDhDDkQsAQILg&biw=1218&bih=596
Individualism reigns. Quirky-ness rules.

Which Upcycle projects were actually Post-Modern? How so?