19 Radical to Matt Black to Post Modern

Wednesday, March 15, 2023   6:27 PM

Today
Finish 20th Century Timeline
- Radical Design
- Matt Black
- Black and Blue
- Post-Modernism

Maybe start Universal Principles of Design
- Contour Bias
- Color effects

Fi: ← sketching
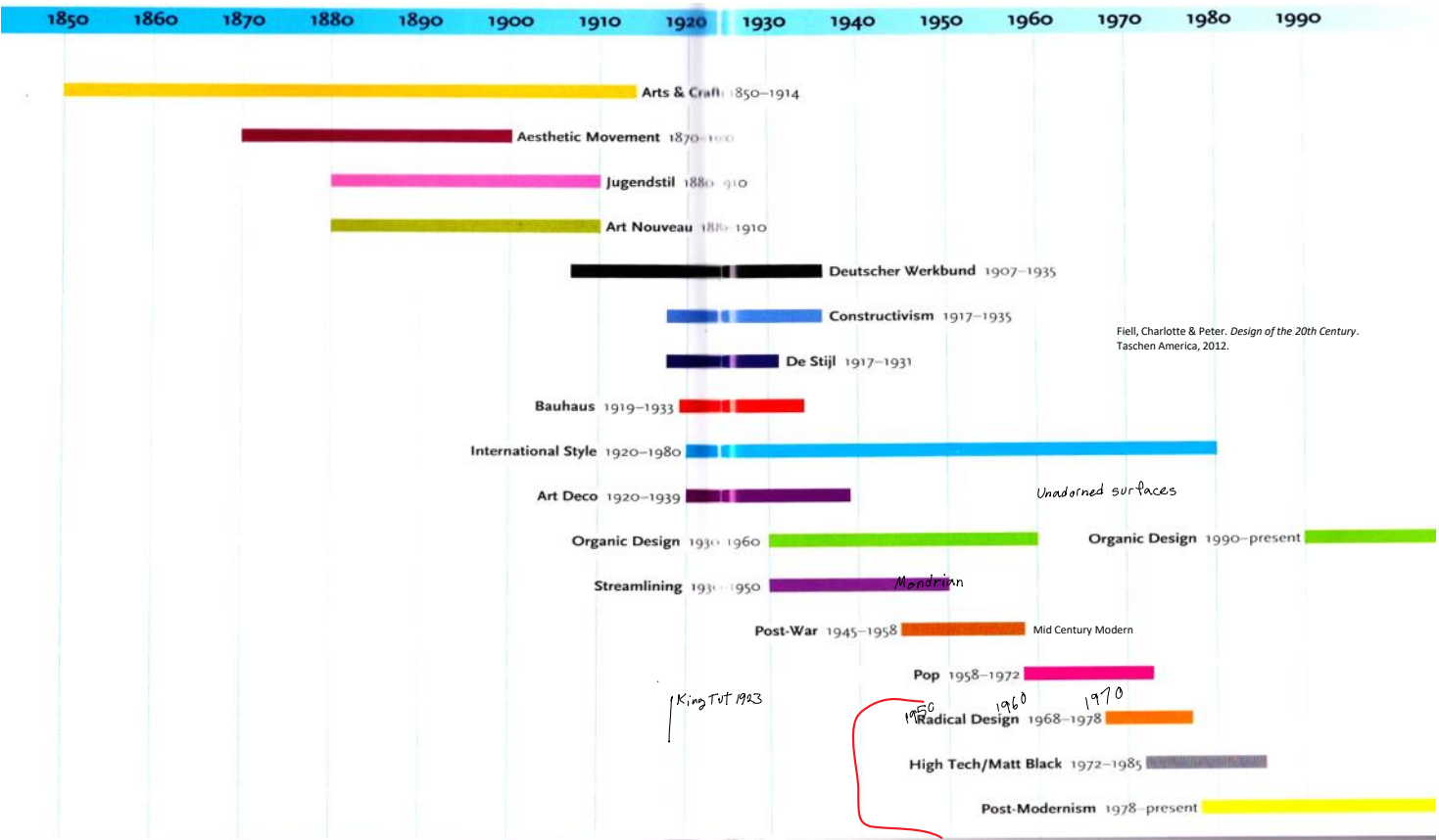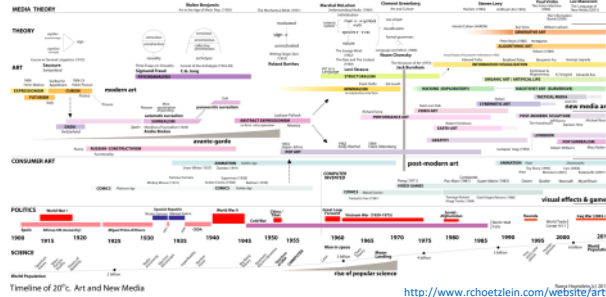
Presentations:

Christopher Griffin	Charles & Ray Eames	Rachel Jones	Marcello Gandini

More feedback.

Many of you want more instructions for assignments. I think you are wanting me to tell you what to write about in your weekly posts or present in, beyond the prompts I provide. This is intentional, to allow you to decide for yourself, to be creative in this way. There are no wrong answers.

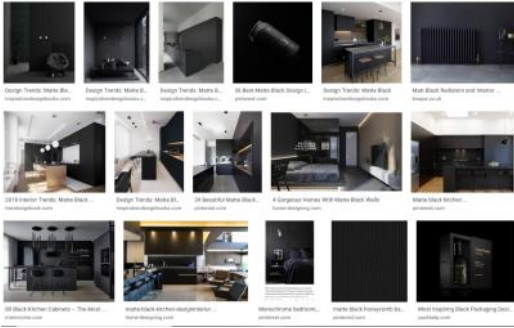However, I do have guidelines for the final project reports and presentations, and logistics, coming soon.

MEDIA THEORY

Timeline of 20th c. Art and New Media
http://www.rchoetzlein.com/website/artmap/

Timeline 1850–1990

Arts & Crafts 1850–1914
Aesthetic Movement 1870–1900
Jugendstil 1880–1910
Art Nouveau 1880–1910
Deutscher Werkbund 1907–1935
Constructivism 1917–1935
De Stijl 1917–1931
Bauhaus 1919–1933
International Style 1920–1980
Art Deco 1920–1939
Organic Design 1930–1960
Streamlining 1930–1950   *Mondrian*
Post-War 1945–1958   Mid Century Modern
Pop 1958–1972
Radical Design 1968–1978   *1950 1960 1970*
High Tech/Matt Black 1972–1985
Post-Modernism 1978–present
Organic Design 1990–present

Unadorned surfaces
King Tut 1923

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

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
Clickers:
How many are wearing black or gray right now?
A Yes, me
B not today
C never, I hate black

How many have black products: speakers, computer cases, gaming consoles, car, bike, monitor frames,
phones, furniture
A Yes, most of my stuff
B some
C I try to avoid it, prefer white

D I try to avoid it, prefer colors

Now we have the new black ?218&bih=596&tbm=isch&sa=1
&q=high+tech+design+movement&oq=high+tech+design+movement&gs_l=img.3..0i30.3856.14990.0.15262.47.29.4.8.9.0.161.3354.1j25.26...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#

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.

Conceptual art

https://www.google.com/search?q=postmodernism+design&tbm=isch&tbo=u&source=univ&sa=X&ved=_0ahUKEwi62feTqcTLAhVBVGMKHXDhDDkQsAQILg&biw=1218&bih=596
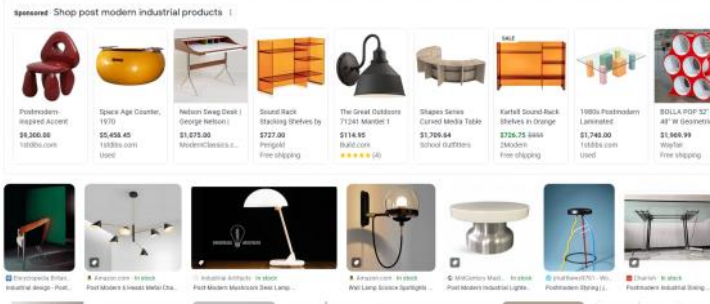Individualism reigns. Quirky-ness rules. Tampa

Major Art Theories
What is art? What good is art?
- Realism
  - Plato (500 BC): Representations should be truthful. Beauty = truth. Human perceptions are fallible, invisible true world has ideal 'Forms'.
  - Aristotle: Beauty = both appearance (order, harmony, symmetry) and functionality. Form is inseparable from the purpose of art: to represent.
- Expressionism (1850's)
  - Art is to embody and stimulate emotion, often through metaphor.
  - Cognitivism: Art can teach. Dewey's 'aesthetic experience' gives meaning and value.
- Formalism (1900's):
  - Only the form is important. Emotion, narrative, functionality are irrelevant.
  - Abstract art context
- Postmodernism (1968)
  - Art and aesthetics cannot be separated from the social, ethical and political world.
  - Pluralism. No theory is absolute; context is essential.

Barrett, Terry. Why Is That Art?: Aesthetics and Criticism of Contemporary Art. 2nd ed. Oxford University Press, USA, 2011.

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