Report MA 04

By Linda-Merete Antonsen

http://www.antlindesign.no

http://lindaantonsen.wordpress.com

Link to assignment for webpage:

http://designhistory.space

Introduction

For the MA 4 I have designed a website for Design History. This assignment has included project management and development, developing interactive graphic design, and conceptual development. Finally, it has resulted in a website which I am satisfied with.

Interpretation of the task

In this task, I had to create a website for Design History. By adopting idea development techniques, I can come up with good ideas. Also by using several other good working methods will help me in the work. Some examples are brainstorming maps, good research, sketching and make a plan for composition and layout.

Strategic Design (concept and target group)

I wanted the website to be interesting and eye-catching, but yet, slate simple, elegant and easy to navigate. The colors in the header and footer should make interest. The photos should be shown in galleries.
I wanted the colors to set the theme and style for this website.
I worked a lot with the layout and tried to make the website “speak to the people”. Thinking that I would use the colors in the photos for all that its worth.

The target group for the website is mainly graphic design students which are interested in buildings, creative art, design, urban places, cultural places and both local, national and international design. So basically, that means a very big group of people in different ages, genders, ethnic groups and different stages in life.
But the main group will be graphic design students aged 25-45, with an interest in art, design and typography.

Research and work process

Creative methods

I´ve spent a lot of time to collect my thoughts, ideas and researching internet pages and books for inspiration. I made a brain map and sketches of layouts, designs, wireframes etc. Then I found a hosting service called Hostinger and made myself a domain. Then I created a timeline in Adobe Illustrator before I start using Adobe Muse to create the webpage.

I wanted the webpage to be easy to navigate, manageable, minimalistic, user-friendly, stylish and contain brief but important information.
So I researched the internet to see other webpages with design history information. I found out that it was mainly other student's assignment webpages and Wikipedia pages.

It took much work, effort, trying and failing to make the finished webpage.

Inspiration methods

I´ve had a bit of research on google, google images, other student´s webpages, study textbooks and I also benefited greatly from Moodle and the forums.

I have spent much time reading textbooks, on google, seen movies on Lynda.com and on YouTube. I also tried to speak to friends and family if they had any tips or ideas.

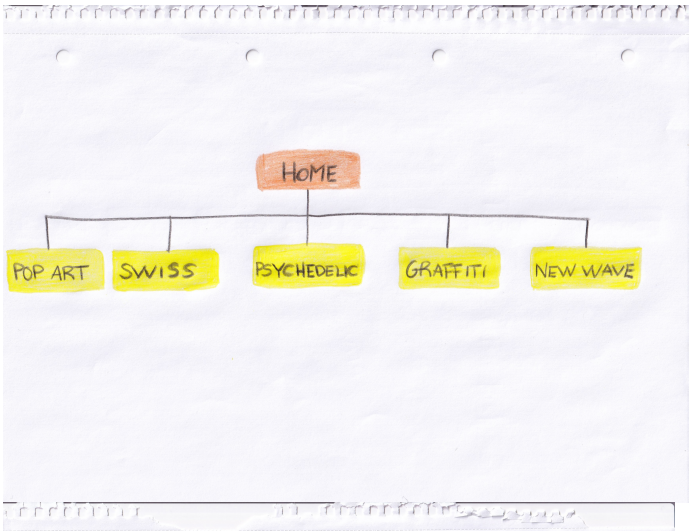
Analysis

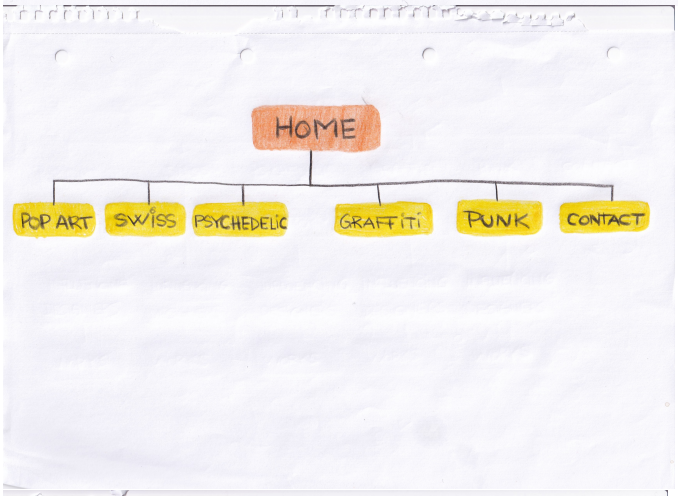
I have worked hard on this task. There was a lot of thinking, sketching and hard work that resulted in this webpage. Maybe I could have done even more research, but I feel like I´ve done a good job and I am happy with the result.

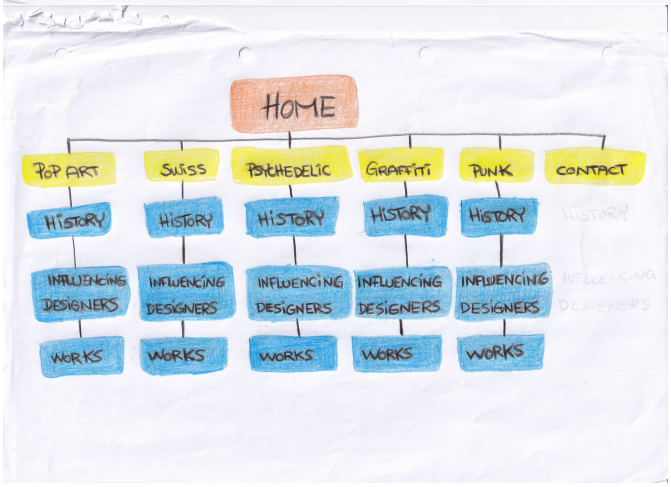
Working with this webpage design was a bit difficult. I had problems using Adobe Dreamweaver. So I used Adobe Muse instead because I feel I have more understanding for that program and can design better webpage designs in Muse.
In addition, I had less time than planned with the task due to periods of sick children and that I have been ill for a while myself.
I had to really twist my brain to make it work. But all in all, I am very pleased with the final result.

Sketches – scanned idea development and digital sketches

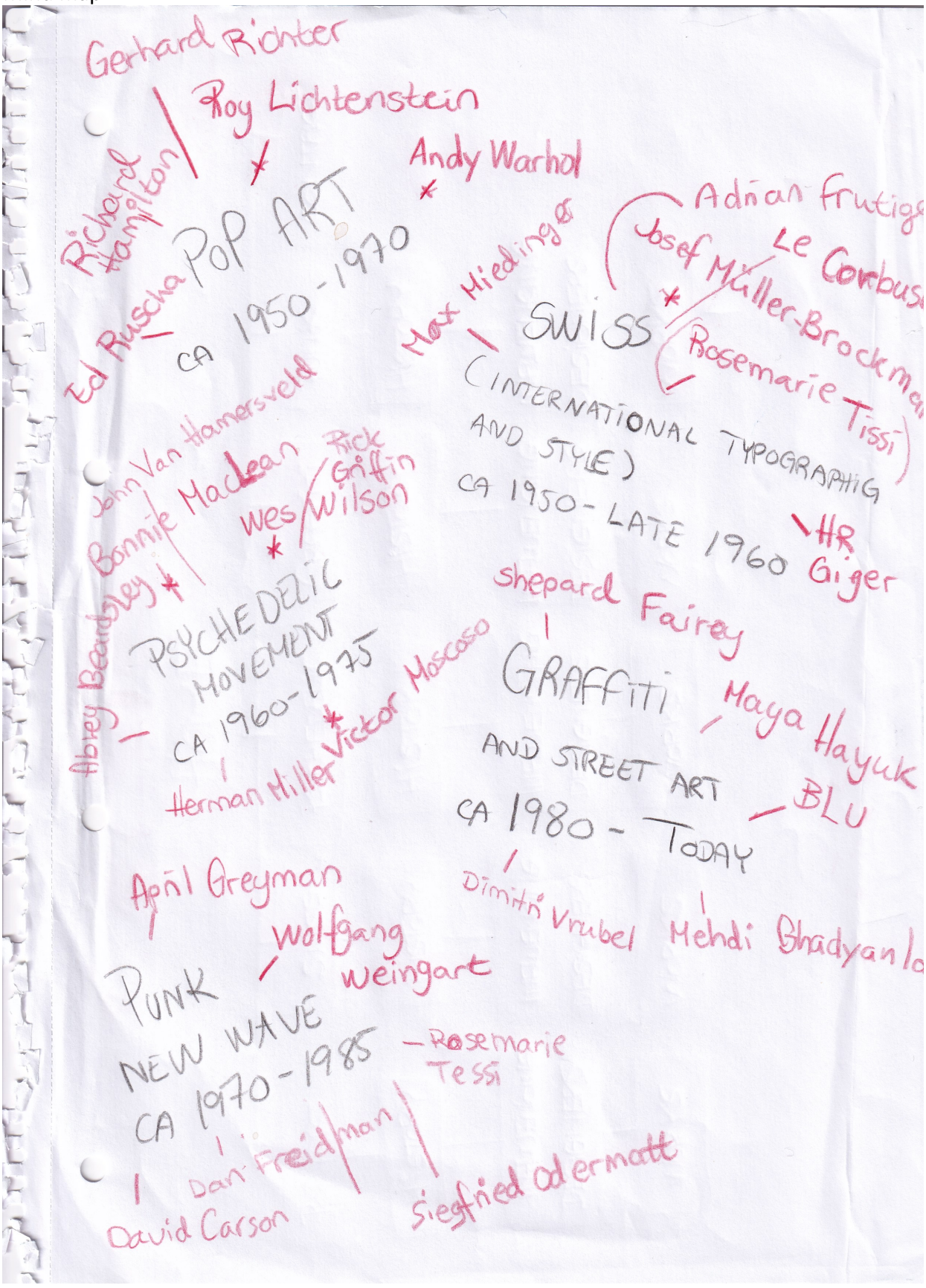
Sitemap –



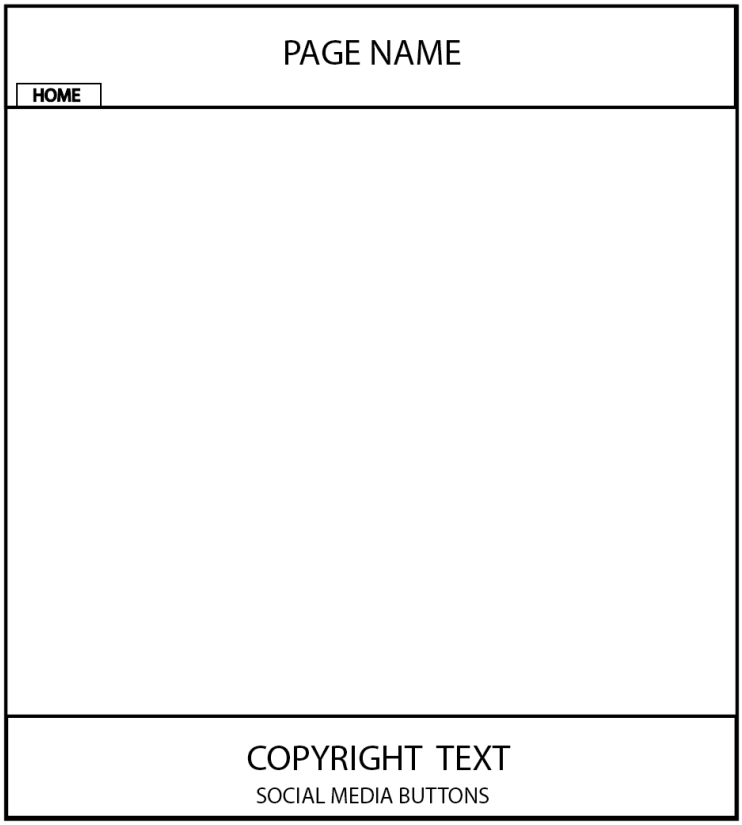


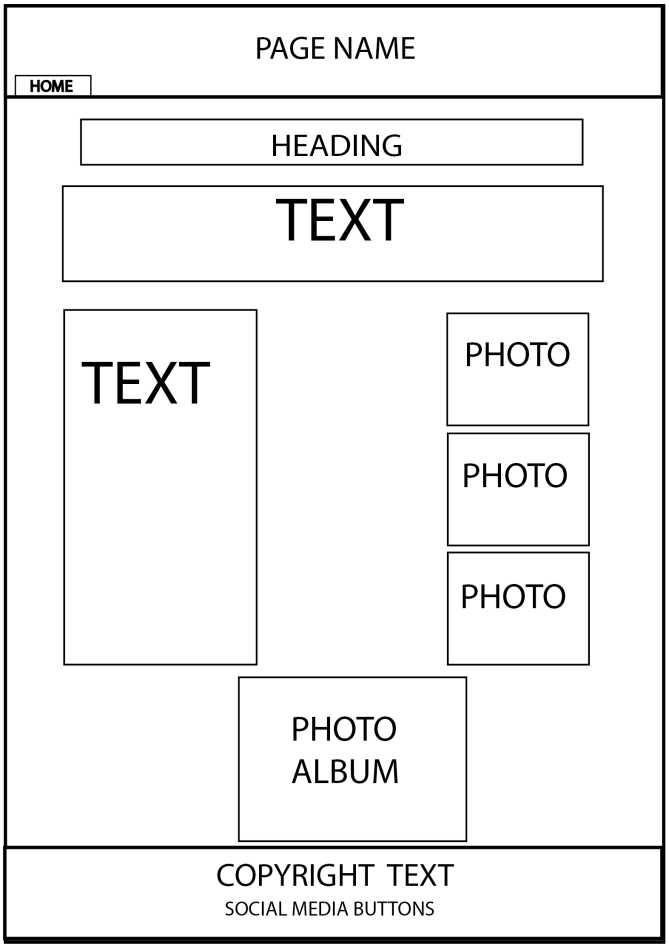


Mind map –

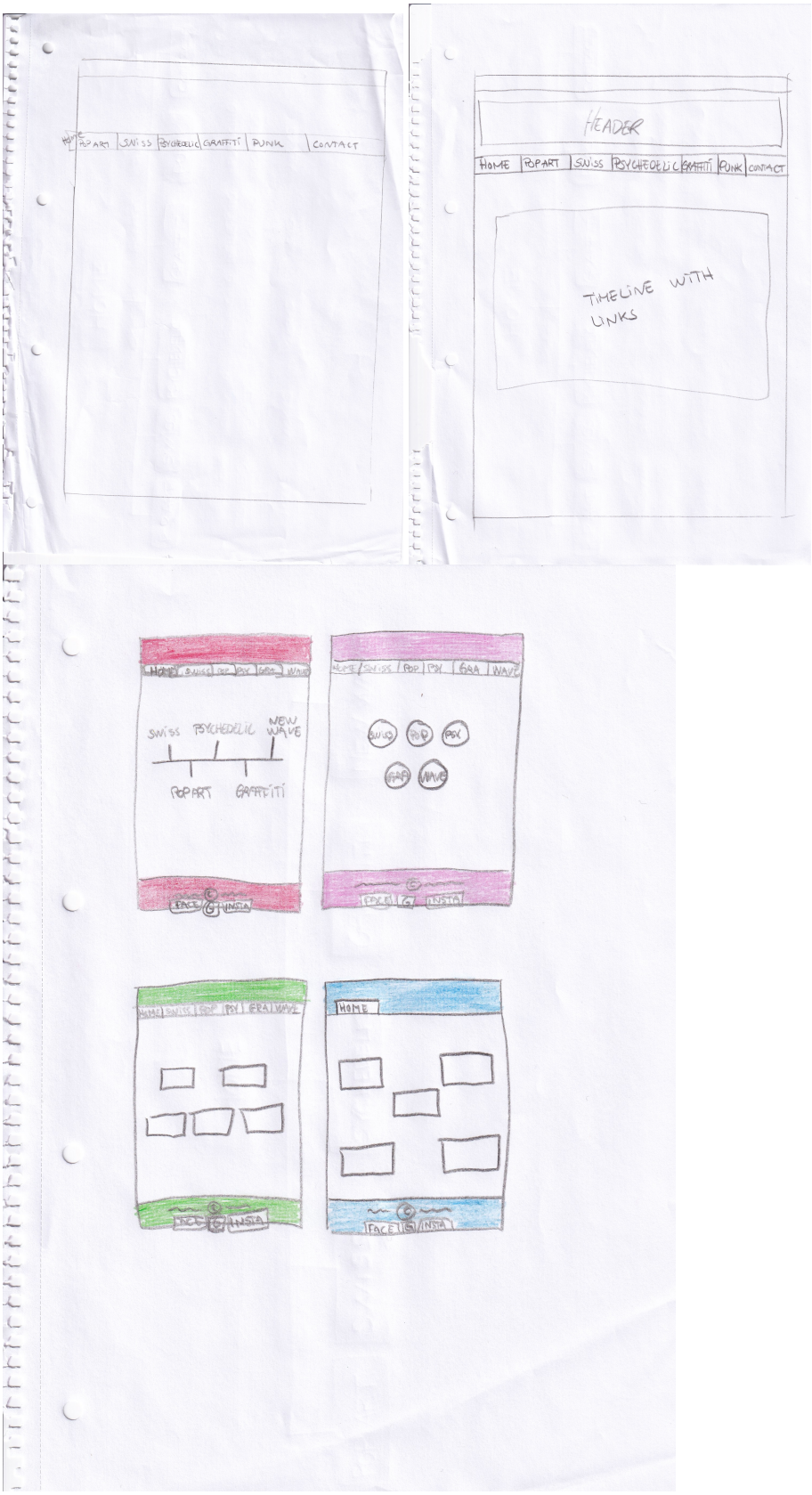

Gerhard Richter
Roy Lichtenstein
Richard Hamilton
Ed Ruscha
POP ART
CA 1950-1970
Andy Warhol
Adrian Frutiger
Le Corbusier
Josef Müller-Brockmann
Rosemarie Tissi
Piet Mieding
SWISS
(INTERNATIONAL TYPOGRAPHIC AND STYLE)
CA 1950-LATE 1960
HR Giger
John Van Hamersveld
Bonnie MacLean
Abbey Beardsley
Wes Wilson
Rick Griffin
PSYCHEDELIC MOVEMENT
CA 1960-1975
Herman Miller
Victor Moscoso
Shepard Fairey
GRAFFITI
AND STREET ART
CA 1980-TODAY
Maya Hayuk
BLU
Dimitri Vrubel
Mehdi Bradyanlo
April Greyman
Wolfgang Weingart
PUNK
NEW WAVE
CA 1970-1985
Rosemarie Tessi
Dan Friedman
David Carson
Siegfried Odermatt

Wireframe/digital sketches –





Handmade sketches –



DESIGN HISTORY

HOME

POP ART

SWISS

PSYCHEDELIC

GRAFFITI

NEW WAVE

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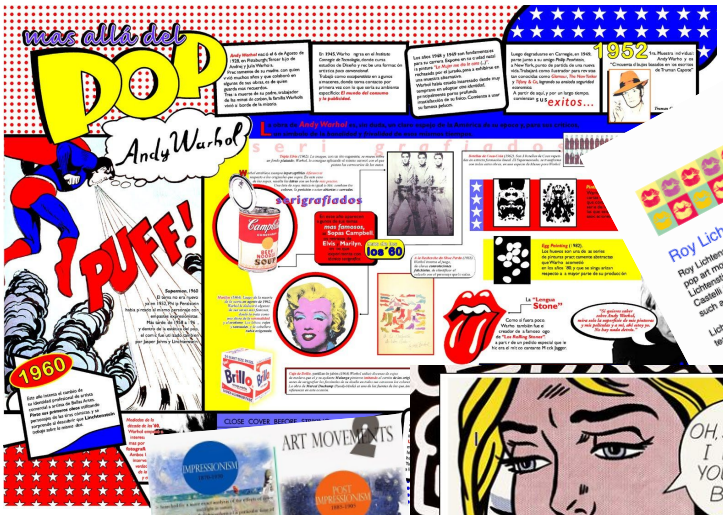
FACEBOOK G+ INSTAGRAM

Moodboard



Pop art

Pop Art was the art of popular culture. It was the visual art movement that characterized a sense of optimism during the post war consumer boom of the 1950's and 1960's. It coincided with the globalization of pop music and youth culture, personified by Elvis and the Beatles. Pop Art was brash, young and fun and hostile to the artistic establishment. It included different styles of painting and sculpture from various countries, but what they all had in common was an interest in mass-media, mass-production and mass-culture.

Pop Art appreciates popular culture, or what we also call "material culture." It does not critique the consequences of materialism and consumerism; it simply recogniz

Pop Art, noun: A type of modern art that started in the 1960s and uses images and objects from ordinary life.

Things to look for in a Pop Art painting: Bright colours, patterns, bold outlines, repeat patterns, faces, food and words.

Useful Websites:

www.pinterest.com

www.moma.org/po

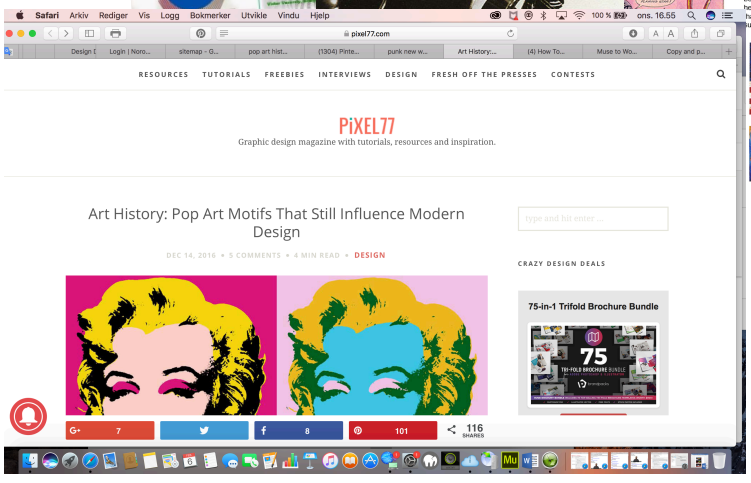
Some Artists to look

Andy Warhol

Roy Lichtenstein

Keith Haring

Claes Oldenburg



Roy Lichtenstein was an american artist in the pop art movement during the 1960s. Roy Lichtenstein's art work was exhibited at the Leo Castelli Gallery along with work from pop artists such as Jasper Johns and Andy Warhol.

Lichtenstein began teaching in New York. While teaching he fell in love with proto pop imagery.

His most known works he used Ben Day dots and

POP ART

Pop, like most art historical labels, is a convenience for critics and historians but an irrelevance. As far as Pop painting is concerned, this generally involves the use of existing imagery from mass culture already processed into dimensions, preferably borrowed from advertising, photography, comic strips and other mass media sources.

garded as an art of external appearances, a resolutely post-War form of realism dedicated to the dispassionate deification of the common object and images and sign systems extracted readily-made from the mass media. Pop art made use of some famous images or logos from around the world. Today, many people are spending thousands (or more) to purchase the older Pop art masterpieces.

tein

27, 1923 - September 29, 1997) rtist, painter, sculptor and graphic Abstract Expressionism, but in Art. Lichtenstein produced hard- s that documented while it in-cheek humorous manner. nced by both popular advertising e himself described Pop Art as, actually industrial painting. In aking Pop version of well-known Claude Manet, Pablo Picasso s he also made sculptures but his style of Pop Art.

Jasper Johns Jr.

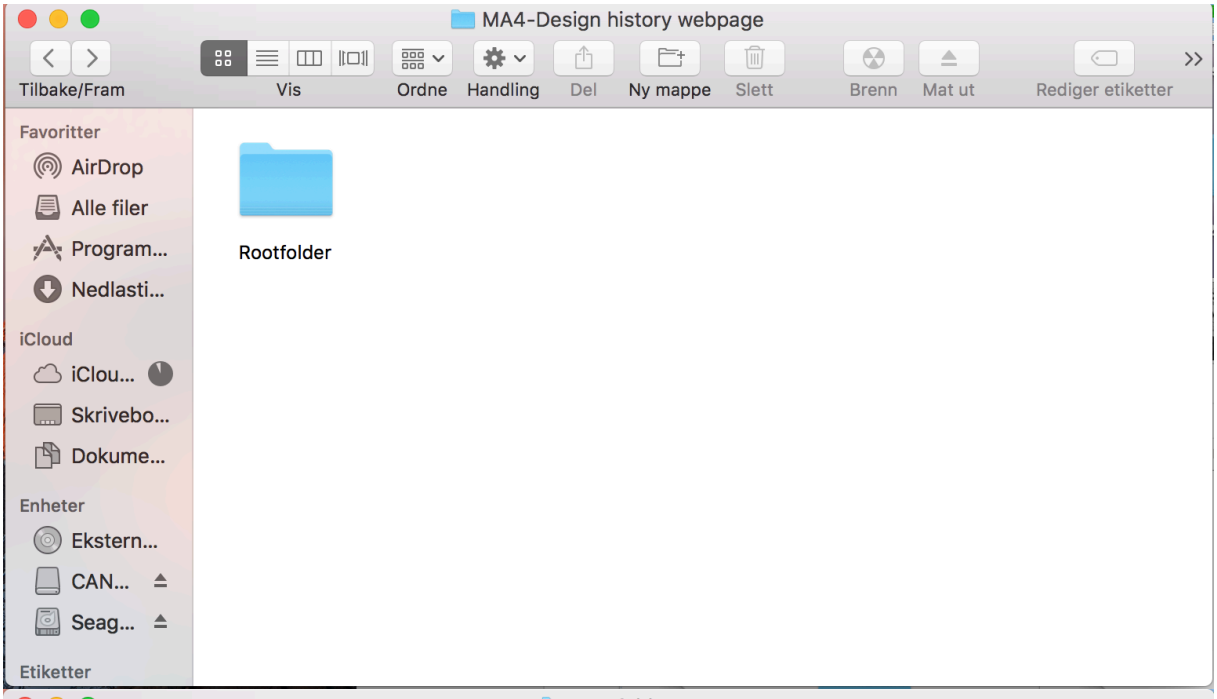
Jasper Johns, Jr (born May 15, 1930) is an American contemporary artist who works primarily in painting and printmaking. He is best known for his painting Flag (1954-55), which he painted after having a dream of American flag. His work is often described as a Neo-Dadaist, as opposed to pop art, even though his subject matter often includes images and objects from popular culture. His images depict commonplace two-dimensional objects (e.g., flags, maps, targets, numbers, letters of the alphabet) in simple colors. His banal subject matter and rejection of emotional expression departed radically from the Abstract Expressionism that then dominated the U.S. art scene. Among his best-known works is Painted Bronze (1960), a cast sculpture of two Ballantine Ale cans. From 1961 he began to attach real objects to his canvases. In the 1970s he produced paintings composed of clusters of parallel lines hat he called "crosshatchings." He is one of the most uccessful living artists.

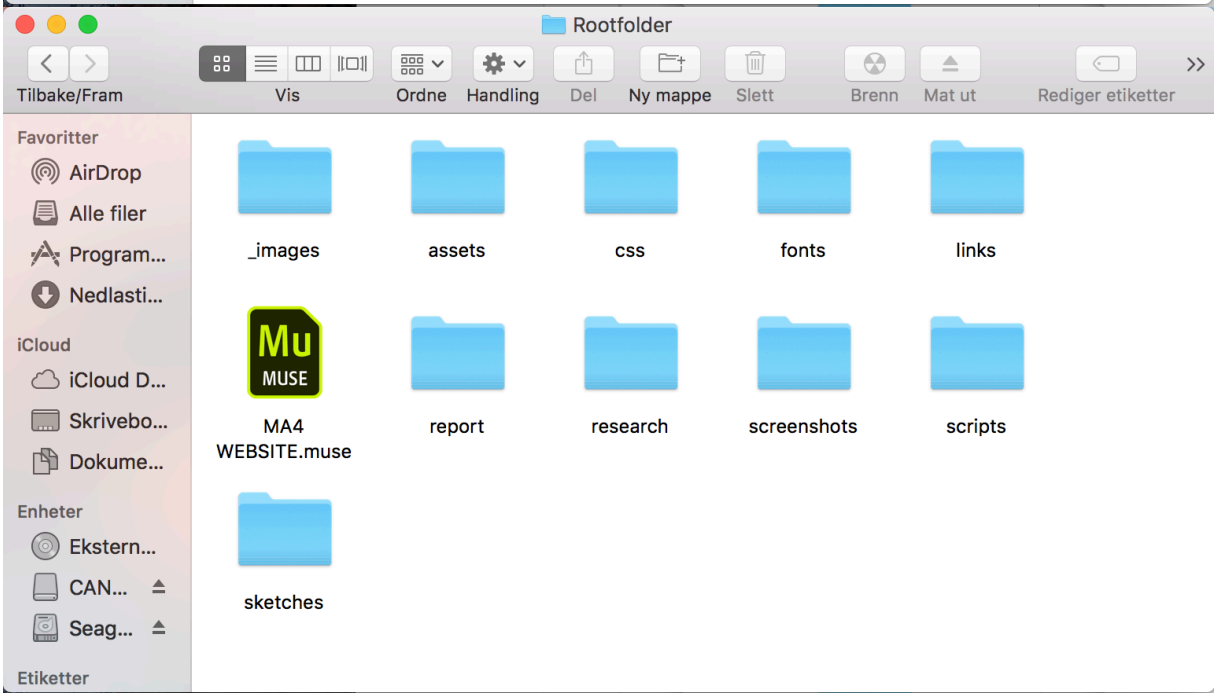
Andy Warhol

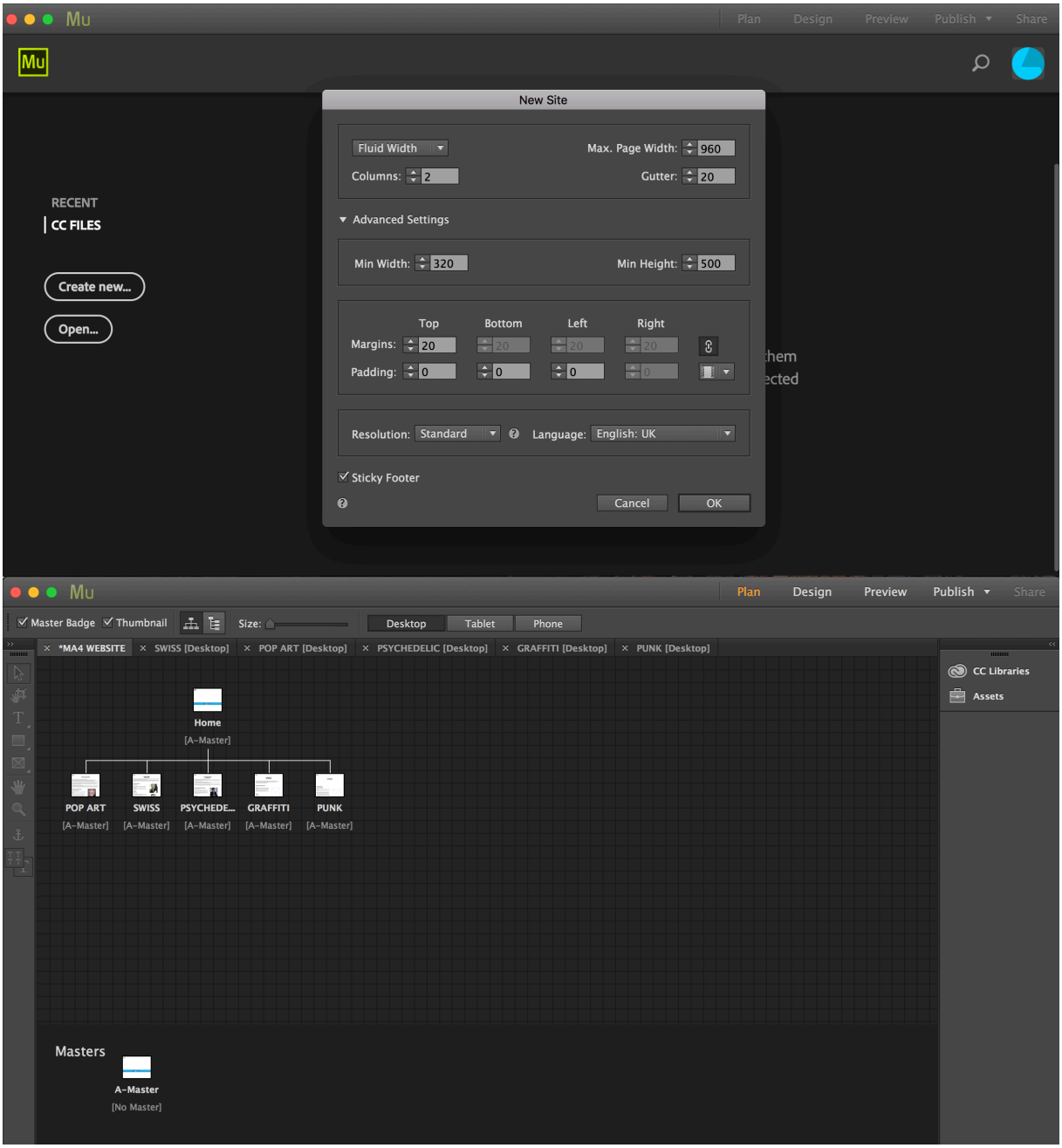
Andrew Warhola (August 6, 1928 - February 22, 1987) known as Andy Warhol, was an American painter, printmaker, and filmmaker who was a leading figure visual art movement known as pop art. It was during the 1960s that Warhol began to make paintings of iconic American products such as Campbell's Soup Cans and Coca-Cola bottles, as well as paintings of celebrities such as Marilyn Monroe, Elvis Presley etc.

Wolfgang
U.S. AIR FORCE
SHEPARD FAIREY
2019
MUNDO POP ART
OTHER ART MOVEMENTS
ART NOUVEAU
1880
CUBISM
1907
BAUHAUS
1919
ART DECO
1925
1900S
1910S
1920S
PEPSI-COLA
PELICAN CIGARETTES
Guity Novin's
A History of Graphic Design
The Online TextBook
Chapter 35 - Grafitti and Street Art
Table of Contents:
Introduction:
The rise of graffiti as an art form
Becoming part of the profit making art establishment
Advertising for multinational corporations

Screenshots:



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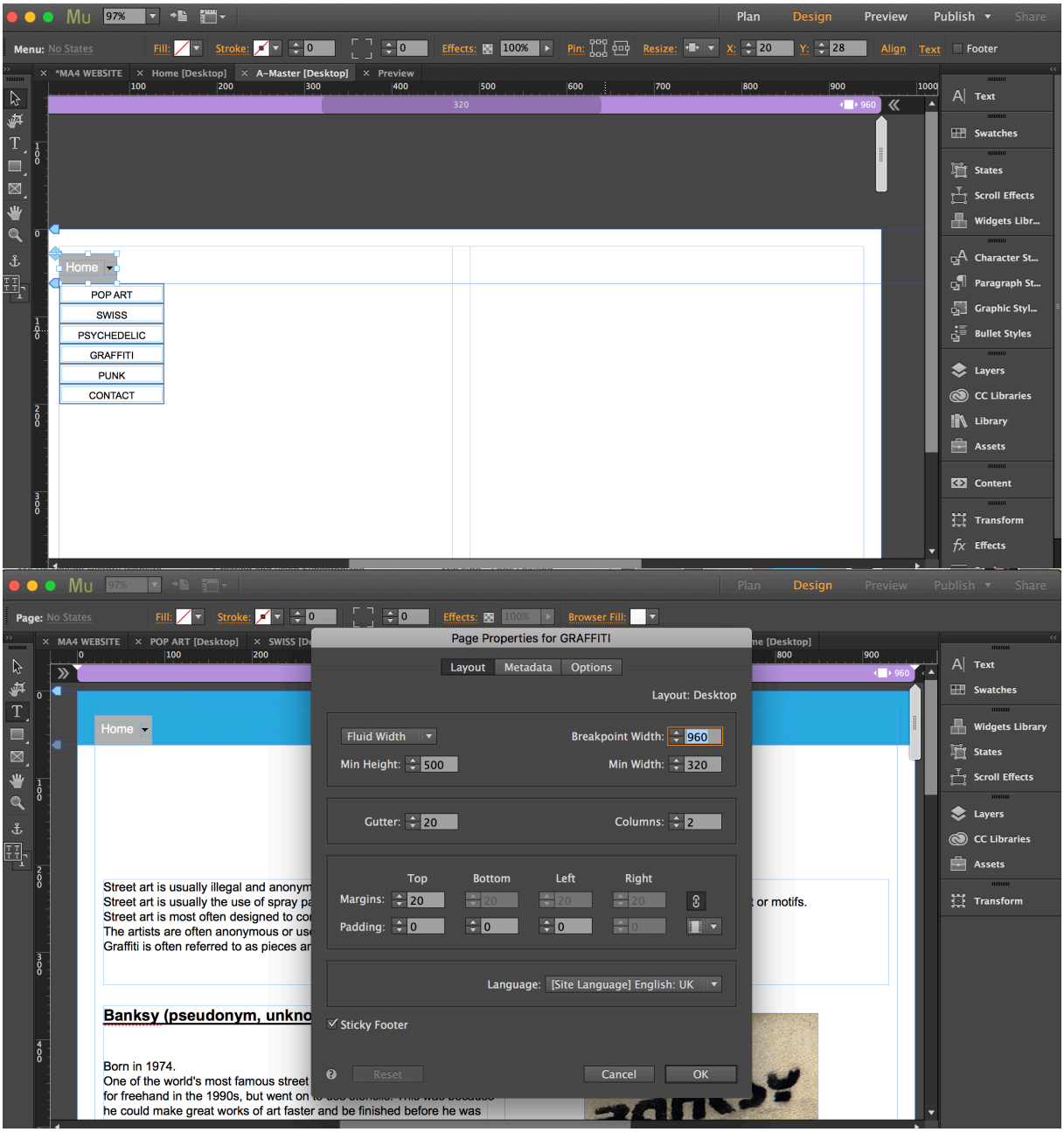
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Born in 1974.
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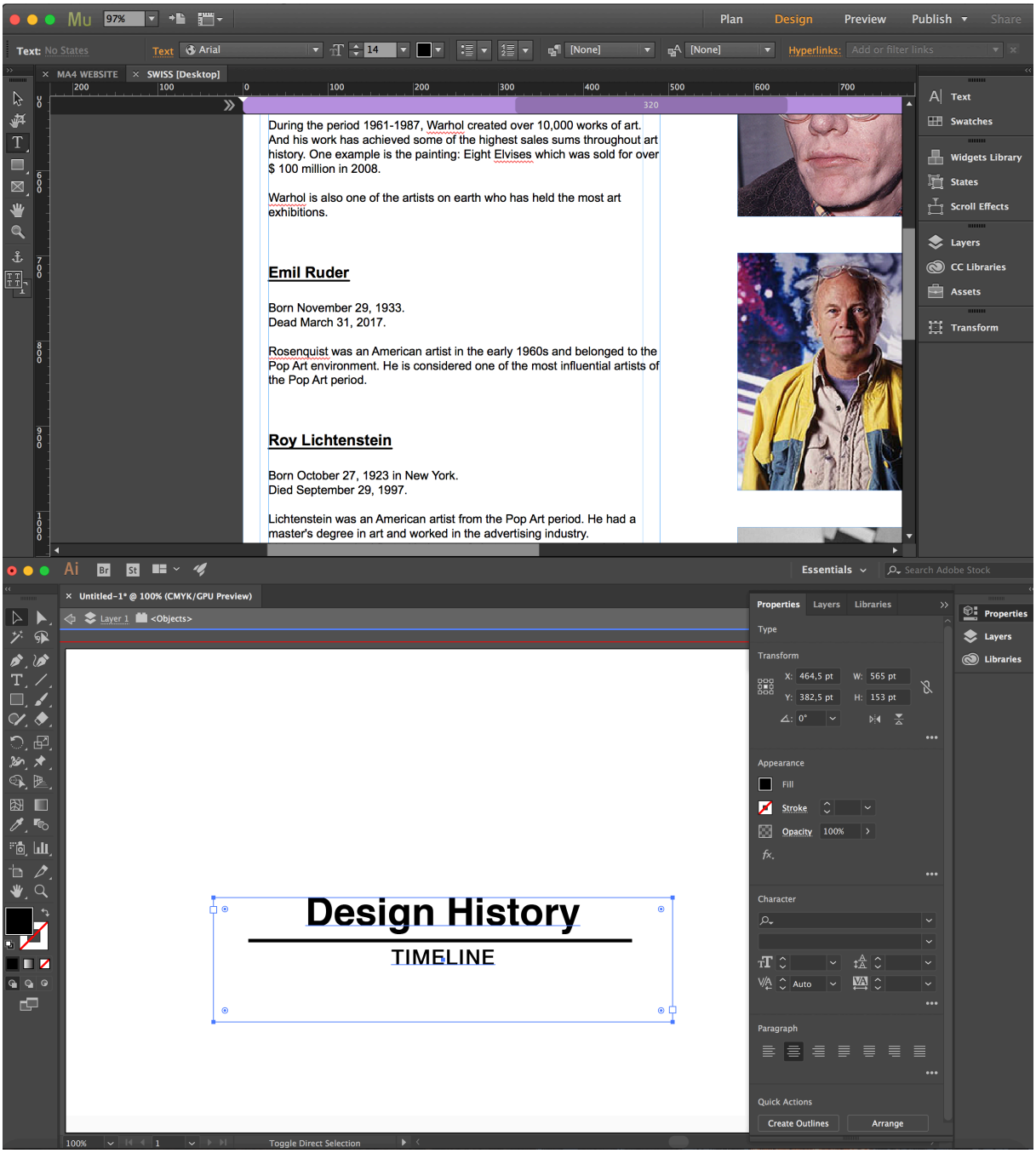
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MA4 WEBSITE
SWISS [Desktop]
During the period 1961-1987, Warhol created over 10,000 works of art. And his work has achieved some of the highest sales sums throughout art history. One example is the painting: Eight Elvises which was sold for over $ 100 million in 2008.
Warhol is also one of the artists on earth who has held the most art exhibitions.
Emil Ruder
Born November 29, 1933.
Dead March 31, 2017.
Rosenquist was an American artist in the early 1960s and belonged to the Pop Art environment. He is considered one of the most influential artists of the Pop Art period.
Roy Lichtenstein
Born October 27, 1923 in New York.
Died September 29, 1997.
Lichtenstein was an American artist from the Pop Art period. He had a master's degree in art and worked in the advertising industry.
Text
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Untitled-1* @ 100% (CMYK/GPU Preview)
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TIMELINE
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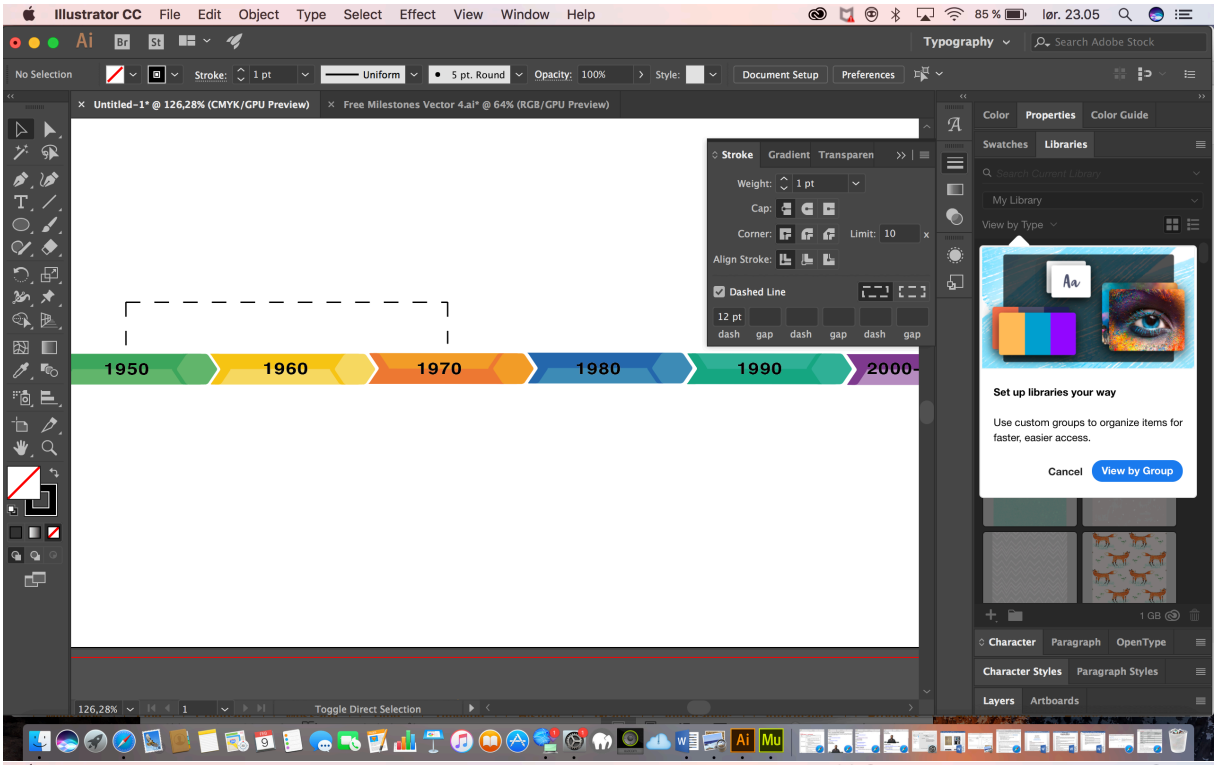
Quick Actions
Create Outlines
Arrange
Toggle Direct Selection


Illustrator CC File Edit Object Type Select Effect View Window Help
Untitled-1* @ 126,28% (CMYK/GPU Preview)
Free Milestones Vector 4.ai* @ 64% (RGB/GPU Preview)
1950
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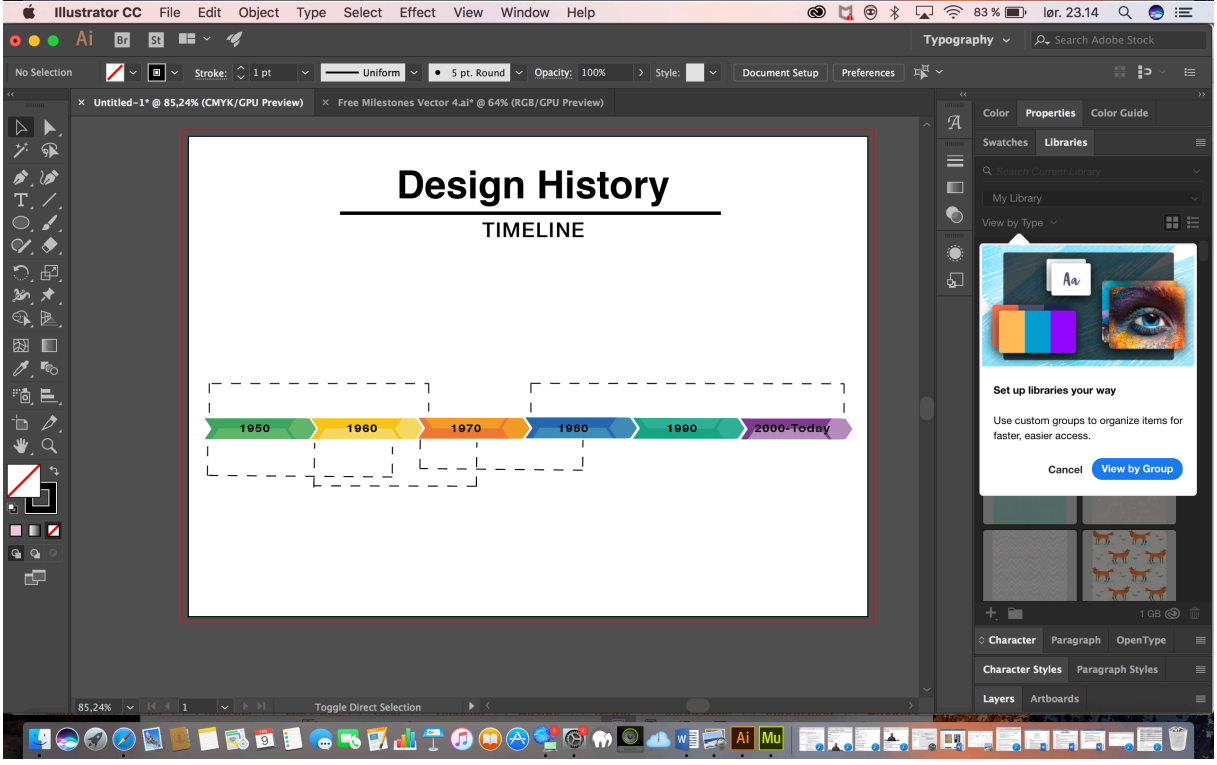
Set up libraries your way
Use custom groups to organize items for faster, easier access.
Cancel
View by Group


Illustrator CC File Edit Object Type Select Effect View Window Help
Untitled-1* @ 85,24% (CMYK/GPU Preview)
Free Milestones Vector 4.ai* @ 64% (RGB/GPU Preview)
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Use custom groups to organize items for faster, easier access.
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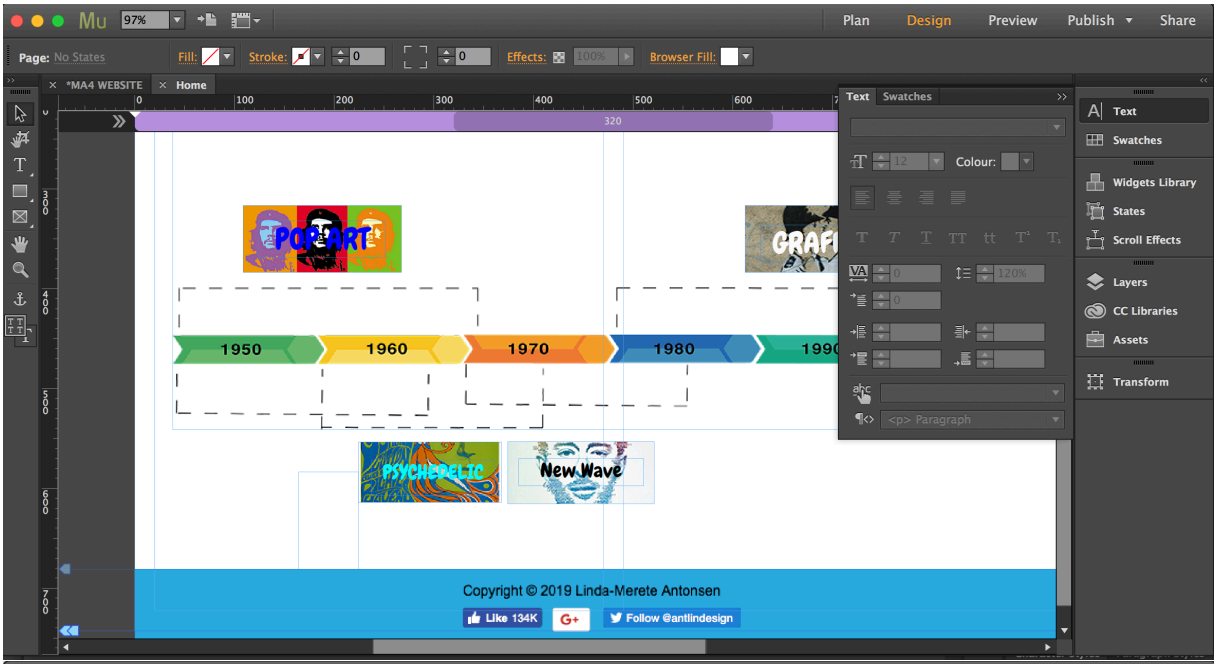
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Home
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Widgets Library
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Assets
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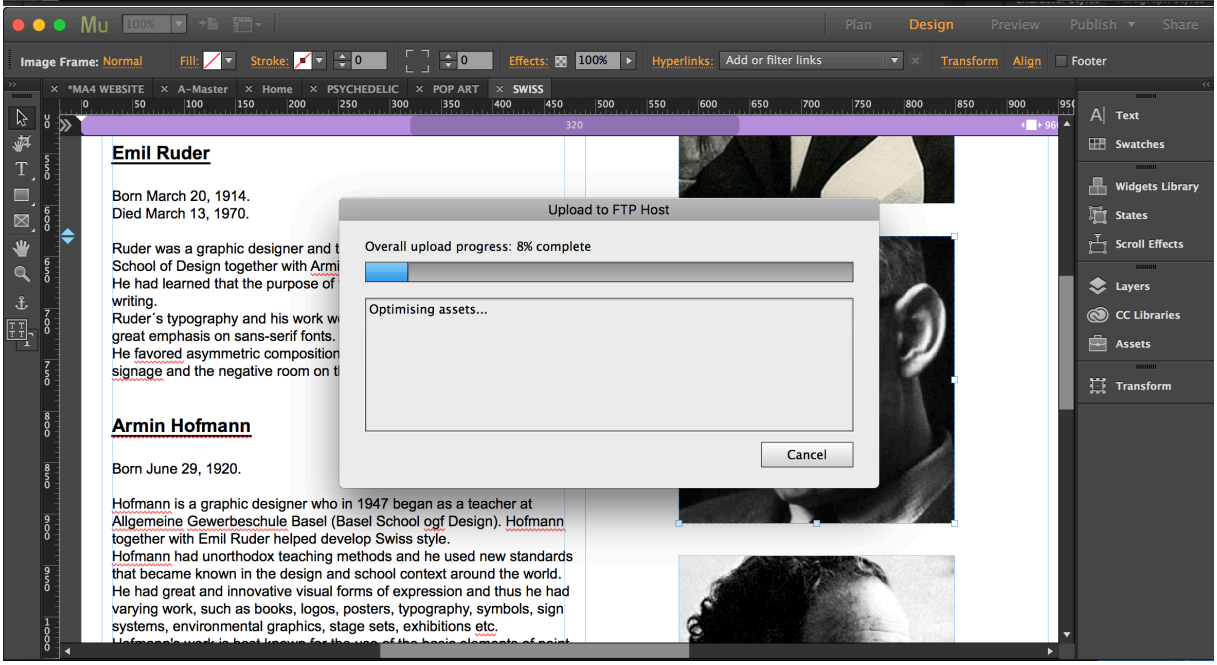
PSYCHEDELIC
New Wave
Copyright © 2019 Linda-Merete Antonsen
Like 134K
Follow @antlindesign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Home
PSYCHEDELIC
POP ART
SWISS
Text
Swatches
Widgets Library
States
Scroll Effects
Layers
CC Libraries
Assets
Transform
Emil Ruder
Born March 20, 1914.
Died March 13, 1970.
Ruder was a graphic designer and t
School of Design together with Armi
He had learned that the purpose of
writing.
Ruder´s typography and his work w
great emphasis on sans-serif fonts.
He favored asymmetric composition
signage and the negative room on t
Armin Hofmann
Born June 29, 1920.
Hofmann is a graphic designer who in 1947 began as a teacher at Allgemeine Gewerbeschule Basel (Basel School ogf Design). Hofmann together with Emil Ruder helped develop Swiss style.
Hofmann had unorthodox teaching methods and he used new standards that became known in the design and school context around the world.
He had great and innovative visual forms of expression and thus he had varying work, such as books, logos, posters, typography, symbols, sign systems, environmental graphics, stage sets, exhibitions etc.
Upload to FTP Host
Overall upload progress: 8% complete
Optimising assets...
Cancel

Style/genre

I wanted a webpage with minimalistic, neutral, stylish appearance to reflect its content. The header and footer are the same on all sides. I have used 2 grid systems

Typography, text, colors

I have used Arial font (sans-serif) it is a typeface and a standard pack of fonts for the Internet. Sans serif fonts are often argued to be better legible on screen than serif fonts. Color black #000000 R:0, G:0, B:0

In the hyperlinks on the photos in the timeline I have used the Chewy font.
Cerise/light blue #00FFFF, R:0, G:0, B:0
Red #ED1C24 R:237, G:28, B:36
Blue #0000FF R:0, G:0, B:255
White #FFFFFF R:255, G:255, B:255

Header and footer is light blue #29ABE2 R41, G:171, B:226

Page title in header is red #ED1C24 R:237, G:28, B:36
and I used the Lolita One font

Text on all pages have the Arial font and sizes 14, 18 and 24. The color used is text is black #000000 R:0, G:0 B:0

Layout/Design

The website layout is similar to all pages, with the header and footer with the same color, a footer with the copyright and social media link button, a drop-down menu on the left side. Below is the main content in a 2 grid system. Text on the left and photos on the right. This gives a pretty minimalist look and ensures that the readers get a simple and transparent experience of the page.

Coding the Website – I had big problems with the Dreamweaver. Because of this I had to find the best solution for me to manage this assignment. I found that the website should be built in Adobe Muse. I had some knowledge of this program from before and wanted to learn it a bit better.

The Adobe Muse program takes a lot of the construction of the website with clip and paste features and widget usage. You can also enter html and css codes if desired.
I found out that the pages I need are: Home, Pop Art, Swiss, Psychedelic, New Wave/Punk and graffiti.

Colors

I wanted colors that worked with the design history. So I used black and white as the main color for background and text on all pages. Then I used a popping blue color for the header and footer. And also a popping red for the page title in the header.

The colors are taken from the idea of simple. The colors have emotional connections. I chose the colors because they have a meaning.

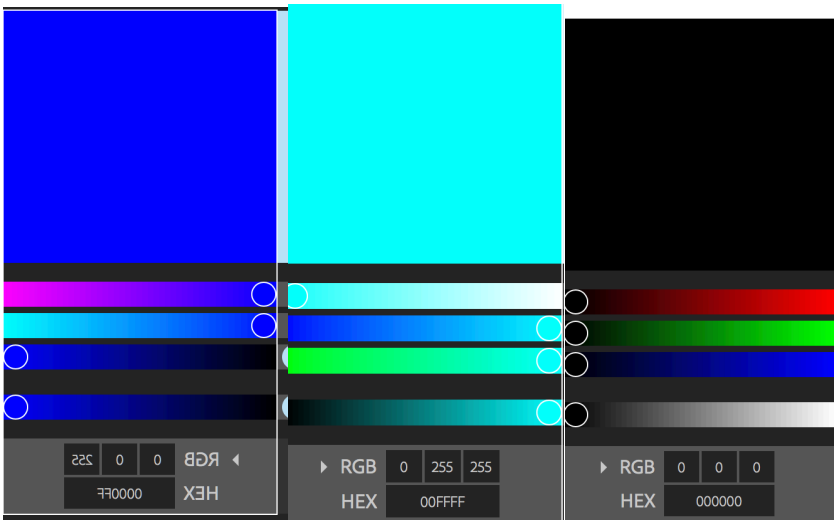
The colors may be associated with the following:

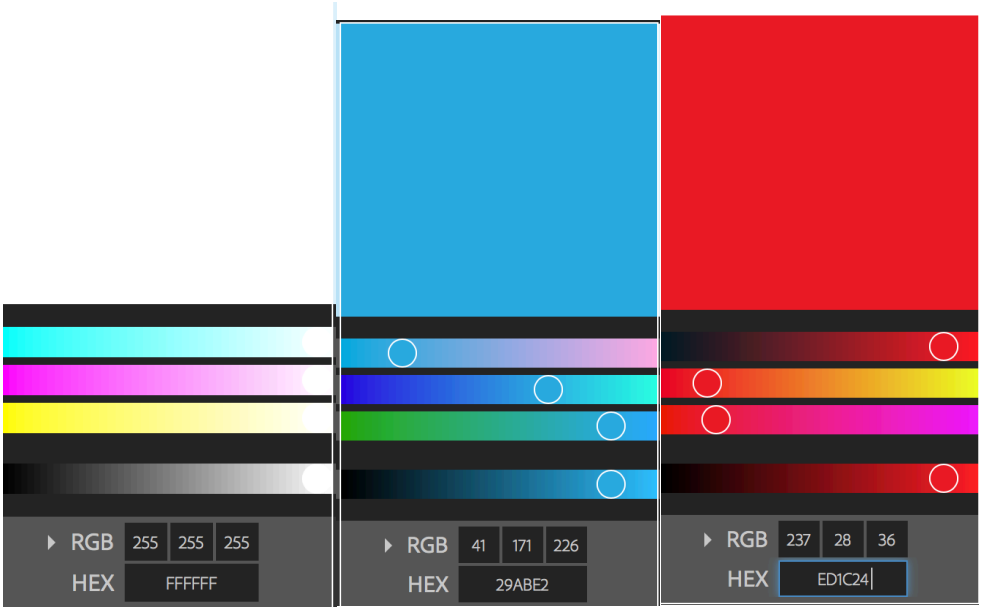
Black is associated with power, elegance, formality, death, evil and mystery.

White is associated with light, goodness, innocence, purity and virginity.

Red is associated with energy, war, danger, strength, power, determination as well as passion, desire and love.
The colors affect the experience and people's feelings. There are many factors that influence how and what consumers look at. However, the biggest deal is decided by visual cues, the strongest and most persuasive being color.

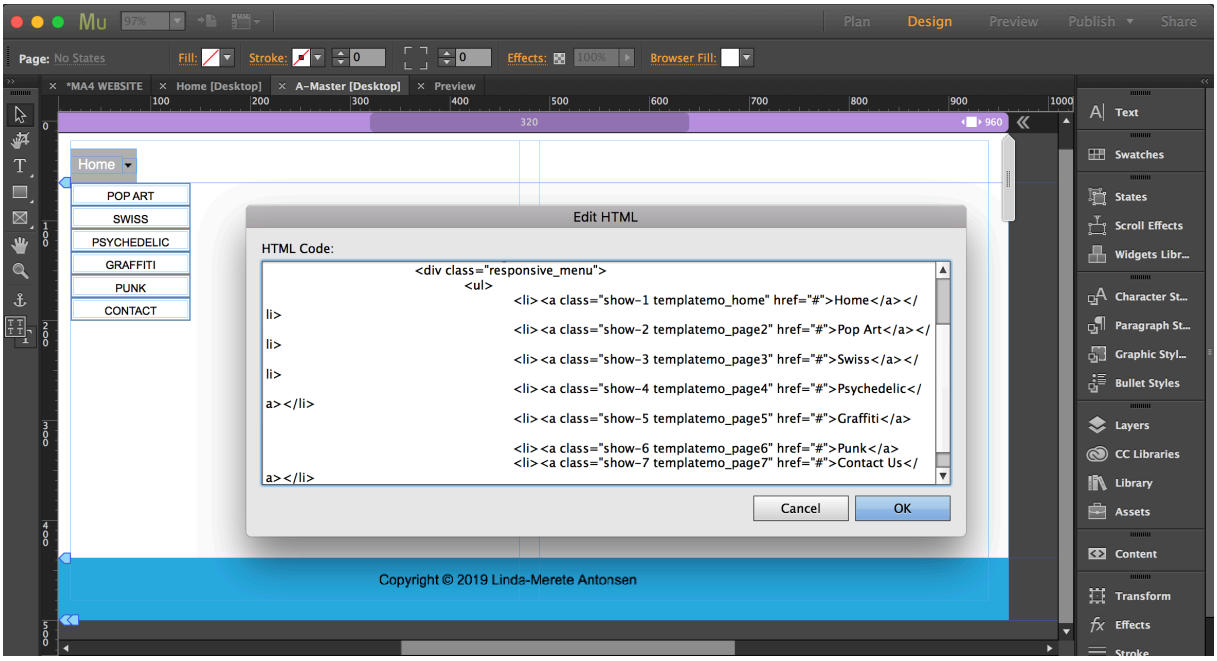
I refer to the color charts that shows the colors:

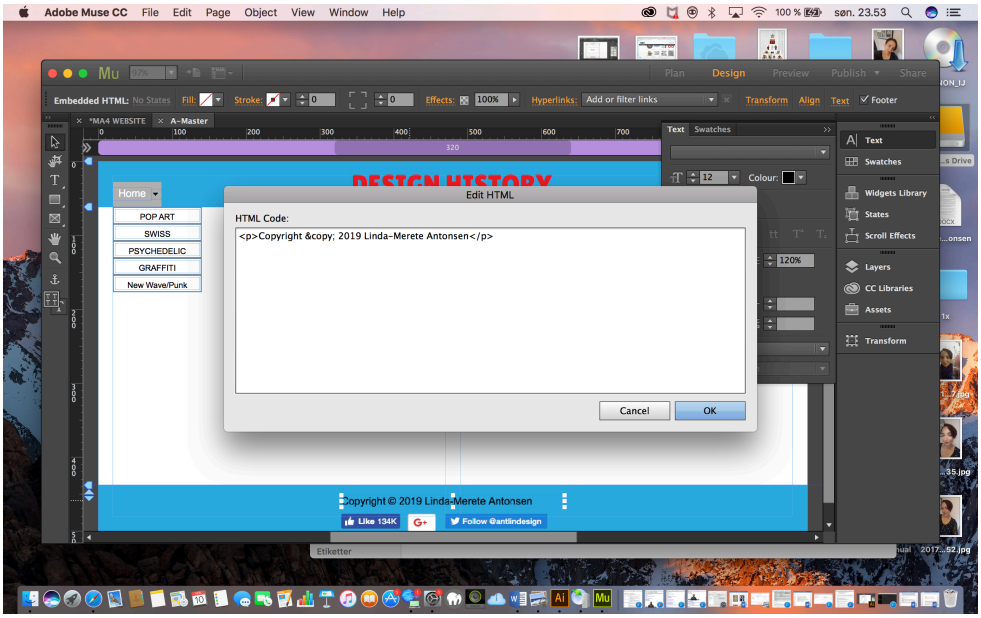




Elements

There are not so many items if we think about the plugins and widgets used on this website. I can mention the Facebook button, interactive menu made with html code, photo album box and copyright tag made with html code.





Sources and references

Info:

http://www.designersjournal.net/

https://www.widewalls.ch/20th-century-the-rise-of-graffiti/

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Software/Equipment:

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Adobe Muse
Adobe Acrobat
Microsoft word
Safari Internet
Google
Macbook photo preview
Moodle
Forums
Lynda.com
Wordpress
Sketching pencils
Coloring pencils
Coloring pens
Ballpoint pen
Sketching paper
Printing paper
HP Officejet Pro 6830 printer, scanner
Samsung galaxy s8 +