

Instructor: Kristen Smith

## Write a short paper

### Choose from:

- ~ Art Nouveau
- ~ Art Deco
- ~ Plakatstil
- ~ Dada
- ~ The Bauhaus
- ~ Constructivism
- ~ Futurism
- ~ International  
Typographic  
Style
- ~ Pop Art
- ~ Psychedelia
- ~ New Wave

### Assignment & Process:

Choose one of the major graphic design styles of the 20th century (at left) and write a short (600 words) paper. For your final assignment of the semester, you'll design a poster on this style or using this style so choose one you like or want to know more about.

Write in complete and clear sentences. Proofread your work for errors. It's fine to include images if they help illustrate your points. You will upload a Word document or a PDF to ELC.

### Summarize the style:

Remember to write in your own words after reading about the style. If you quote directly from a source, credit it in the paper.

- ~ when was it popular?
- ~ what historical or social context influenced the style?
- ~ what are its visual hallmarks?
- ~ what designers are associated with the style?

**Respond** to what you read or heard by addressing a few of the following items. Also, this is the part where what YOU think is the point. Using "I" is fine. Remember to support your statements with reasons and details.

- ~ Did you need to look up references about the style that were unfamiliar to you? If so, what did you learn?
- ~ Does this style relate to anything we've read or talked about in class? If so, discuss that.
- ~ Does the topic relate to your life or to your experiences as a consumer of visual culture?
- ~ Did questions arise for you as you read about the style? If so, see what you can find out about those questions.

### Resources:

- In the lab, we have a copy of *Meggs' History of Graphic Design* by Philip Meggs
- We also have a copy of *20th Century Design: A Decade-by-Decade Exploration of Graphic Style* by Tony Seddon
- On Lynda.com, Sean Adams (past president of AIGA) teaches a class called *Foundations of Graphic Design History*.
- The website <http://www.designishistory.com> is no longer maintained but it has lots of great information.
- You can see examples of these design styles along with brief descriptions on my Pinterest page <https://www.pinterest.com/kristeninathens/>
- You can use the internet, and we will talk about that.

### Cite your resources:

- I don't care about your formatting on these. Just tell me where you got your information. Use at least four sources. You can use only the title and author for the books in the lab. You can include links to online sources.