

Write a response paper on a historic design style

Choose from:

Art Nouveau
Art Deco
Plakatstil
Dada
The Bauhaus
Constructivism
Futurism
International Typo-
graphic Style
Pop Art
Psychedelia
New Wave
Punk

Assignment & Process:

Choose one of the major graphic design styles of the 20th century (at left) and write a short (600 words) paper on that style using the prompts below. Write in complete and clear sentences. Proofread your work for errors. Include images that help illustrate your points. You may want to do this in InDesign so that you have complete control over this professional document. If you need to use Word, use it well. You will upload a PDF or Word document 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.

- ~ what are the visual hallmarks of this style?
- ~ when was the style popular?
- ~ what historical or social context influenced the style?
- ~ 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 you have read or talked about in other classes? 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:

I have several books on Design History in our classroom that you can use in class or photograph pages from. Also, on LinkedIn Learning, 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 is no longer maintained, but it has lots of great information.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/> And you can use the internet, and we will talk about that.

Citing 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 must include links to online sources.