

Digital:REVOLUTION

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It's Time

FOR

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REVOLUTION

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WITH THE
INTRODUCTION
OF PERSONAL
COMPUTERS AND
ARTISTIC SOFTWARE
TOOLS IN THE
1980'S, THE
GRAPHIC DESIGN
FIELD WOULD
FOREVER CHANGE
AND GROW INTO ONE
OF THE BIGGEST
MEDIUMS IN THE
ART WORLD.

THESE TOOLS ENABLED GRAPHIC DESIGNERS TO EXPAND AND GAIN GREATER CONTROL OVER THEIR DESIGNS BY ENABLING THEM TO MANIPULATE COLORS, FORMS, SPACE, AND IMAGERY.

THIS EXHIBIT DISPLAYS THE VARIETY OF WAYS IN WHICH GRAPHIC ARTISTS HAVE USED THIS NEW MEDIUM TO CREATE ART THAT COMBINES TYPOGRAPHY, IMAGERY, SPACE, AND COLOR INTO UNIQUE AND EYE-CATCHING COMPOSITIONS THROUGHOUT THE PAST THREE-DECADES.

(art)



Jennifer Morla

Glen A. Suokko

Niessen & de Vries

Koewedien-Postma

David Carson

Fred Woodward

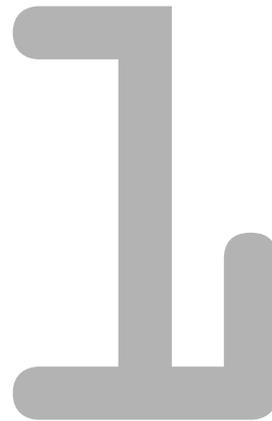
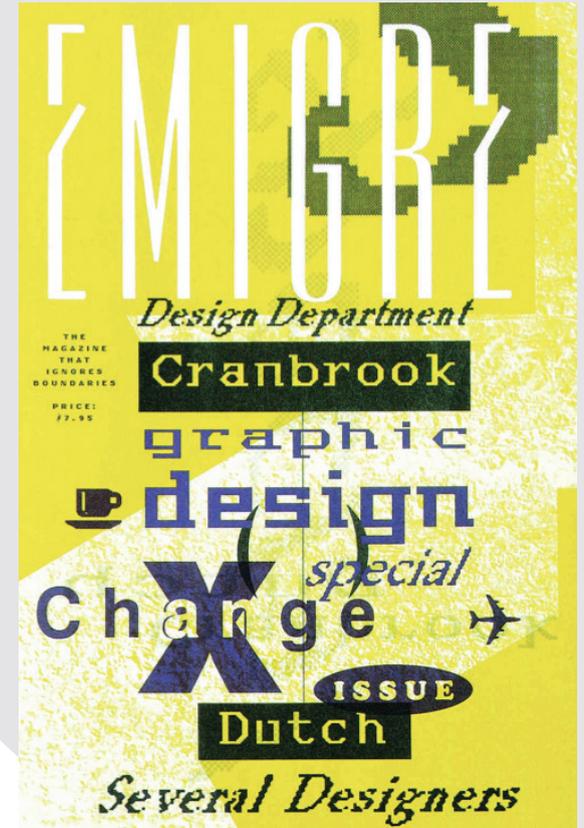
Emigre Cover

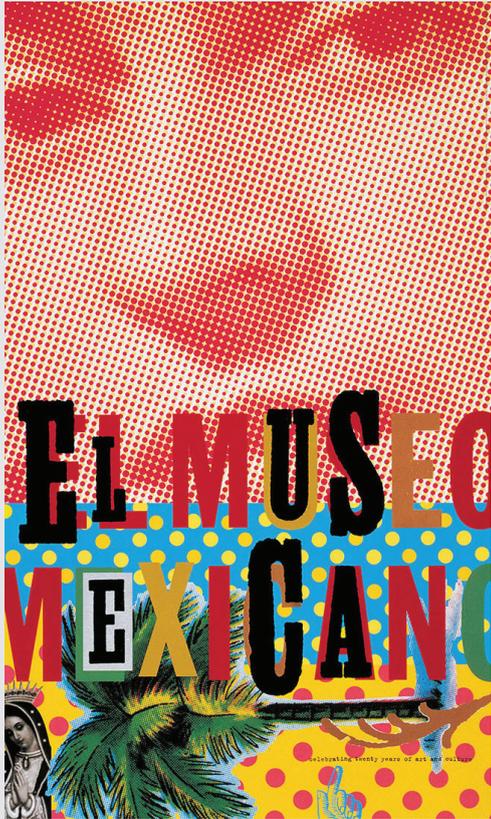
GLENN A. SUOKKO

1989

MEDIA: PRINT

Suokko's design for the cover of the magazine *Émigré*, uses a variety of typographic fonts that are placed around the cover, which creates a layout that is unconventional sequence. In addition to its variety of typefaces, several words are layered on top of each other or on the graphics that are used in the design.





El Museo Mexicano

JENNIFER MORLA

1995

MEDIA: ILLUSTRATION, POSTER

Jennifer Morla, who has created works various design fields such as print, packaging, typography, and branding uses bold color palettes, imagery, and fonts. Her poster for the Museo Mexicano uses letters of varying sizes and colors that aren't perfectly aligned along with bold background imagery that are predominately filled with dots. She effectively puts together a collage of imagery and type to create a colorful and eye-catching composition.

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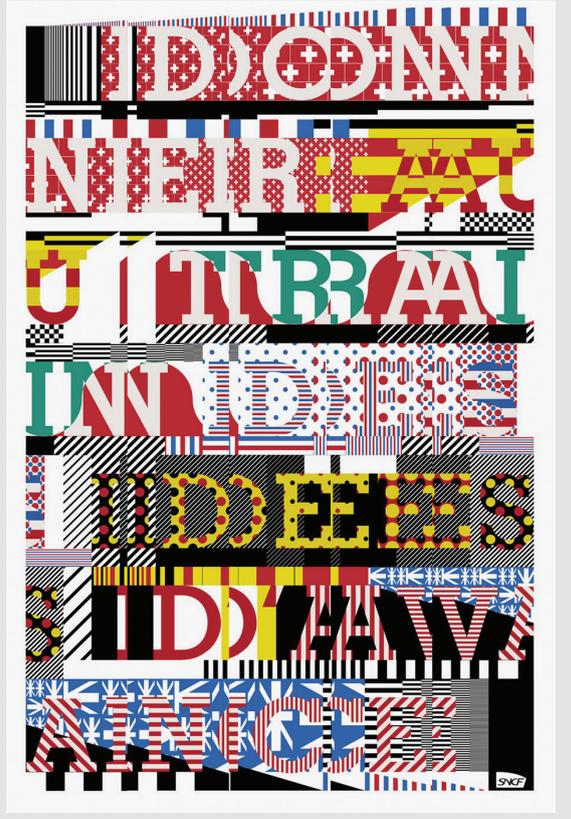
SNCF Anniversary Poster

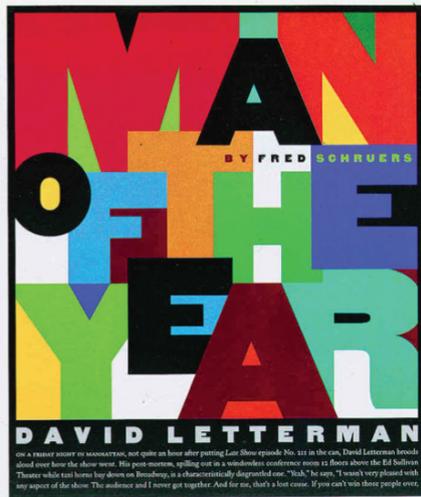
NIESSEN & DE VRIES

2008

MEDIA: POSTER

Niessen & de Vries works use layers, vibrant colors, and textures to create compositions that are richly detailed and expressive. Their poster for the French railway company SNCF incorporates a variety of textures, layered lettering, and cropped wording both vertically and horizontally creates a composition that looks similar to that of a panorama view seen from a window of a train.





Man of the Year: David Letterman

FRED WOODWARD, GERALDINE HESSLER, DAVID COWLES

1994

MEDIA: PRINT

Artists Fred Woodward, Geraldine Hessler, and David Cowles collaboration for Rolling Stone's David Letterman cover, illustrates the visual cohesiveness that can be created between type and images. Both the image and the type use broad flat shapes that overlap and interlock with each other, creating bold compositions.

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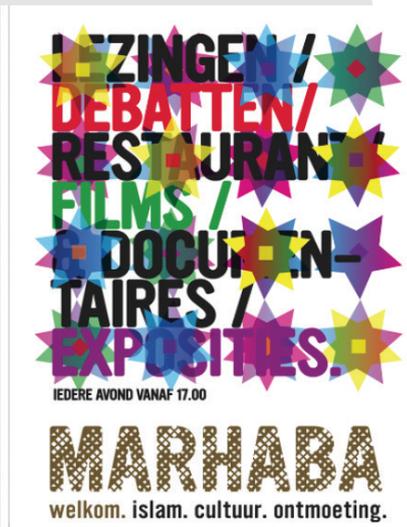
Is Techno Dead?

DAVID CARSON

1994

MEDIA: PRINT

David Carson, is well known for his unconventional editorial designs as he uses eschewed grid formats, reverse leadings, irregular shapes, and unique typographic patterns in his work. Such design elements are predominantly used in the editorial piece "Is Techno Dead", as the text columns are irregularly shapes, jammed columns of text with no gutter, and images that overlap with the text.



Marhaba Poster

KOEWEIDEN-POSTMA

2006

MEDIA: POSTER

Dutch design team Koeweiden-Postma blend together experimental typography colorful patterns for the Marhaba Islamic Cultural Center in Amsterdam. The posters use Islamic style ornamentation and patterns overlapped with colorful text, which creates a bright and bold composition.



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