

TEXT

Text 1: Details first

MODERNISM

Modernism is not defined by one single style, but many. It was an umbrella movement within the arts. Bauhaus, Surrealism, Cubism, Futurism, Dadaism, De Stijl, and Concrete Art to name a few. Artists within these styles searched for new forms and modes of expression in the arts.

Modernism first appeared during the late 19th century and early 20th century. It was conceived by a rebellion against 19th century academic and historicist traditions. Modernism and has been deeply affect by World War I and World War II, and is a movement characterized by industrialization, rapid social change, and advances in science and the social sciences.

Metabolism

Bauhaus was a German art school. Cubism was a movement pioneered by the French artist Georges Braque and the Spanish artist Pablo Picasso. De Stijl was a Dutch artistic movement. Many of the most well-known styles within modernism derive from the West.

Metabolism (新陳代謝 shinchitaisha) was a post-war Japanese architectural movement that came to be in the 1960's. Japanese architects dreamed of architectural megastructures fused with ideas of organic growth. Their visions came to life as fantastic and futuristic buildings of concrete, glass and steel (even though some were so futuristic that they were never fully realized), embodying the defining characteristics of modernism.

Modernism has shaped the world, regardless of war, religion, language, culture and time.

Text 2: Conclusion first

MODERNISM

Modernism has shaped the world, regardless of war, religion, language, culture and time.

Bauhaus was a German art school. Cubism was a movement pioneered by the French artist Georges Braque and the Spanish artist Pablo Picasso. De Stijl was a Dutch artistic movement. Many of the most well-known styles within modernism derive from the West.

Metabolism

Metabolism (新陳代謝 shinchitaisha) was a post-war Japanese architectural movement that came to be in the 1960's. Japanese architects dreamed of architectural megastructures fused with ideas of organic growth. Their visions came to life as fantastic and futuristic buildings of concrete, glass and steel (even though some were so futuristic that they were never fully realized), embodying the defining characteristics of modernism.

History

Modernism first appeared during the late 19th century and early 20th century. It was conceived by a rebellion against 19th century academic and historicist traditions. Modernism and has been deeply affect by World War I and World War II, and is a movement characterized by industrialization, rapid social change, and advances in science and the social sciences.

Modernism is not defined by one single style, but many. It was an umbrella movement within the arts. Bauhaus, Surrealism, Cubism, Futurism, Dadaism, De Stijl, and Concrete Art to name a few. Artists within these styles searched for new forms and modes of expression in the arts.



First version

The many styles within modernism made it hard to define. I also got a little carried away in Photoshop. Too much transparency, cropping and layering made it hard to tell what style I was working with.



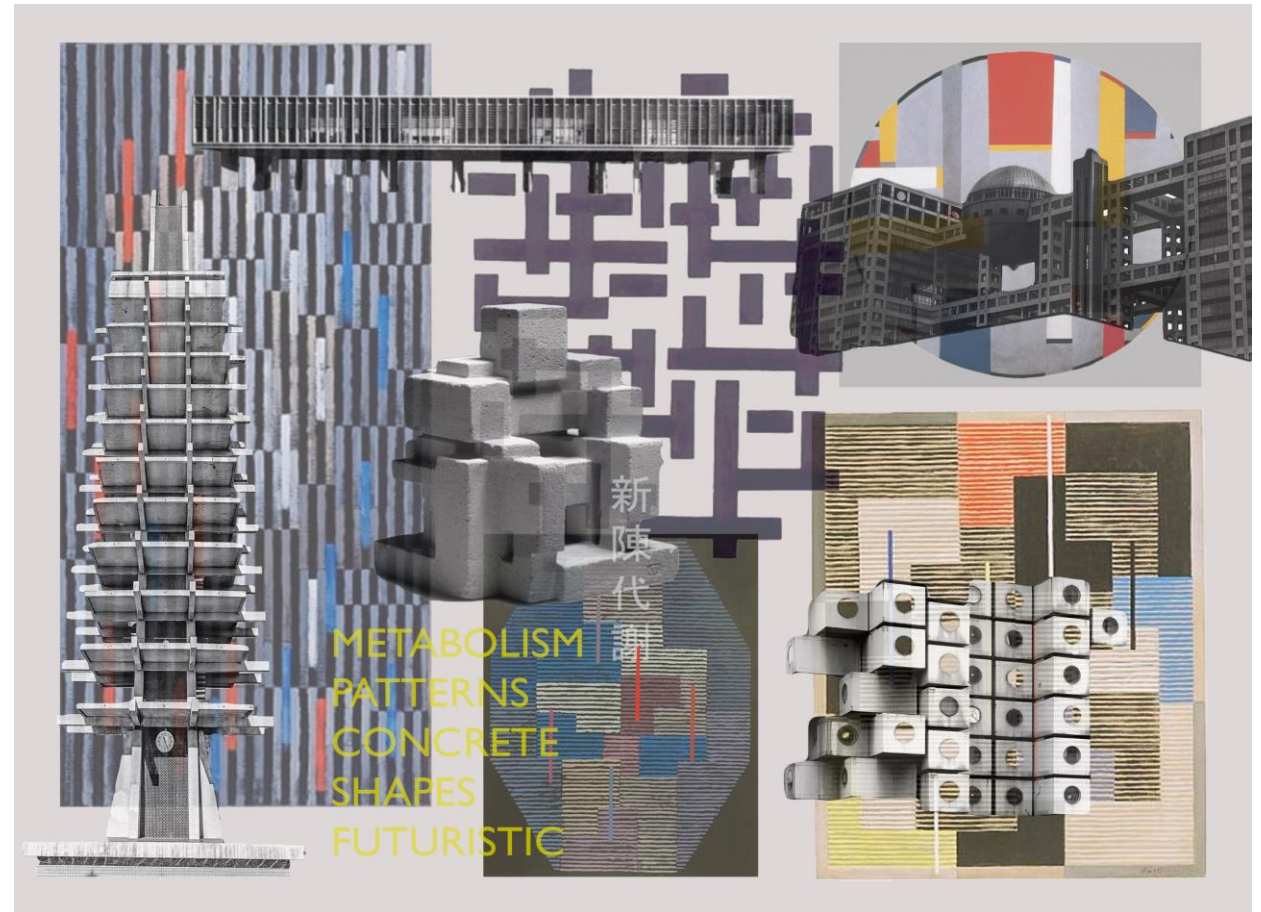
Second version

Less transparency and layering. Still too many different artists and styles. New keywords. I wanted my mood board to be as clear as possible (better for color scheme, logo and text).

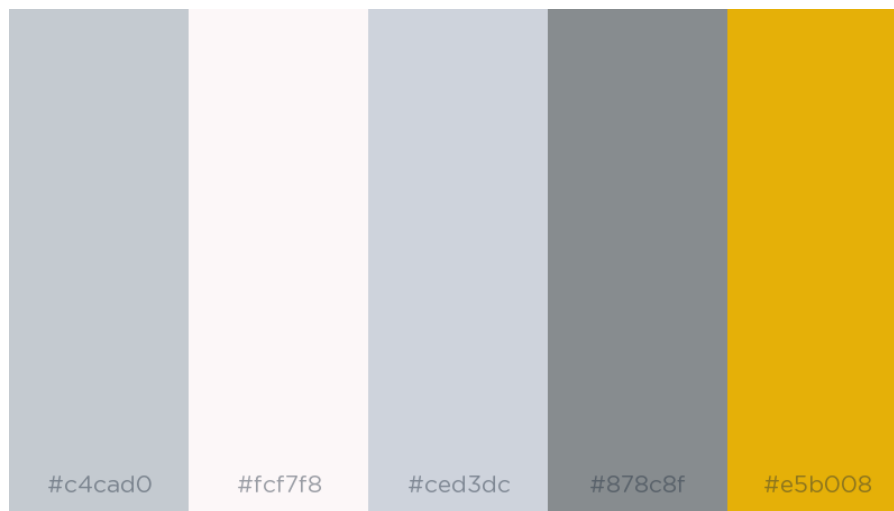
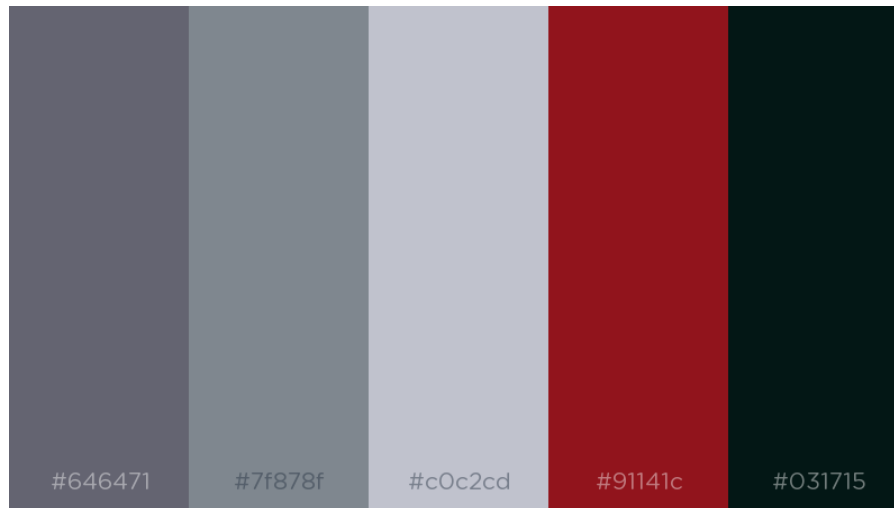
MOOD BOARD

Final version

I decided to chose two styles within modernism. Metabolism architecture (main style) and Concrete Art. The shapes, lines and colors of the art and architecture are cohesive. New keywords. Layout is simplified and I decided to use a more neutral background in order to make the pictures stand out. The picture in the top right corner was taken during my trip to Japan in 2014 (Fuji TV Building in Tokyo).



COLOR SCHEME

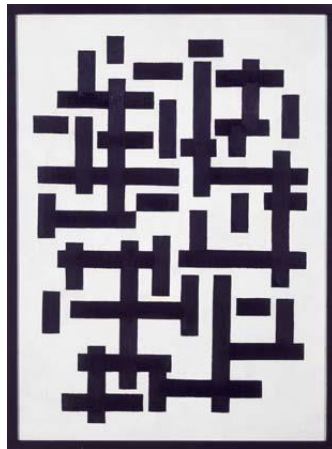
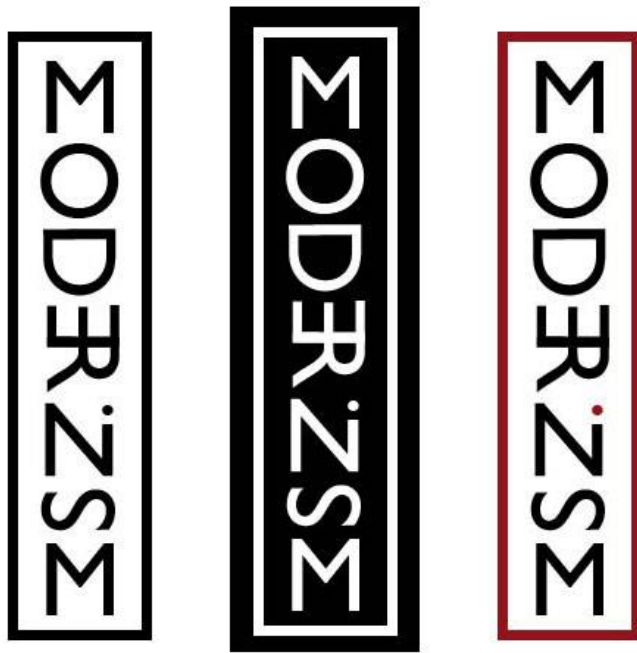


I uploaded various pictures from my mood board and generated color schemes using Coolers. The picture below is also in my final mood board.

Fritz Glarner 1955



LOGO



"Modernism" logo.

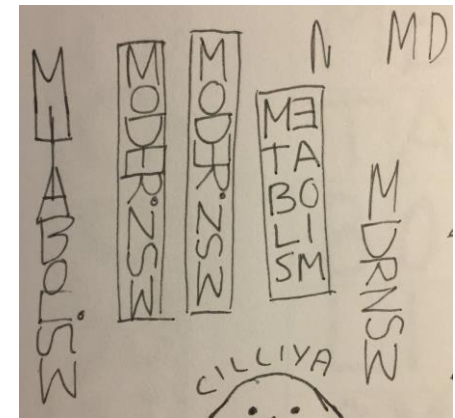
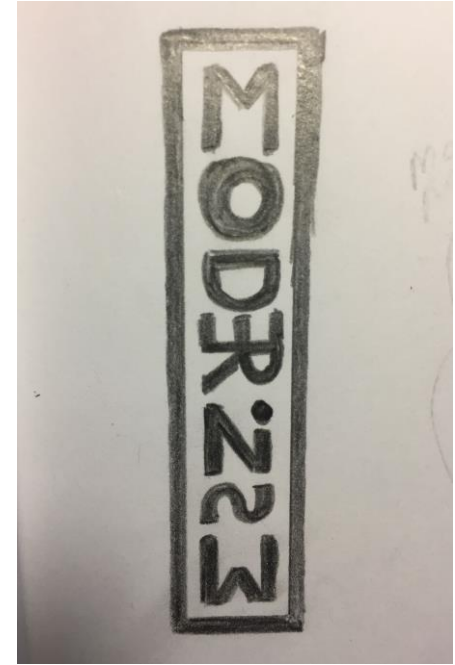
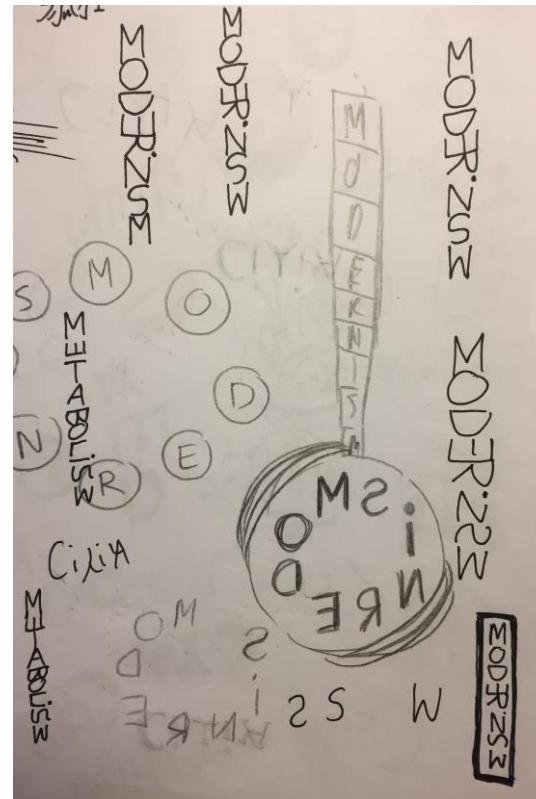
Positive, negative and colored logo.

The font is Gill Sans MT (also seen in mood board).

The red color is #91141c from the Coolers color scheme.

I was inspired by a Theo Van Doesburg painting (Concrete Art, see cropped picture in mood board).

Sketches in pencil and pen on paper. Final version is to the right. I used as a template in Illustrator (placed letters which I flipped to fit with my design).



TYPOGRAPHY

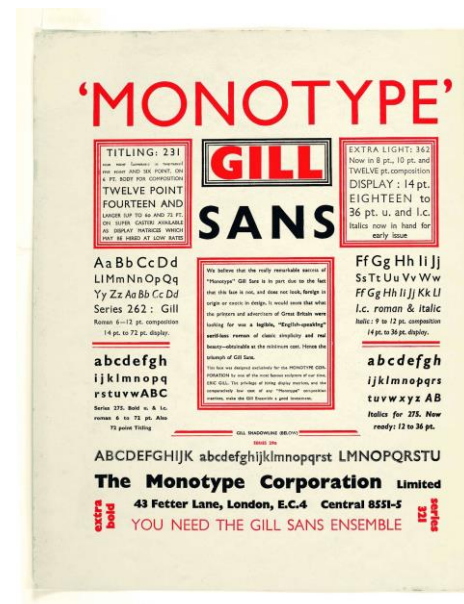
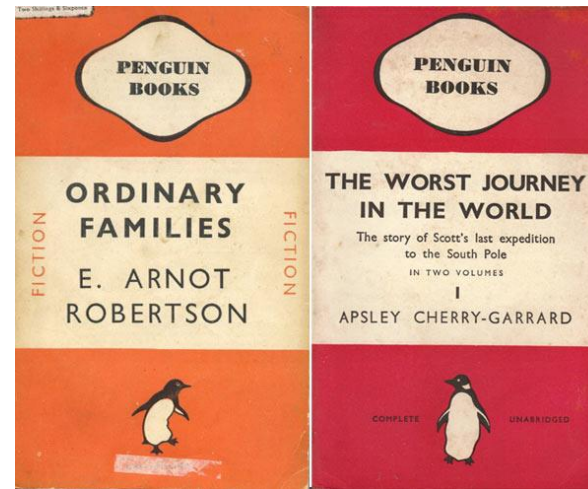
Gill Sans is a sans-serif typeface designed by Eric Gill and released by the British Branch of Monotype from 1928 and onwards.

Marketed by Monotype as a design of "classic simplicity and real beauty", it was intended as a display typeface that could be used for posters and advertisements, as well as for the text of documents that need to be clearly legible at small sizes or from a distance, such as book blurbs, timetables and publicity material.

Gill Sans was used on the modernist, deliberately simple covers of Penguin books, and was sold up to very large sizes which were often used in British and notices of the period (perfect for as a logo).

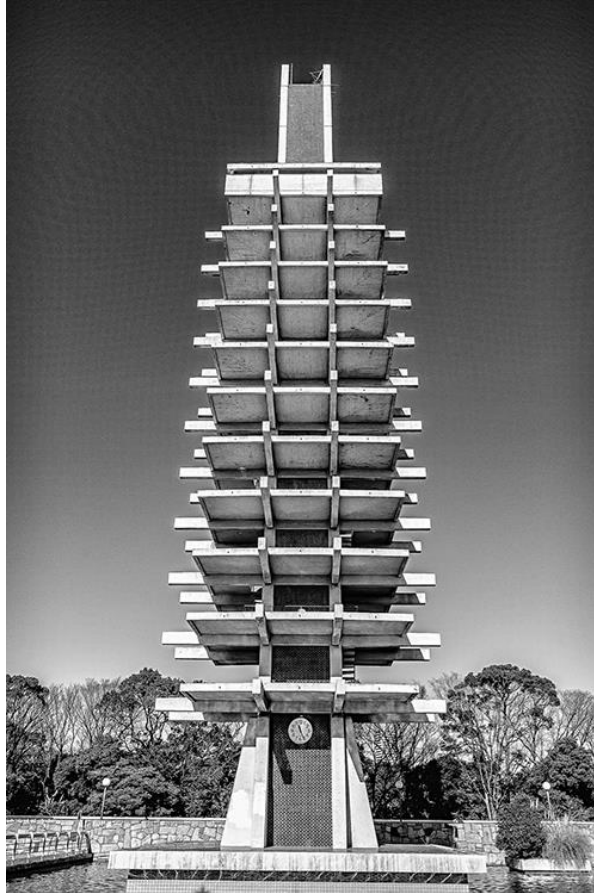
It has been described as "the English Helvetica" because of its lasting popularity in British design. Gill Sans has influenced many other typefaces, and helped to define a genre of sans-serif, known as the humanist style.

(This text was written in Gill Sans MT).



BBC
WORLD
bbcworld.com

IMAGE ASSETS



Small

Name: komazawa-olympic-tower_500x750.jpg

Resolution: 96

File size: 256

Compression: 24

Medium

Name: komazawa-olympic-tower_1000x1500.jpg

Resolution: 96

File size: 1.02 MB

Compression: 24

Large

Name: komazawa-olympic-tower_1067x1600.jpg

Resolution: 700

File size: 955 KB

Compression: 24

FOLDER STRUCTURE

