logo ☰

Russian Constructivism

1913-1935

Origin

In the early 1900s, several revolutionary directions in art and design began, for later to develop into modernism, which today we know so well from the majority of the design we surround ourselves in our everyday lives. But at that time there were thoughts that art should not be reserved for the upper class. That art can be constructed, abstract, without ornaments, new and provocative – and for the people. One might argue that Russia first came up with the new modernist ideas.

The Moscow Spartakiade
by Gustav Klutsis
1928

Russian futurism served as the basis for the new art form. It initially led to Russian constructivism and later to 'der Stijl' and 'Bauhaus' in the West. Bauhaus is today considered to be the cradle of

El Lissitzky

El Lissitzky (1890 - 1941) is one of the most influential and famous designers of the period. He uses primary colours and geometric shapes in the belief that this would be the new universal visual language that would be understood by everyone.

El Lissitzky, self portrait 1914

" One of our utopian ideas is the desire to overcome the limitations of the substructure, of the earthbound. We have developed this idea in a series of proposals. [...] The idea of the conquest of the substructure, the earthbound, can be extended even further and calls for the conquest of gravity as such. It demands floating structures, a physical-dynamic architecture. "

(El Lissitzky (1929), in 'Basic Premises' in 'Rußland: Die Rekonstruktion der Architektur in der Sowjetunion', Moscow 1929, in Interrelationships Between the Art, in An Architecture for World Revolution, transl. Eric Dluhosch - MIT Press. Cambridge, MA: 1970)

Lissitzky saw the square as the source of all creative unfolding. He is especially known for his famous propaganda poster: "Beat the Whites with the Red Wedge" where a red triangle, symbolizing the Communist rebel movements, pierces a white circle that would symbolize the Bolsheviks. El Lissitzky - Beat the Whites with the Red Wedge, 1919A poster that would encourage the people to revolution against the ruling regime. A revolution that came later, that today we denote 'The Russian Revolution'. Lissitzky later travelled to the West, where he moved the constructivist ideals into the art group 'De Stijl'.

Beat the Whites with the Red Wedge
by El Lissitzky
1919.

Continuation

When a person lands on the website, they will notice that there's an image on the bottom of screen but only partially revealed. It indicates that there is more content below it.

When the viewer encounters a new sections, the background color and font color will switch places which ties also to similarity.

Symmetry

There's the same amount of margin on each side of the page throughout.

Proximity

The background colour indicates that the content is grouped together.

Similarity

There are three main colours used on the site, excluding the images. Either the background colour is light brown with dark purple-ish font, or vice versa which makes the contrast ratio 7:1. The third color is dark grey which is used for figcaptions.

Images

All images have been shrunk to fit a mobile screen. They are also all in jpg to minimize loading time since it takes less space than png.

Fonts

I've used three different fonts on the page. Roboto for headings, Lato for paragraphs and quotes, Helvetica Neue for captions. Since Russian Constructivism was not characterized by decorations, are all the fonts sans-serif.

Logs

Tuesday 31. august
I started by reading through the text and dividing it in sections and giving it headings. From there on, I put it in my text editor and put respective html elements around them. Those include:
   - p
   - h1
   - h2
   - header
   - main
   - footer
   - section
   - figure
   - blockquote
   - figcaption
   - cite
   - q

Wednesday 1. september
I made a mobile design in Adobe Xd and took the following into consideration
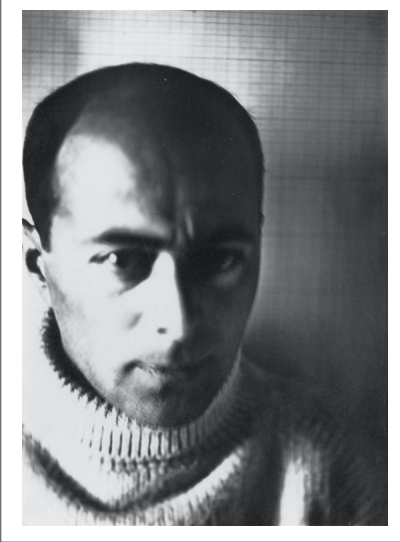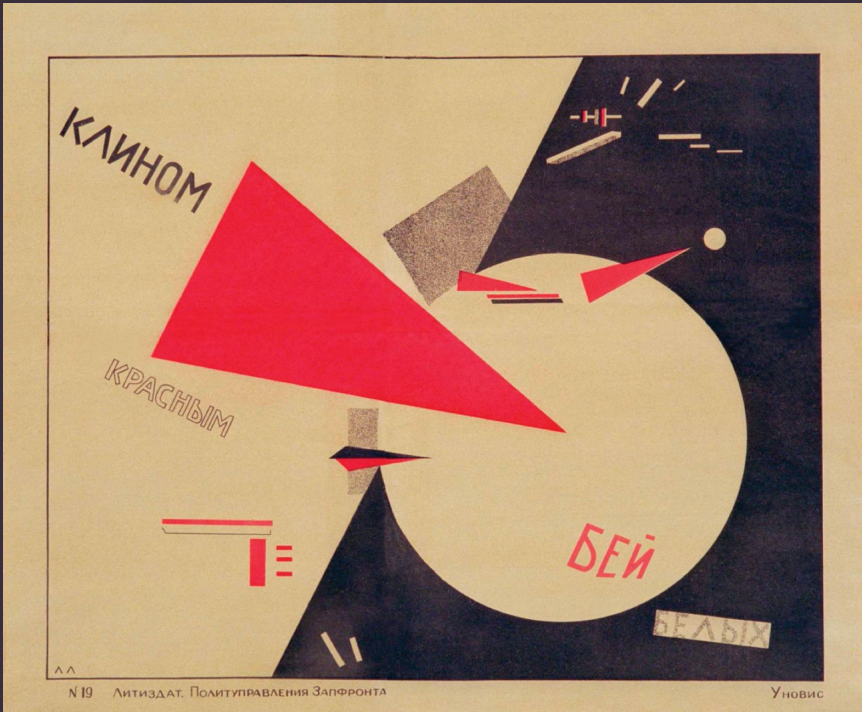   - Consistent font-size
   - Good use of white space
   - Good contrast in background and text
   - A descriptive caption for images

I decided to make it relatively simple to make it easier to cover everything we've been learning this week.

Thursday 2. september
I did some improvements on margins and paddings and made sure it didn't break between different mobile screen sizes.