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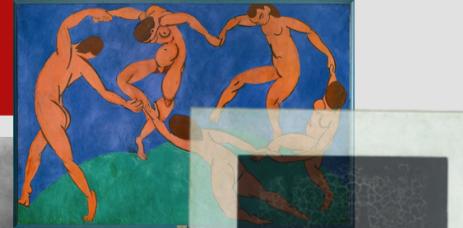
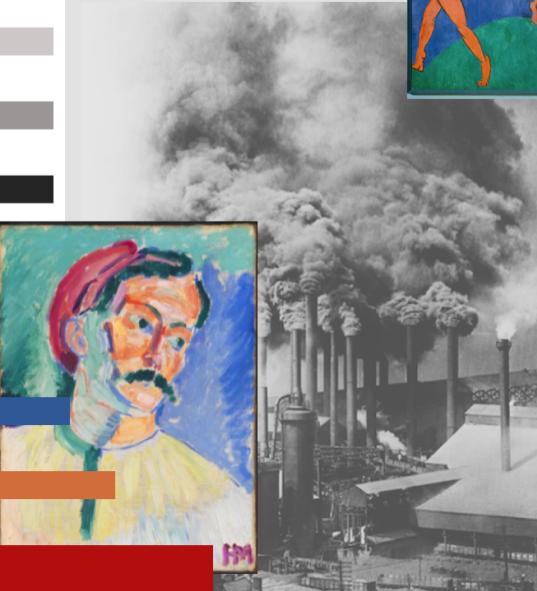
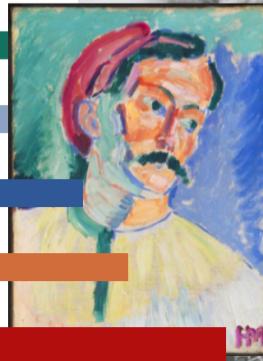
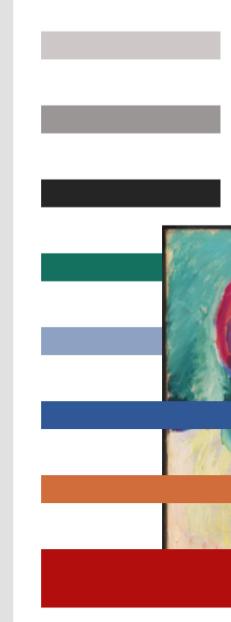
Alise Kuznecova

O

DER  
ONISM

# MOODBOARD

## INDUSTRIAL



## REVOLUTION

## Anew

## SUBJECTIVE



# EXPLENATION OF THE MOODBOARD

Since modernism is not so much a certain style but is more a period of time in the history or could be considered even as a philosophical movement, when many art styles were born and developed, it is hard to find a common characteristics, that would define the whole period of modernism. In my mood board I chose well-known artworks, that represent different art styles to briefly sketch the idea and the “feeling”, which is associated with modernism era, instead of just showing it from one side- it almost felt like I was trying to put different puzzle pieces together, that aren't really meant to fit together, but at the end you can still “taste” this versatile, unique period of art, which is full of thirst for forbidden and everything, that is different from ordinary.

Word “subjective” refers to the modernism idea, that art should present a subjective point of view, which is not by any case limited by the past existing ideas about what art should or shouldn't be.

“<new” shows a protest of everything that people have known about art in the past.

Big role in the mood board plays words, that are written in classical modernism sans-serif typeface- industrial revolution in late 19<sup>th</sup> century was one of the main triggers for artists to change and develop along with the development of technologies, transport and the change of people's mindset.

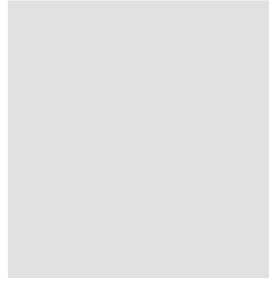
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#d96c3e



#e2e1e1



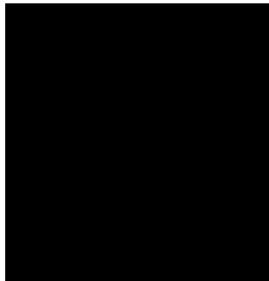
#758ecc



#525252



#000000



#197e6c



#1b4984



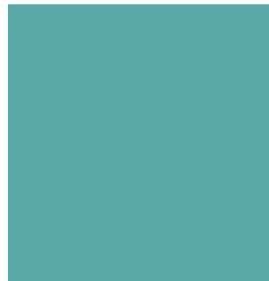
#9d9483



#cdc9c2



#cdc9c2



#cdc9c2



# COLOR SCHEME

# TYPOGRAPHY

“Modernism released us from the constraints of everything that had gone before with a euphoric sense of freedom.”

-*Franklin Gothic*-

“Modernism released us from the constraints of everything that had gone before with a euphoric sense of freedom.”

-*Helvetica Neue*-

**“Modernism released us from the constraints of everything that had gone before with a euphoric sense of freedom.”**

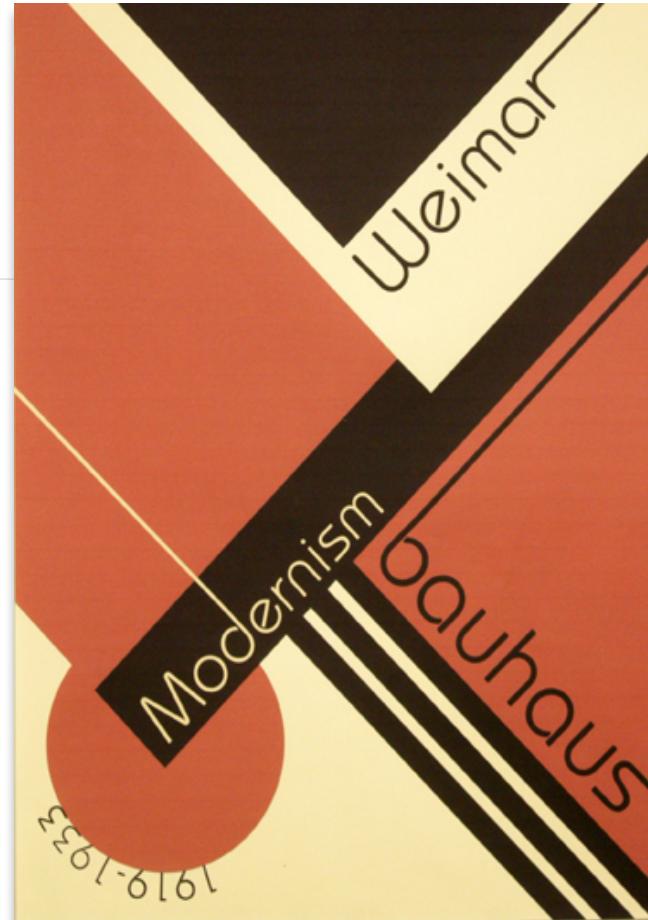
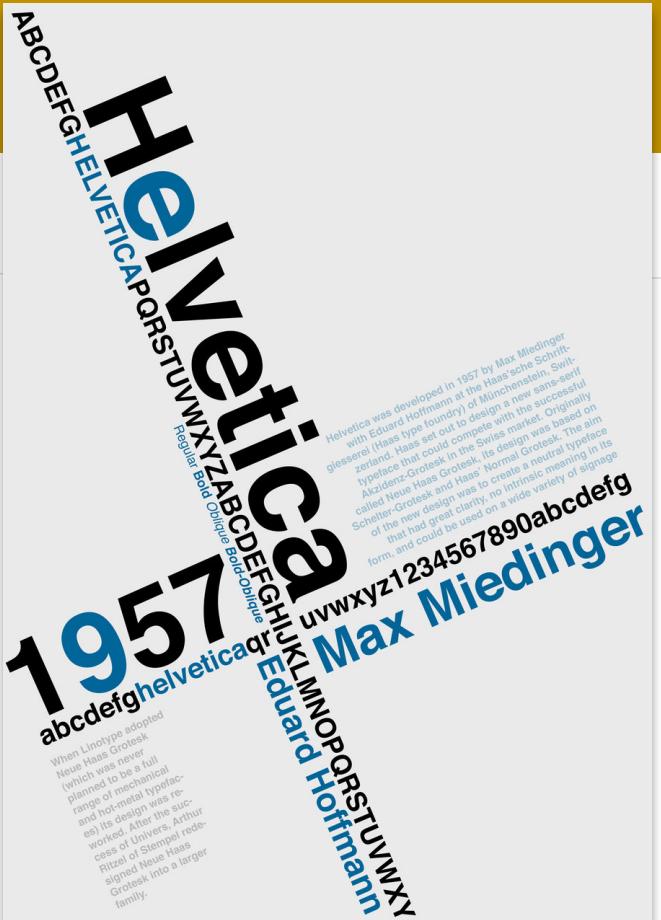
-*Futura*-

\*A quote by Artur Ericson

In a period of Modernism, the idea that “form must follow functionality” was a decisive element not only in architecture or visual arts, but as well as in typography- since the aim of the written text is to communicate, to give information and the value of the text lies in its content and purpose, the emphasis when choosing the right typeface was put on simplicity and legibility. In order to better understand typography role in modernism, it is worth mentioning a quote by Beatrice Ward : "type well used is invisible as type."

Before widely used serif fonts were changed by sans serif - simple and without any unnecessary decorative elements. Classical examples of most used typefaces in the era of modernism would include Franklin Gothic, Monotype Grotesque, Futura and Helvetica Neue.

Speaking about the layout of the text, there are two significant features, that would be worth mentioning- assymetric balance of the elements and intentional white space utilization.



# IMAGE ASSETS

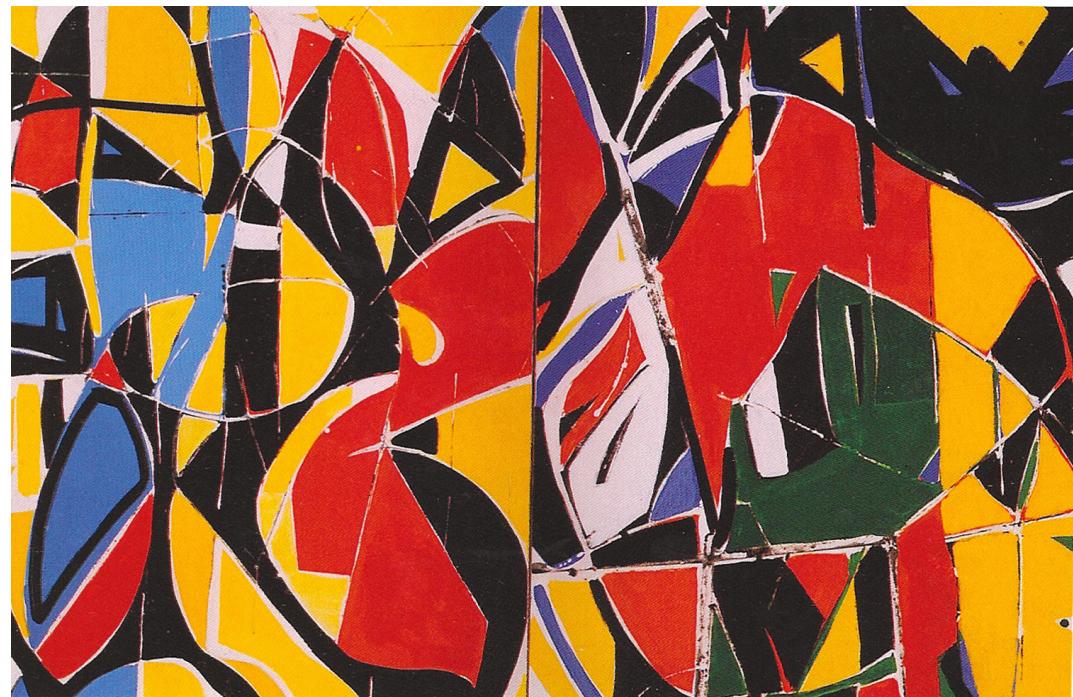
300 x 196 px  
105 236 bytes  
72 dpi



601 x 392 px  
348 149 bytes  
72 dpi



1500 x 980  
1 573 752 bytes  
72 dpi



# TEXT EXAMPLES

## Modernism: “Make it new!”

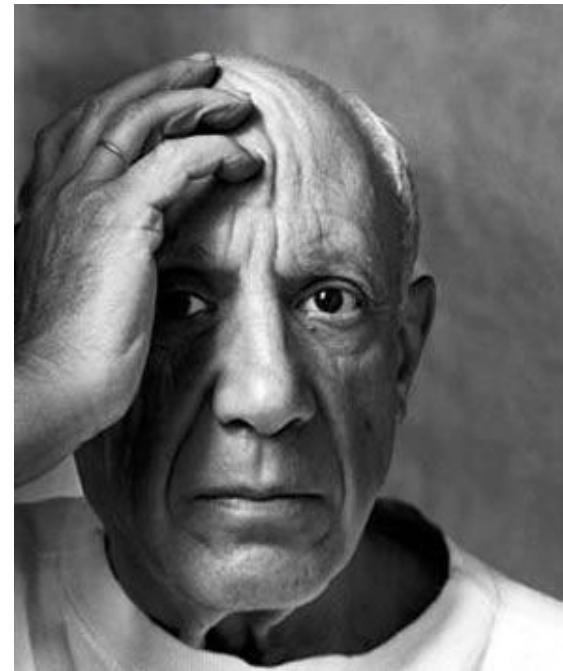
The terms modernism and modern art are generally used to describe the succession of art movements that critics and historians have identified since the realism of Gustav Courbet and culminating in abstract art and its developments in the 1960s. It encompasses the works of artists who rebelled against nineteenth-century academic and historicist traditions, believing that earlier aesthetic conventions were becoming outdated.

Although many different styles are encompassed by the term, there are certain underlying principles that define modernist art:

- ❖ A rejection of history and conservative values (such as realistic depiction of subjects)
- ❖ Innovation and experimentation with form (the shapes, colours and lines that make up the work) with a tendency to abstraction)
- ❖ An emphasis on materials, techniques and processes.

Pablo Picasso was the most dominant and influential artist of the first half of the twentieth century. When talking about him in the terms of modernism, he represented many different art styles- associated most of all with pioneering Cubism, alongside Georges Braque, he also invented collage and made major contributions to Symbolism and Surrealism.

# PABLO PICASSO



*"Others have seen what is and asked why. I have seen what could be and asked why not."*  
- Pablo Picasso

# FOLDER STRUCTURE



PROJECT FOLDER

Text examples

Artist

General information about style

Raw files

Images

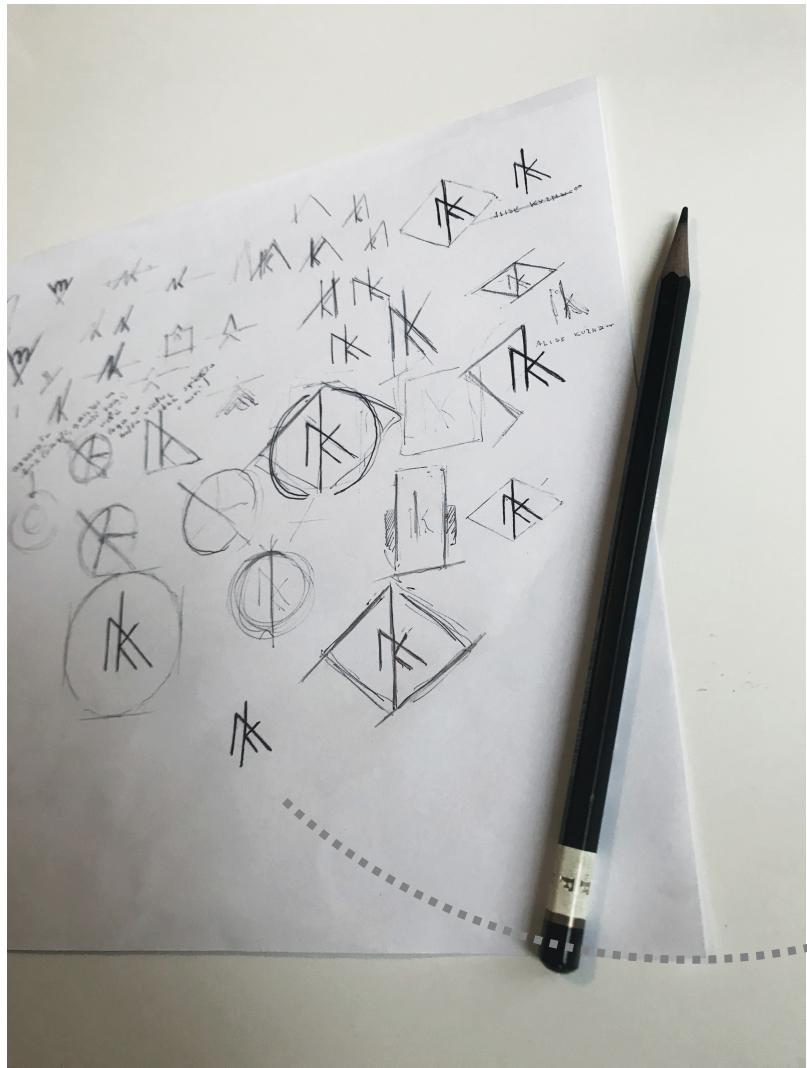
Image assets

Small

Medium

Large

# LOGO



When creating my logo, I didn't think about any particular style of art- the only preconditions I set when I started to sketch, was that I wanted it to be simple, easy to understand and without any unnecessary details, so it legible not only in big, but also in really small sizes.