- Chapter summary:
  - Postmodernism emerged in the late 20th century as a counter to the rigid ideologies of modernism. During this time, designers became and embraced being celebrities for the first time. Many postmodern styles were older design styles appropriated and combined into new ones. Popular culture became intertwined with design mediums and products. Corporate designers capitalized on the counterculture postmodernism had created. Analogue methods of creation became embraced as they were a break from the monotony of computer generated modernist designs.
- 1 subsection:
  - Wired magazine: Wired was founded in 1993 in San Francisco. The editorial team (Louis Rossetto and John Plunkett) sought to create a visual style that would signify the coming age of digital wonders. The magazine was printed using a six-color process.
- 5 terms in depth:
  - 2. Vernacular: Terminology used by people belonging to a specific group or engaging in a specialized activity.
  - 3. Grunge: Style of rock music characterized by nihilistic songs. Originated in Seattle in the 1990s.
  - 1. Postmodern: Late 20th century style, departure from modernism that at its heart has a distrust of grand theories and ideologies.
  - 4. Peripatetic: Traveling or working from place to place for short periods of time each.

- - 5. Curvilinear: Contained by or consisting of a curved line or lines.
- 3 key players:
  - 2. Chipp Kidd: Designer who scored a job at Knopf Publishing right out of school. He revolutionized and designed over a thousand book covers, utilizing photographic elements. He was also a prominent editor and artist of graphic novels.
  - 3. Shepard Fairey: Shepard Fairey rose to prominence in Rhode Island in the 1990s akin to Banksy. His main design focus is in social activism. His most famous work is perhaps his Hope poster of presidential candidate Barack Obama in 2008.
  - 1. David Carson: Postmodern designer known for his niche magazines, including Ray Gun. His popularity propelled him to work for advertisers such as Nike Europe. He was one of the first designers that achieved celebrification in the mid 1990s.
- 3 influential designs:
  - 2. Hope: Hope was a portrait poster designed by Shepard Fairey of presidential candidate Barack Obama in 2008. The power of the imagery harkens back to the impact of the photograph of Abraham Lincoln in his 1860 presidential run. I've always found the poster beautiful, and I never knew on the original copy it had more stencilled pattern in it.
  - 3. Honda Icon Museum: An interactive web ad by the studio Eboy in 2005. The piece was comprised of pixel art; an embrace of the limitation of computer monitors in the preceding

decades. I love pixel art, especially isometric pixel art, and the design is a well executed creative idea.

- o 1. Emoretion: The Emoretion was a limited run shoe line from Reebok designed by John Maeda. The shoe was splashed with color to help draw emotion out of the design. Although it was deemed the "Product from Hell" it looks okay, especially on its own. I don't know how many outfits it would go with but the coloring isn't horrifically contrasting in my opinion.
- 2 discussion Qs:
  - o 1. What becomes of postmodernism now that corporations are taking a strong hold of it? It's a never ending game of cat and mouse. Always come up with something new in order to outrun the big guys.
  - o 2. Is FedEx's website good by today's standards? For a large corporation, no. It might be embraced for its simplicity and monotone look, however. For a Web 1.0 site it looks top notch both functionally and aesthetically.