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ART 74

Khatibi

Final Paper

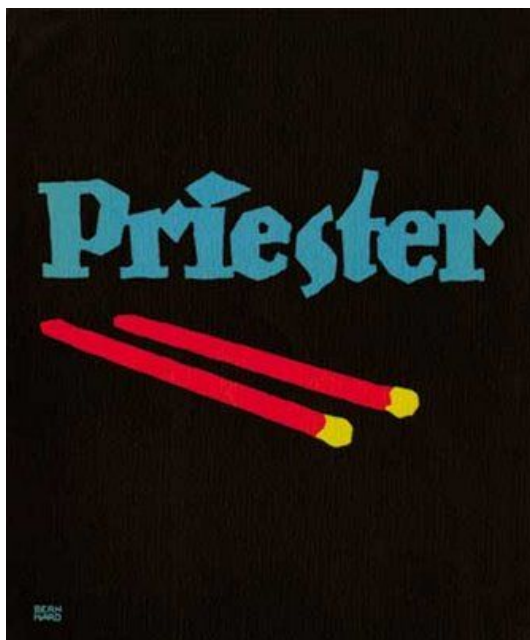
As artists, we are able to find art or even create art in the simplest things. I myself, take influence from my surroundings and buildings. I look at fonts in advertisements and editorials online to see what I find aesthetically pleasing. I love using photoshop and illustrator because I love static images and posters. To me, I want to go into advertising and create posters or infographics that showcase art and products in its very essence-while doing so in a creative and aesthetic way.

I am inspired by vintage photography and vintage posters. I love the modernist and dadaist work. While this is a digital media class, I think graphic design is one of the best forms of digital media- while it is the oldest. The best time period for me, where I believe the best graphic design art was produced was during the early to mid 20th century.

Germany's sackplankt movement had migrated to America after their refugees had escaped Hitler and his terrorism. The School of the Bauhaus incorporated their ideas with American culture. Similar to Germany, Americans integrated nationalism to their posters, trying to unite the household product with "The American Dream". Before Germany's influence, most American posters used illustration to convey their product. Fine artists painted the product and

added a few words to the advertisements, but there was no clear design or composition that had been used in other countries' advertisements. Jan Tschichold and other leaders of the Bauhaus implemented a new typography standard and use of photography which changed American advertisements and how we, the consumer, see them.

What we need to take into consideration is that with "capitalism market", means more money to be made by consumers. This creates a need to advertise products in a more eye-catching manner. Graphic design was barely an idea and certainly wasn't considered a profession. Competitions were held often to employ fine artists into making posters that would advertise their product. Lucian Bernhard was a primary example of how he took his graphic design career to a threshold using a competition. With his Priester matches poster, he was one of the leading artists of the German sackplankt movement, to first create an advertisement with composition and balance.



Priester Matches, Bernhard, 1909, Lithograph

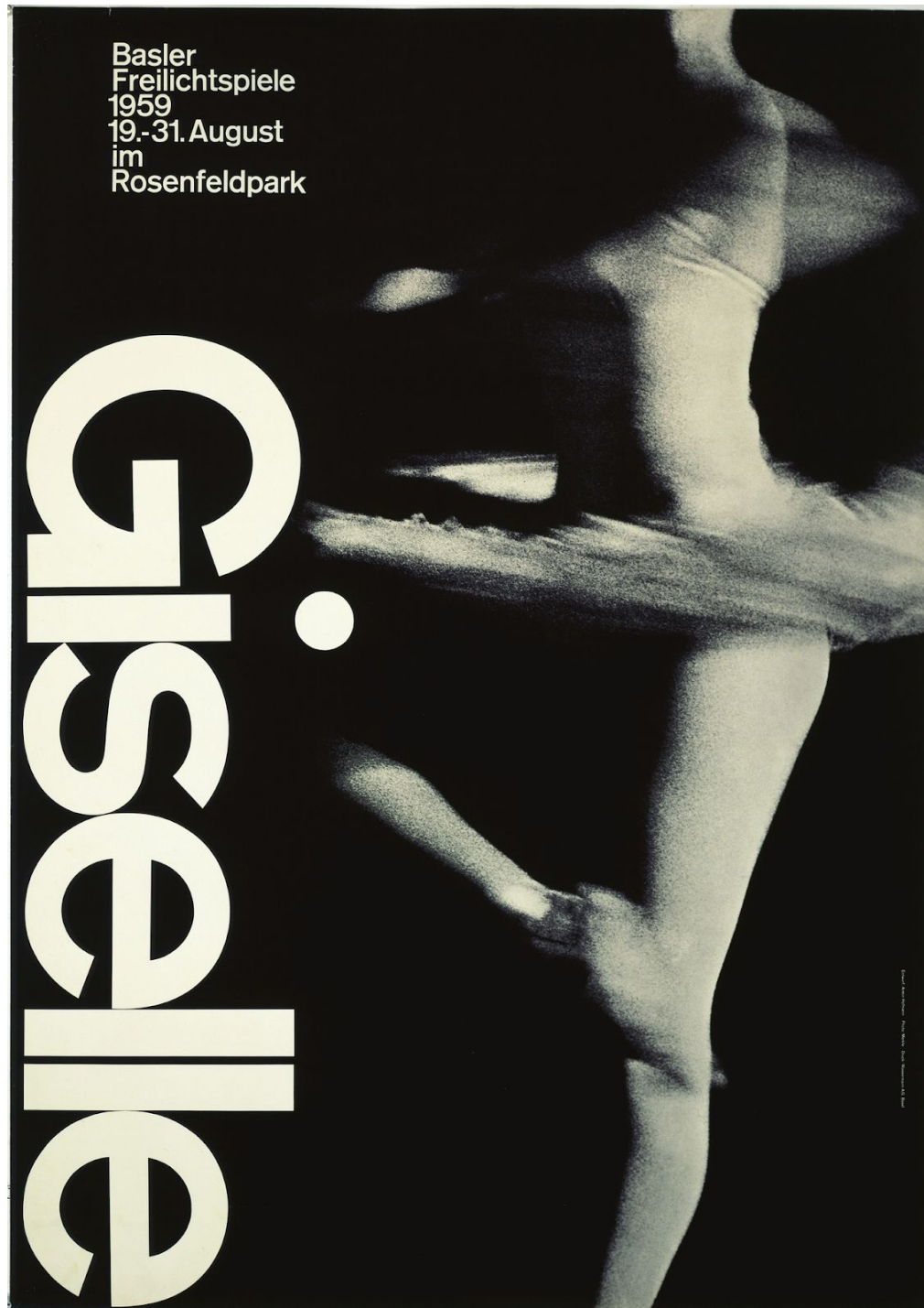
Above we have the Bernhard poster for Priester matches. When I see this poster, I see so much. Color was expensive to print at the time, and to have something so colorfully penetrative with the black and red; creates almost an evoking emotional experience just from simple matches. You can almost feel the heat from the matches due to the bright red hue. The poster's complexity is something I would like to create with my advertising someday.

Graphic design became more apparent in the post World War Two era. American graphic design consists of mixing traditional American illustration with Western European influence. More commercial advertisements are now geared towards minimalism but the advertisements of post-World War Two era would still be successful today. While the values back then may have changed today, the way we illustrate and show off products with typography and composition has helped the American artist for creating and designing.

One of my other favorite styles of Graphic Design is the Swiss style or also known as, "International" style. Switzerland is a very neutral country and they had to convey that in their art. For this reason, their postmodernist work is very simplistic with a limited color palette. The font, Helvetica was also created and now is used globally-hence the international style name. Armin Hoffman and Josef-Müller Brakmann were the pioneers that first integrated this style with their own.

Below is the *Giselle* poster by Armin Hoffman. He fuses typography and photography in his art to advertise the Basler Museum of Art. This type of advertising is one of my favorites. The way how the Giselle is placed unconventionally in a vertical position next to the blurred dancer is so artistically amazing. The negative space and the Giselle makes it look the the type and the

photo of the dancer are dancing together. In my art, I wish to create pairings so wonderfully orchestrated, it makes you stop and look at the poster carefully.



Giselle Basler Freilichtspiele, Hoffman, 1959, Lithograph

Another theme that is present within advertising in America is envy. Another artist by the name of Alexander Sharpe Ross, creates advertisements for magazines-something I think is one of the best ways of making all types of audiences see your work. He does mostly advertising for women in *Saturday Evening Post*, *Great Housekeeping*, etc. He takes consideration that women in this time period wanted to be shown off and to appear wealthy. Post-war America presented women through, “the reassertion of traditional sexual division of labor, and the formal and informal barriers that prevented women from fully participating in the public realm”. The suggestion was that women must maintain housewife status and only be present in public with their husband or modestly looked upon. Ross realizes this stereotype from his own perspective and combines female modesty with sexuality in his advertisements.

With this type of advertising, I also try and think about the issues of the world and the subject I want to advertise. Like Ross, I try and take in what I think needs to be represented while still making the consumer think that they need the product. For me, if I can make people stop and think even for a minute about what I want to advertise or even create, then I have reached my goal. I love warm colors and the grain that makes people feel happy. I want to evoke an emotional experience that pulsates through the audience with color, typography, and subject matter. My goal as an artist and graphic designer is simple- create an ad that can stimulate and visually communicate to my audience.