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Navn: Morgan Grage Rasmussen

Gruppe: Gruppe 16

Stilart: Destruktivisme

Link til præsentation

Link/url til præsentationen indsættes her - undgå "returns"
og brug "Hyperlinks" dialogboksen

Indhold til mobilsite

Deconstructivism

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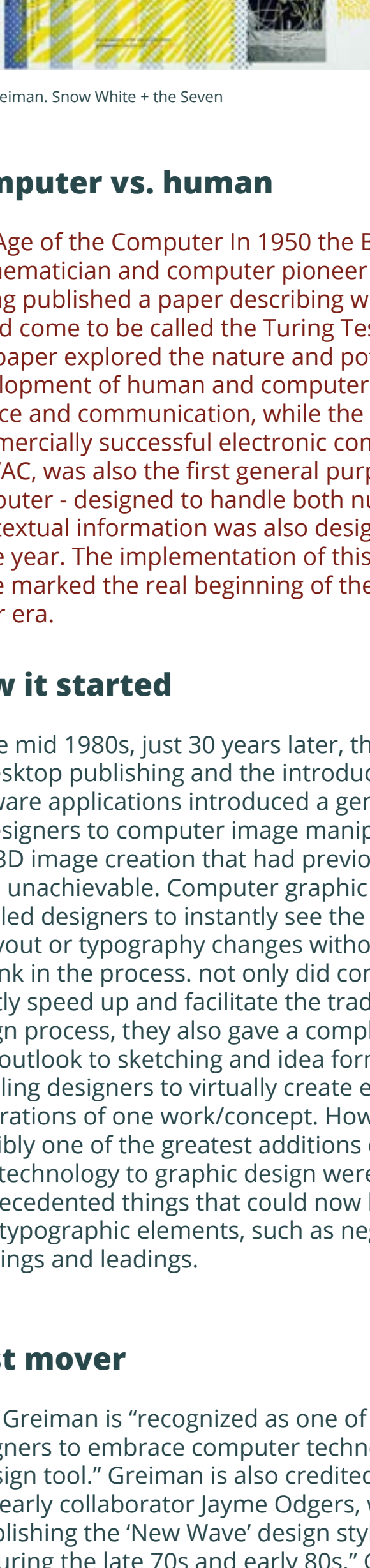
The Guggenheim Museum Bilbao by Frank Gehry, in Bilbao, Spain

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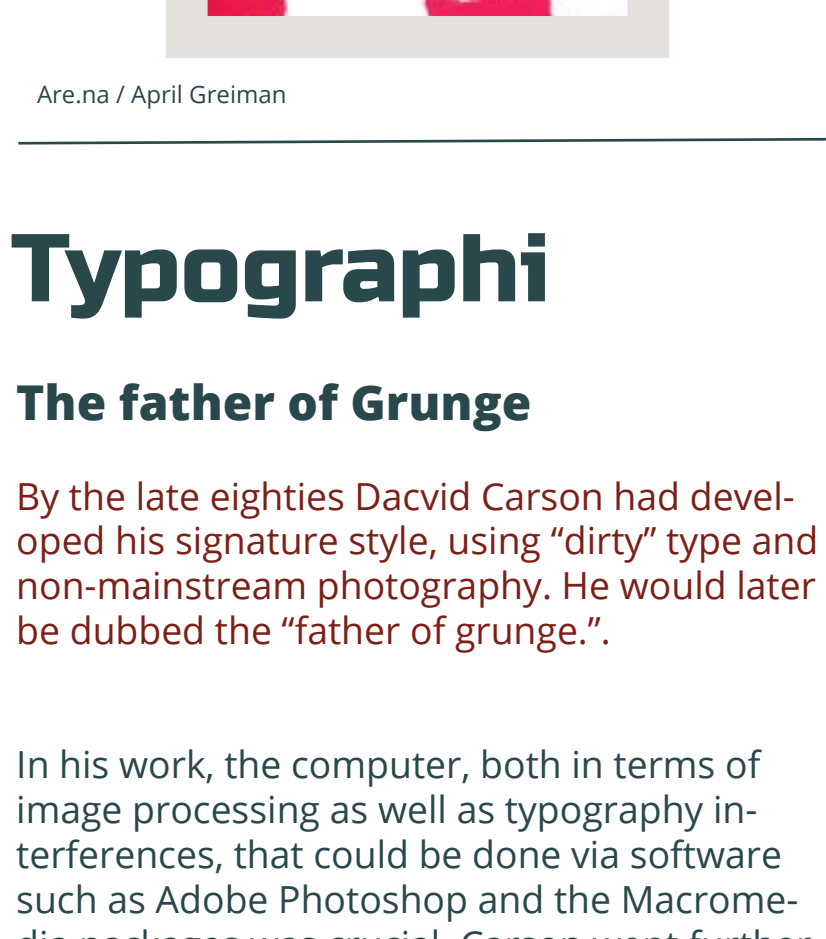
Danish deconstructivism

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DAVID CARSON



CARSON - magasin artikel

Behind Carson

Carson was born on September 8, 1955 in Corpus Christi, Texas. He attended Cocoa Beach High School, was class president for three years, and still considers Cocoa Beach, Florida to be the place he is “most from”. He attended San Diego State University, graduating with “Honors and Distinction” a Bachelor of Arts in Sociology. Carson's first contact with graphic design was in 1980 at the University of Arizona during a two-week graphics course, taught by Jackson Boelts. From 1982 to 1987, Carson worked as a teacher in Torrey Pines High School in San Diego, California.

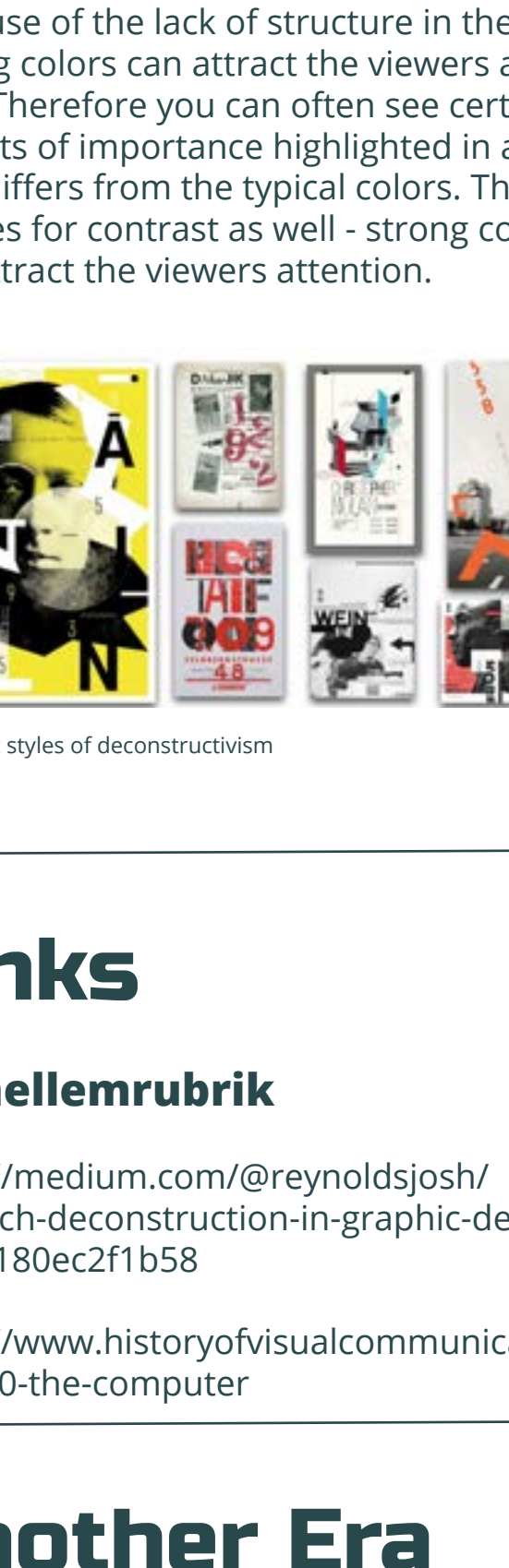
Where it all began

Carson became the art director of Transworld Skateboarding magazine in 1984, and remained there until 1988, helping to give the magazine a distinctive look. By the end of his tenure there he had started to develop his signature style, using “dirty” type and non-mainstream photographic techniques.

On the way to succes

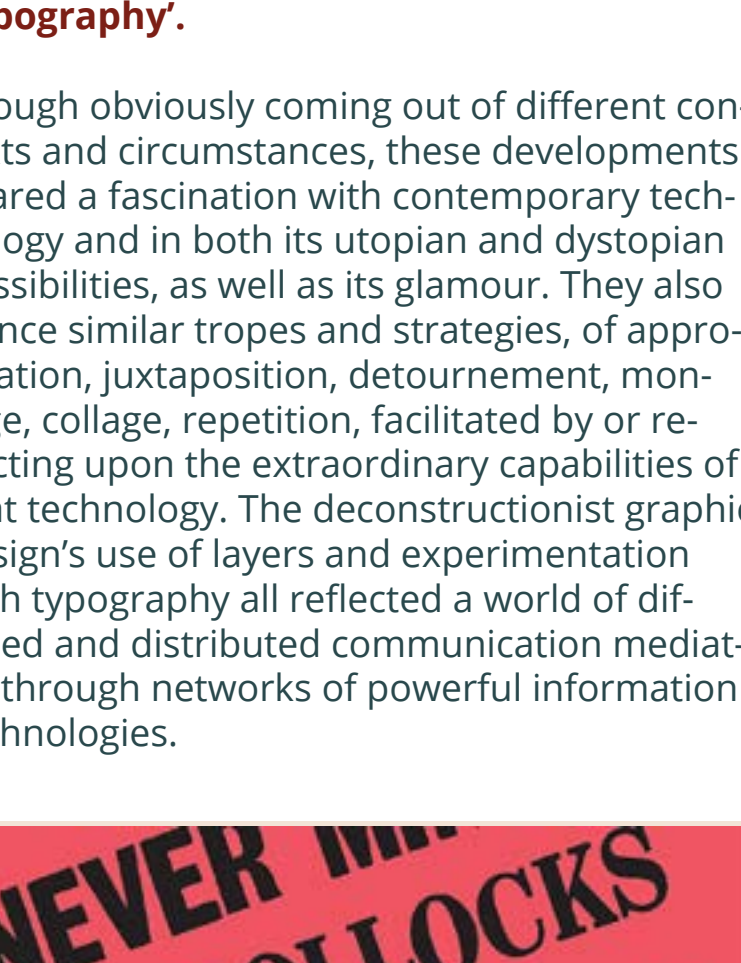
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In 1995, Carson left Ray Gun to found his own studio, David Carson Design, in New York City. He started to attract major clients from all over the United States. During the next three years (1995–1998), Carson was doing work for Pepsi Cola, Ray Ban (orbs project), Nike, Microsoft, Budweiser, Giorgio Armani, NBC, American Airlines and Levi Strauss Jeans, and later worked for a variety of new clients, including AT&T Corporation, British Airways, Kodak, Lycra, Packard Bell, Sony, Suzuki, Toyota, Warner Bros., CNN, Cuervo Gold, Johnson AIDT Foundation, MTV Global, Prince, Lotus Software, Fox TV, Nissan, quiksilver, Intel, Mer-



RAYGUN magazine - designet af Carson

The age of the computer



April Greiman. Snow White + the Seven Pixels

Computer vs. human

The Age of the Computer In 1950 the British mathematician and computer pioneer Alan Turing published a paper describing what would come to be called the Turing Test. The paper explored the nature and potential development of human and computer intelligence and communication, while the first commercially successful electronic computer, UNIVAC, was also the first general purpose computer - designed to handle both numeric and textual information was also designed the same year. The implementation of this machine marked the real beginning of the computer era.

How it started

In the mid 1980s, just 30 years later, the arrival of desktop publishing and the introduction of software applications introduced a generation of designers to computer image manipulation and 3D image creation that had previously been unachievable. Computer graphic design enabled designers to instantly see the effects of layout or typography changes without using any ink in the process. not only did computers greatly speed up and facilitate the traditional design process, they also gave a completely new outlook to sketching and idea formation, enabling designers to virtually create endless generations of one work/concept. However, possibly one of the greatest additions of the new technology to graphic design were the unprecedented things that could now be done with typographic elements, such as negative trackings and leadings.

First mover

April Greiman is “recognized as one of the first designers to embrace computer technology as a design tool.” Greiman is also credited, along with early collaborator Jayme Odgers, with establishing the ‘New Wave’ design style in the US during the late 70s and early 80s.” Greiman heads the Los Angeles-based design consultancy Made in Space. Her graphic design style combines her Swiss design training with West Coast postmodernism.

Are.na / April Greiman

Typographi

The father of Grunge

By the late eighties Dacvid Carson had developed his signature style, using “dirty” type and non-mainstream photography. He would later be dubbed the “father of grunge.”.

In his work, the computer, both in terms of image processing as well as typography interferences, that could be done via software such as Adobe Photoshop and the Macromedia packages was crucial. Carson went further than any of his generation in exploiting these to create his unique “grungy” style.

Eksempel på Dekonstruktivistisk typografi

A new deconstructive star

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Where Carson's work often has the appearance of older, manual processes such as letter stamps or photocopies, Brody embraced the possibilities of desktop publishing to produce abstract illustrations and typography of the like the world had never seen.

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Example

‘Mmm skyscraper I love you’ is a typographic journal of New York by design studio Tomato for the band Underworld. On first glance, it features many of the same stylistic choices that are characteristic of Carson's work, including text that is nearly completely illegible and repetition and overlaying of typography. These elements combine to form visuals that tell a story, though vague enough to leave much up to the interpretation of the reader.

Tomato, Mmm... Skyscraper I love you (1994)

Color and Composition

Free - you are

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A typical color scheme



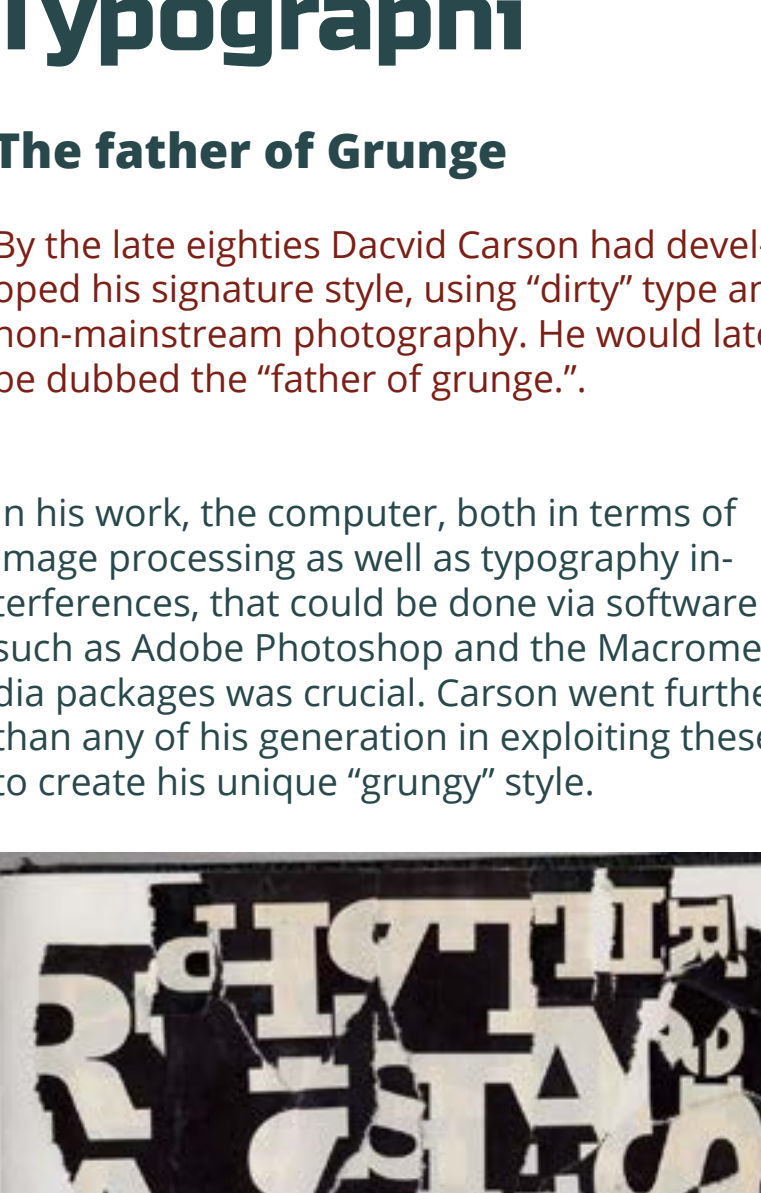
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Different styles of deconstructivism

Links

Fx mellemrubrik

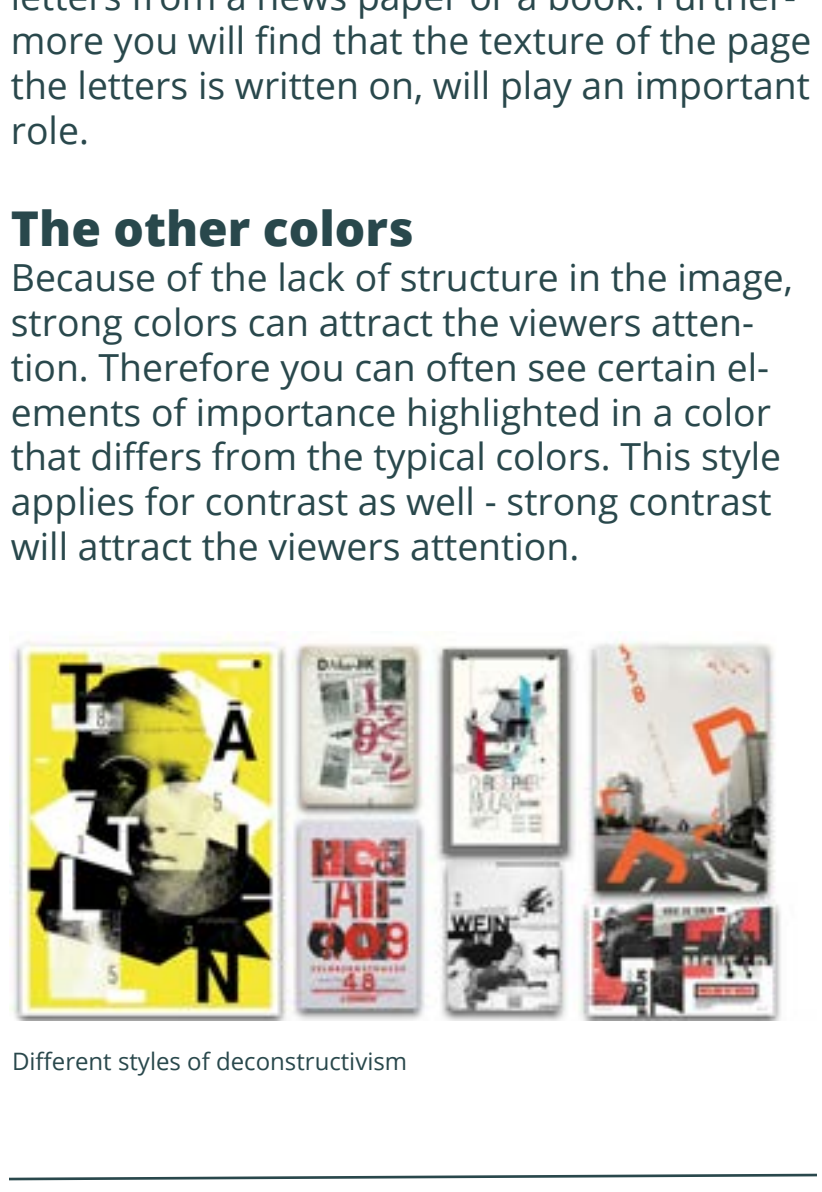
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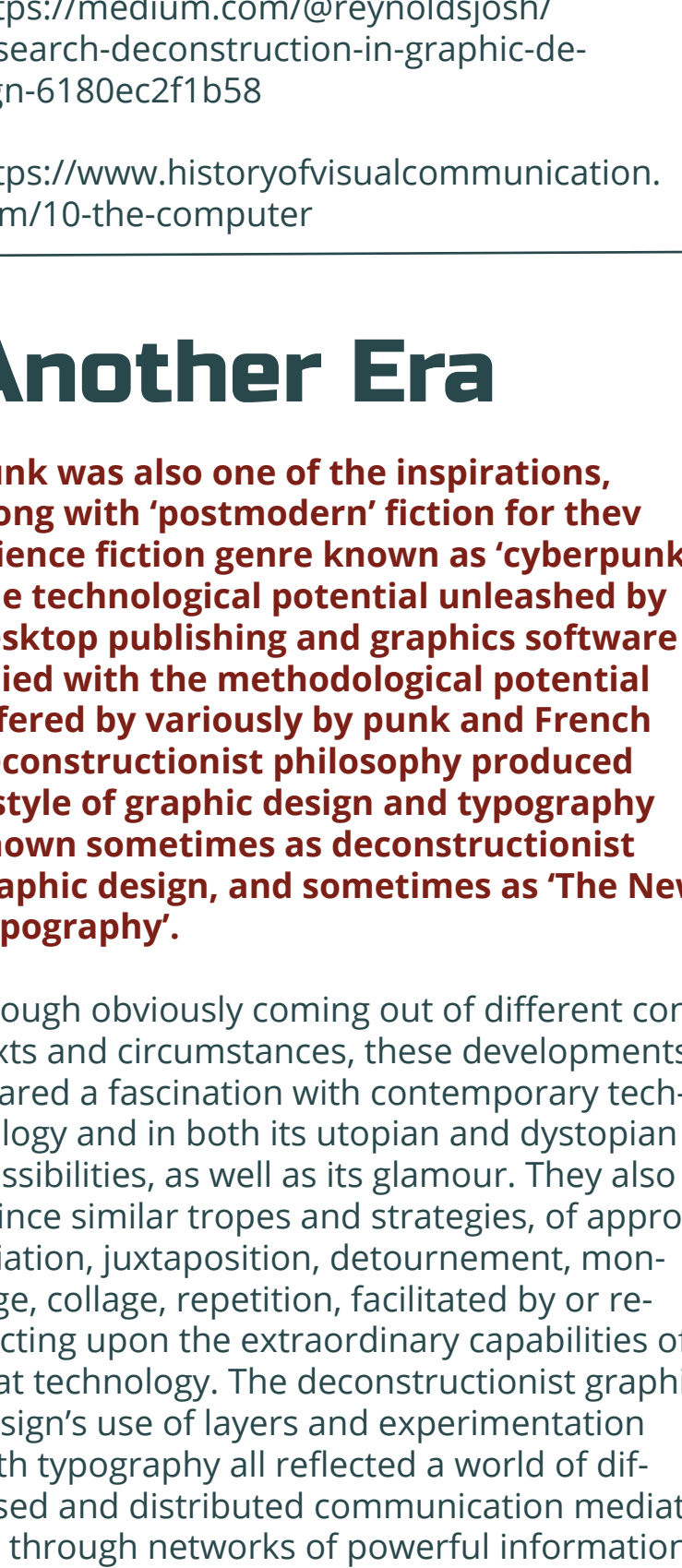
Another Era

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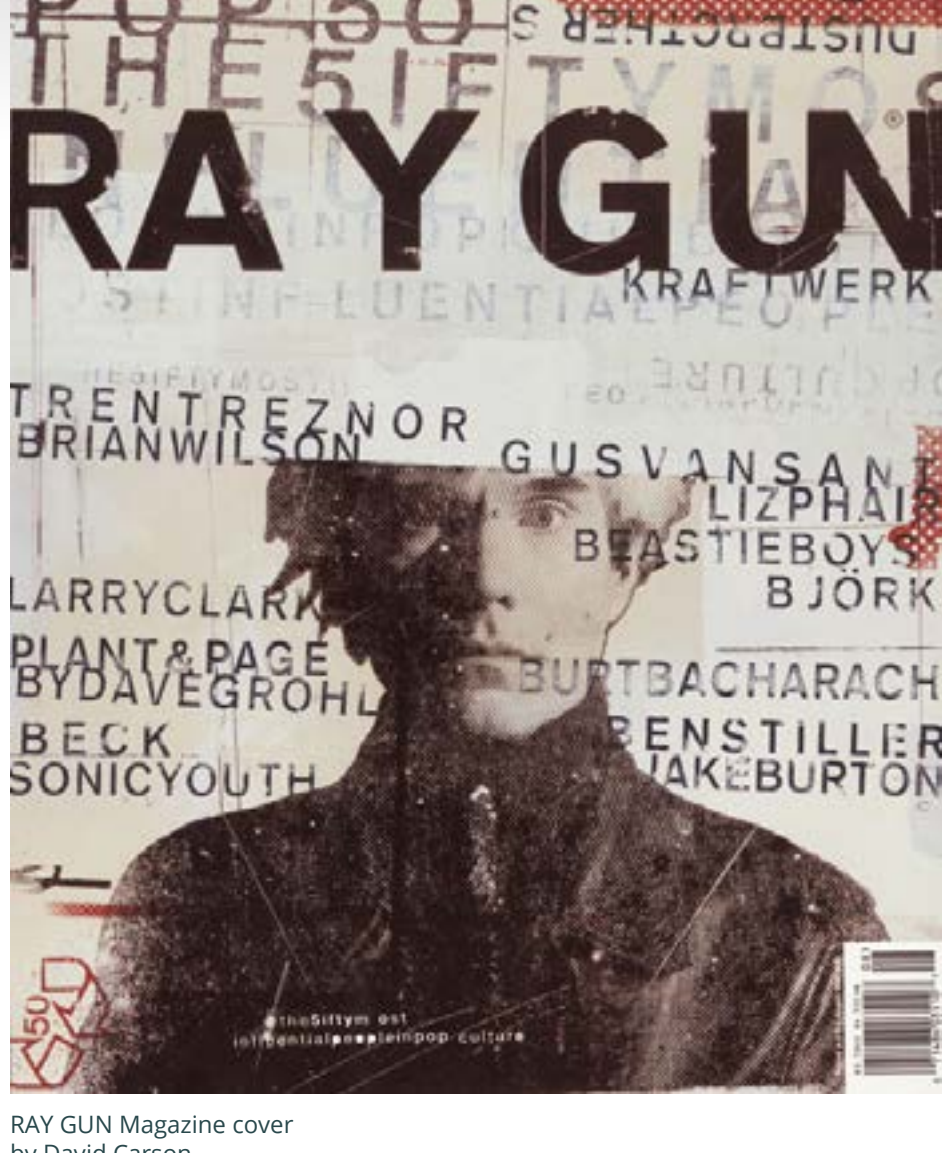
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RAY GUN Magazine cover by David Carson

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RAYGUN magazine - designed by Carson

The age of the computer



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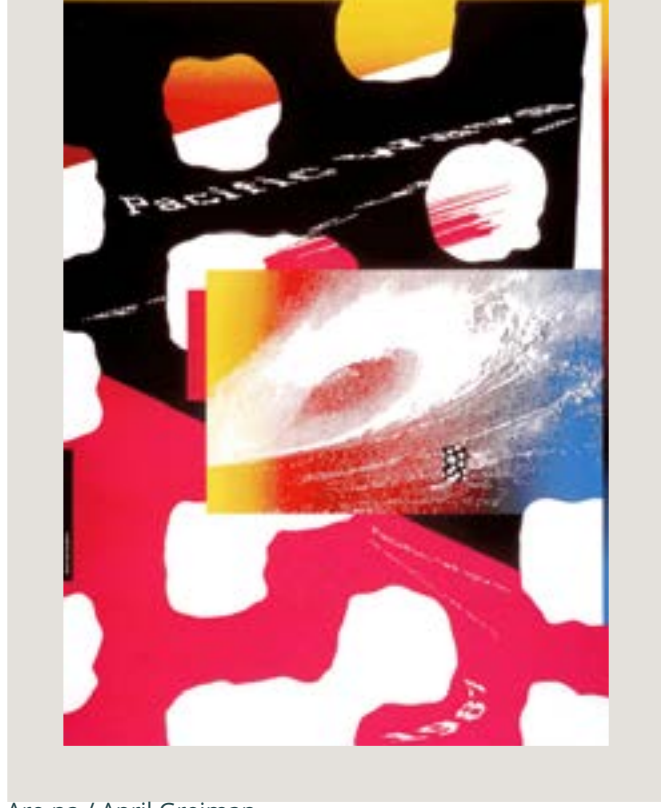
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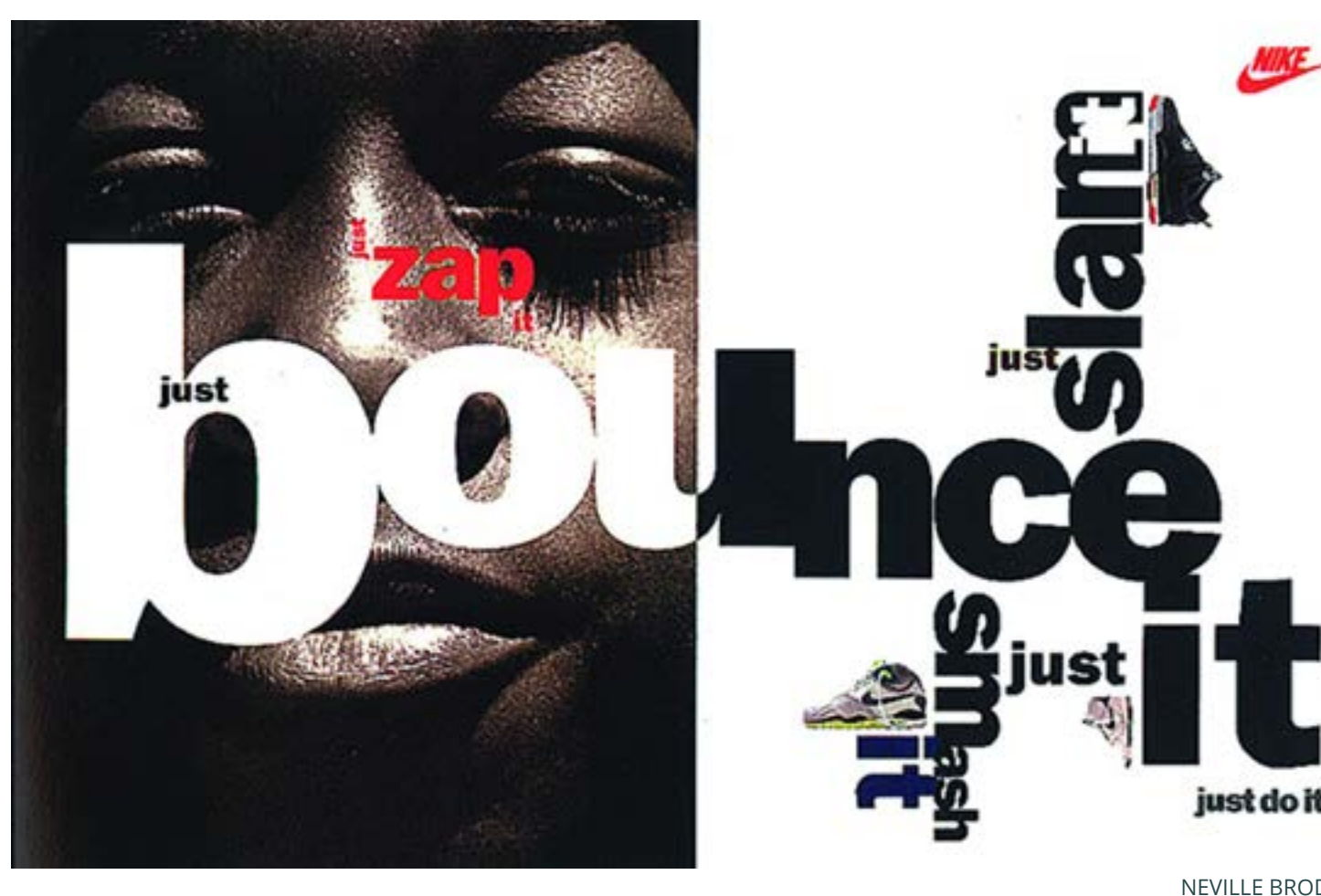
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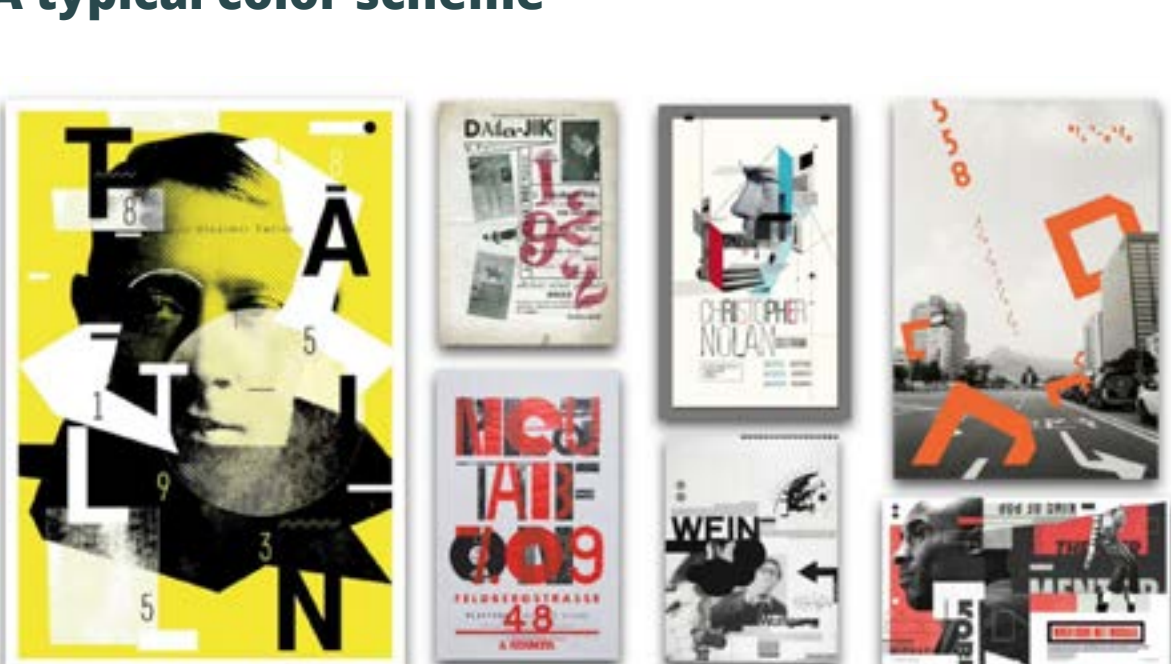
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