

## TEST REVIEW #3 DESIGN 20 FALL '06

### **FASHION/CLOTHING**

Functions (not universal or constant)

1. Warmth and Protection
2. Supply Information about the wearer

#### Age

Breeching Renaissance England -- boys first pants

Until '50s: Kids same types of clothes as parents.

Toddlers seldom wore bright colors.

#### Group Identification

Military, Police, Religious Groups, Ceremonial

#### Social Status

Sumptuary Laws

Designed to restrict excessive personal expenditures usually on social, religious or moral grounds.

Examples:

France, only kings could use gold & silver embroidery

China yellow fabric limited to Emperor.

Africa: Ashanti tribe, only Kings could wear certain patterns.

1900's French Haute Couture (high sewing).

Prices so high only wealthy could purchase.

Impractical fashions for wealthy women = husband or father could afford to hire servants.

Restrictive dress. Examples:

Elizabethan layers of petticoats and skirts.

Bound feet & small shoes China

Hobble skirt early 1900s'

Corset

#### 3. Enhance Sexual Appeal

Erogenous zones shift to emphasize various areas of body.

Men: Corset, Cod piece

Women:

Bustle

Corset Supports of: wale bone, cane or metal.

Mini skirt

Bloomers -- Amelia Jenks Bloomer 1850's  
(Woman's rights advocate)

Political Influences

Spanish dominance of Europe, 16th century

Males: leg-o-mutton sleeves

ruff and doublet with skirt attached

Great Britain 19th century

males: three-piece lounge suit

educated urban elites worldwide.

20's Coco Chanel

Most influential 20th century fashion designer.

Inspired by men's wear & tailoring

simple, easy, sporty and relaxed

Pullover sweater for women.

Little black dress

Made suntan fashionable

World War II

Men: Bomber jackets, fur lined to protect pilots.

Women's work wear:

Overalls and pants.

Necessity -- women doing men's jobs

Patriotism -- to assist war effort

After rationing of WWII, glamorous fashion period.

Yves Saint Laurent

Art and fashion drawn together

Mondrian inspired dress

Civil Rights Movement 60's brought awareness & appreciation of African culture, fabrics & art.

Therese Fleetwood, African American designer

Kente cloth patterns, Fabrics from Senegal

Giorgio Armani, Italian

Revolutionized men's wear

Removed traditional padding

Using light weight luxury fabric for suits

softer more relaxed style

Issey Miyake -- Japanese clothing designer  
as likely to be found in museums as Saks

Celebrity Influence

Katharine Hepburn 30's pants

Frank Sinatra 30's bow ties

Clark Gable undershirt

James Dean Blue jeans and T-shirts 50's

Jackie Kennedy

Criticized for wearing French designers

Selected Oleg Cassini (American)

Official White House designer.

Trademark suit and pillbox hat.

### **COLOR, LINE, FORM**

Visual Anomalies & Illusions

Characteristic errors of the visual system.

Illusions provide a window into brain functioning, revealing underlying mechanisms about failure in visual perception.

Examples:

Zöllner Illusion:

Cross-hatching disturbs perception of parallel lines.

## **COLOR, LINE, FORM (CONT.)**

Gestalt & Illusory Contours:

Objects are grouped to achieve simplicity of form.

Figure and Ground:

Negative and positive forms.

(M. C. Escher, Dutch artist uses figure/ground)

Necker Cube:

Studies ambiguity and object reversibility.

Scott Kim typographer / font designs that can be inverted rotated to create ambigrams.

Ambigram: word or a group of words which can be read in at least two different ways.

Trompe l'oeil, "trick the eye," technique that creates a realistic image (a type of optical illusion).

Hues -- basic colors, from which all others are made

Tone -- relative degree of lightness or darkness.

Intensity -- degree of purity, saturation.

Simultaneous Contrast

Color is more intense if surrounded by neutralized hues or juxtaposed with complementary color.

Successive Contrast

Afterimage. May be positive, same color as original image, or negative, the complementary color.

Josef Albers painter

Researched human responses to color

Teacher at the Bauhaus

Friend of architect Luis Barragan

Bezold Effect (Optical Color Mixture)

Certain strong colors, evenly distributed can appear much lighter or darker.

Technique used by Impressionists.

COLOR BLINDNESS

Inability to distinguish one (or more) of three colors: red, green, and blue.

Example:

Red-blind persons are unable to distinguish between red and green.

1. A sex-linked recessive characteristic.

2. 20 times as many males as females

Achromatopsia:

Total color blindness -- extremely rare.

## **GRAPHICS**

30's Sans Serif fonts

Designed by the Bauhaus.

Serif fonts considered holdover from handwriting.

PETER BEHRENS -- German architect, designer directly influenced: Walter Gropius, Mies Van der Rohe, and Le Corbusier.

Concept of total corporate identity through graphics.

APPLE LOGO

Concept of Steve Jobs & team.

First computer firm not using corporate name in identity.

BMW LOGO

1930s' Bavarian Motor Works --

originated WWI Bavarian planes

represent's pilots view through plane propeller

IBM LOGO

Paul Rand

Elliot Noyes modernized IBM's design philosophy.

HERB LUBALIN 1918-'81

Most talented type designer of his generation.

Figurative typographer.

Founded ITC.

Typogram --illustrative use of type and logos

Magazines :

Saturday Evening Post, Eros, Fact & Avant Garde

## **SAUL BASS**

Achieved fame in multiple disciplines.

Photographer, writer, actor and film director.

Academy Award for "Why Man Creates".

Created large corporate identity programs:

AT&T, United Airlines, Minolta, General Foods

Animation & live action for credits

Created mini-films for prologues & epilogue credits.

West Side Story & Around the World in 80 Days

Walk on the Wild Side

With Otto Preminger:

Anatomy of a Murder

The Man with the Golden Arm

With Alfred Hitchcock:

Vertigo

Psycho -- credits and directed shower scene

## **DOYLE DANE BERNBACH**

Madison Avenue, hottest advertising agency of 60's.

Ethnically / gender diverse employees.

Best Known campaigns:

Avis -- Number 2 tries harder.

In '59 Volkswagen "Beetle"

Volkswagen "People's Car."

Sales in Europe good - due to post war shortages of gas and materials.

Volkswagen -- Sales in US slow:

Car's small size.

Unusual appearance

No fins, streamlining, little chrome

Lack of power.

Connections with Nazi Germany.

### **DOYLE DANE BERNBACH (CONT.)**

Witty copy appealed to 60's generation.  
Used perceived disadvantages to sell VW's:  
size (gas mileage, parking, maneuvering).  
Lemon campaign - "Our inspectors are picky"

No planned obsolescence  
Improvements for function, not style.

### **TARGET CAMPAIGN** -- Kirshenbaum, Bond

Goals:  
Dispel belief merchandise same as Walmart & Kmart  
Fashion campaign with hardware & housewares.  
Target customers:  
40, college educated, median income \$47,000.  
Copy latest designs -- in stores within 6 months.

### **ABSOLUT**

1981, company settled on first & most successful  
advertising campaign.  
One of most effective campaigns of the 20th century.  
Asserted its superiority.  
Diffused pomposity with humor.  
Sales increase from 1981 to late 90's = 14,900%.

### **MOTION PICTURES**

Persistence of Vision -- An optical phenomenon :  
Illusion of smooth, and continuous movement.  
Stimulus registered in brain after stimulus ends.  
Examples: Movies, flip books, kinetoscopes.

Kinetoscope (1889)  
Bulky, coin-operated, movie peep show.  
A continuous film loop viewed in motion, not projected.

Thomas Edison  
First  
"Motion picture" 1893 Fred Ott's Sneeze  
Film studio, the "Black Maria," New Jersey.

Lumiere Brothers, Paris  
Solved problems of projection.  
First commercial exhibition of movie.

Nickelodeon - Cinema for a nickel. Pittsburgh.  
Magic Lantern - Synonym for the film projector.

D.W. Griffith  
First cinematic storyteller.  
Inventive camera movement -- a language of shots for  
dramatic effect & character development.

First color:  
Disney's animated short Flowers and Trees (1932)  
Disney's first Academy Award.

Hollywood Stars -- American Royalty  
Mary Pickford, dubbed "America's Sweetheart" 1913 -

Charlie Chaplin  
Director, actor and British vaudevillian  
Produced, directed, wrote, starred in, did the  
choreography and musical scoring for his films.  
"City Lights" Chaplin's longest undertaking.

Woody Allen  
Only American movie director in the modern age to  
have achieved absolute independence .  
"Manhattan" Homage to Chaplin,

First spoken voice in a feature film:  
"The Jazz Singer" Al Jolson

Top Grossing Films (adjusted for inflation etc.)

1. Gone with The Wind
2. Star Wars

American Film Institute Best Films -- from top 100

1. Citizen Kane
2. Casablanca

### **PHOTOGRAPHY**

Daguerre, scientist 1839  
Announced technique for creating permanent image  
with light.  
Daguerreotypes meant average families could  
afford portraits.

George Eastman  
1888 first pocket camera  
The Kodak -- named for sound of shutter.

William Henry Jackson 1870's  
Landscape photography American West.  
Persuaded Congress to create national park  
(Yellowstone).

Alfred Stieglitz, late 19th & early 20th century.  
Photographer, East Coast  
Promoted photography as an art.  
Gallery, known as the "291".  
Journal: Camera Work.

F64 (after a small aperture). Informal group  
West coast -- primarily landscape photography:  
Large format cameras (8"x10" or 4"x5" negatives).  
Black & white photographs.  
Among the members: Edward Weston, Ansel Adams,  
Imogen Cunningham.

## THE 20's

Three significant photographic developments.

1. Color film (not widely used til early 60's.)
2. The birth of tabloid size newspaper (N.Y. City)
  - a. Small size -- convenient.
  - b. Relied heavily upon photographs
  - c. Sensational content: celebrities, socialites and gangsters.
  - d. The Graphic -- tabloid named for a camera.
3. The invention of the 35mm camera -- Germany
  - a. Important tool for photojournalists
  - b. Allowed photographers to capture "Decisive Moment" -- Cartier Bresson
  - c. Not widely used until WWII.

## Nikon F '59

Single lens reflex  
Helped established photographers  
as media stars

Coverage of wars changed with Vietnam.

Press more willing to show:

- a. Atrocities committed by both sides.
- b. Deaths of civilians.

## Documentarians

Conscience of photographers.

Sabastio Salgado, Brazilian documentary photographer.

## Portraits

Annie Leibovitz  
Rolling Stone Magazine photographer 60's.  
Vanity Fair Photo Editor (current).  
Studio in Chrysler building.

## Fashion Photography

Irving Penn, Vogue Magazine  
More Vogue covers than any other photographer

## Richard Avedon

Harper's Bazaar and Vogue

## Digital technology

1. Computers instead of darkrooms to create images.
  - a. Photographs can be scanned from negatives, slides or prints
  - b. Traditional darkroom adjustments on computer
2. Images can be made by a film-less digital camera.

Sacramento Bee was the first newspaper in the country  
to use computers to handle photographs.

In addition to the topics and individuals discussed during  
the last third of the course, pay particular  
attention to reviewing the following  
designers / subjects / architects from previous  
exams:

Le Corbusier  
Charles and Ray Eames  
Frank Gehry  
Philip Johnson  
Michael Graves  
Mies Van Der Rohe  
Frank Lloyd Wright  
Eero Saarinen  
Walter Gropius

## Styles

Classical  
Art Nouveau  
Neoclassical  
Art Deco  
Modern  
Postmodern