

TEST REVIEW #3 DESIGN 20

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, indicated 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.

After rationing of WWII, glamorous fashion period.

Christian Dior, known for extravagant "New Look" in

1947. A controversial and powerful political statement since Europe was still suffering from post-war shortages.

Yves Saint Laurent

Art and fashion drawn together

Mondrian inspired dress

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

Bikini swimsuit named after Bikini Atoll where early WWII nuclear testing occurred.

Bikini didn't appear in America until around 1960.

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

Dashiki, best known African garment in the West

(loose fitting tunic-style shirt)

Therese Fleetwood, African American designer

Kente cloth patterns and fabrics from Senegal

Known for bead and shell-adorned wedding gowns.

Giorgio Armani, Italian

Revolutionized men's wear.

Removed traditional padding.

Use of 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

James Dean Blue jeans and T-shirts 50's

Jackie Kennedy

Oleg Cassini

Official White House designer.

Trademark suit and pillbox hat.

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

First computer firm not using corporate name in identity.

Decades long dispute with Apple Record, finally settled 2006

IBM

Logos: Paul Rand
Elliot Noyes: modernized IBM's design philosophy.
Charles/Ray Eames: IBM's company' films, exhibitions and
Mies van der Rohe, Chicago high rise

Herb Lubalin

Most talented type designer of 20th century.
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.

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 demographic:
40s, college educated, median income \$47,000.
Copy latest designs -- in stores within 6 months.

ABSOLUT

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, kinoscopes.

Kinetoscope
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 early projector.

First color movie:

Disney's animated short, Flowers and Trees (1932)
Disney's first Academy Award.

First spoken voice in a feature film 1927:
"The Jazz Singer" Al Jolson

Hollywood Stars -- American Royalty
The New York Times coined the term 'stars' for leading
movie players.
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

Indie film (independent)

Usually a low-budget film that is produced by a small movie studio as a response to the difficulty of getting studio backing for experimental films.

American Film Institute Best Films,

from top 100

1. Citizen Kane
2. Casablanca

Top Grossing Films (adjusted for inflation etc.)

1. Gone with The Wind
2. Star Wars

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.

Gordon Parks

Documentarian, Photojournalist, Fashion Photog.

First African American to work for Life Magazine

Novelist, film maker -- Best known film Shaft.

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

took fashion out of studio and out to location settings

Digital technology

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

Be sure to review all study guides used this semester.

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:

Designers / Architects

Le Corbusier

Mies Van der Rohe

Frank Lloyd Wright

Walter Gropius

Charles and Ray Eames

Frank Gehry

Philip Johnson

Michael Graves

Eero Saarinen

Corporations: IBM, AT&T

Styles: Classical

Art Nouveau

Neoclassical

Art Deco

Modern

Postmodern