TEST REVIEW #3 DESIGN 20

**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:
Dispels belief merchandise same as Wallmart & 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, kinetoscopes.

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.

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
Credited with 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).

Photo Secession organized by Alfred Stieglitz, Beginning 1902
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 1920’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

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/International
Postmodern