WRITTEN ANALYSIS.

AO1

CRITICAL LINKS + BLACK BOOK RESEARCH + WRITTEN ANALYSIS

Develop ideas through sustained and focused investigations informed by contextual and other sources, demonstrating analytical and critical understanding.

As part of your A level you must demonstrate your ability to analyse and research the work of artists and designers.

You already have some evidence of this within your projects such as your Critical Links.

However you must also have evidence of written analysis and this is what we will focus on over the next 2 weeks.

IMAGE ANALYSIS

Here are the four main focus points for analysing the work of artists, craftspeople and designers. Some of the questions you may ask yourself about the work . . .

FORM
How has the work been arranged? Is this in keeping with its content? Is it subtle or vivid? Etc

CONTENT / CONTEXT
What is the subject matter of this work, what is it about? Is the subject matter incidental or of importance?

PROCESS
How was the work made and what was it made with? What materials, tools, processes and techniques did the artist use?

MOOD
Does the work affect me, the viewer, in any way? Does it capture or convey a mood, atmosphere or emotion which I have previously experienced?

DON'T MISTAKE LEGIBILITY FOR COMMUNICATION"
DAVID CARSON

Throughout the history of design, there has been an aesthetic battle between designers who believe design should be clean, clear and readable, such as Jan Tschichold and those who believe it should be more much more expressive, such as David Carson, the pioneer of 'grunge' design.

We would like you to investigate this quote, looking at both designers who agree or disagree with this statement.

MODERNISM.

In order to truly understand the complexities of this statement you must first look back at one of the most important art and design movements . . . .

FUNCTION SHOULD ALWAYS DICTATE FORM

This was the underlying idea of the Modernist movement, research this further.

DIE NEUE TYPOGRAPHIE
JAN TSCHICHOLD

This is arguably one of the most important design books of all time, written by Tschichold it set out a set of rules that 'COULD / SHOULD' be applied to all areas of typography . . . research this further

jan tschichold:

lichtbildervortrag **die neue typographie**

am mittwoch, 11. mai 1927, abends 8 uhr, in der aula der graphischen berufsschule, pranckhstraße 2, am marsfeld, straßenbahnlinien: 3 (haltestelle hackerbrücke), 1, 4 und 11 (haltestelle pappenheimstraße) ● der vortrag wird von über hundert größtenteils mehrfarbigen lichtbildern begleitet, eine diskussion findet nicht statt

freier eintritt

veranstalter:
bildungsverband
der deutschen
buchdrucker
ortsgruppe
münchen
vorsitzender:
j. lehnacker
münchen
fröttmaninger-
straße 14 c

We saw the creation of San Serif, these typefaces celebrated the modern world. Research this further, why was the creation of the Sans-serif so pivotal?

a

a

San Serif: Convey simplicity and modernity or minimalism

Serif: Often considered to be ornate and old fashioned
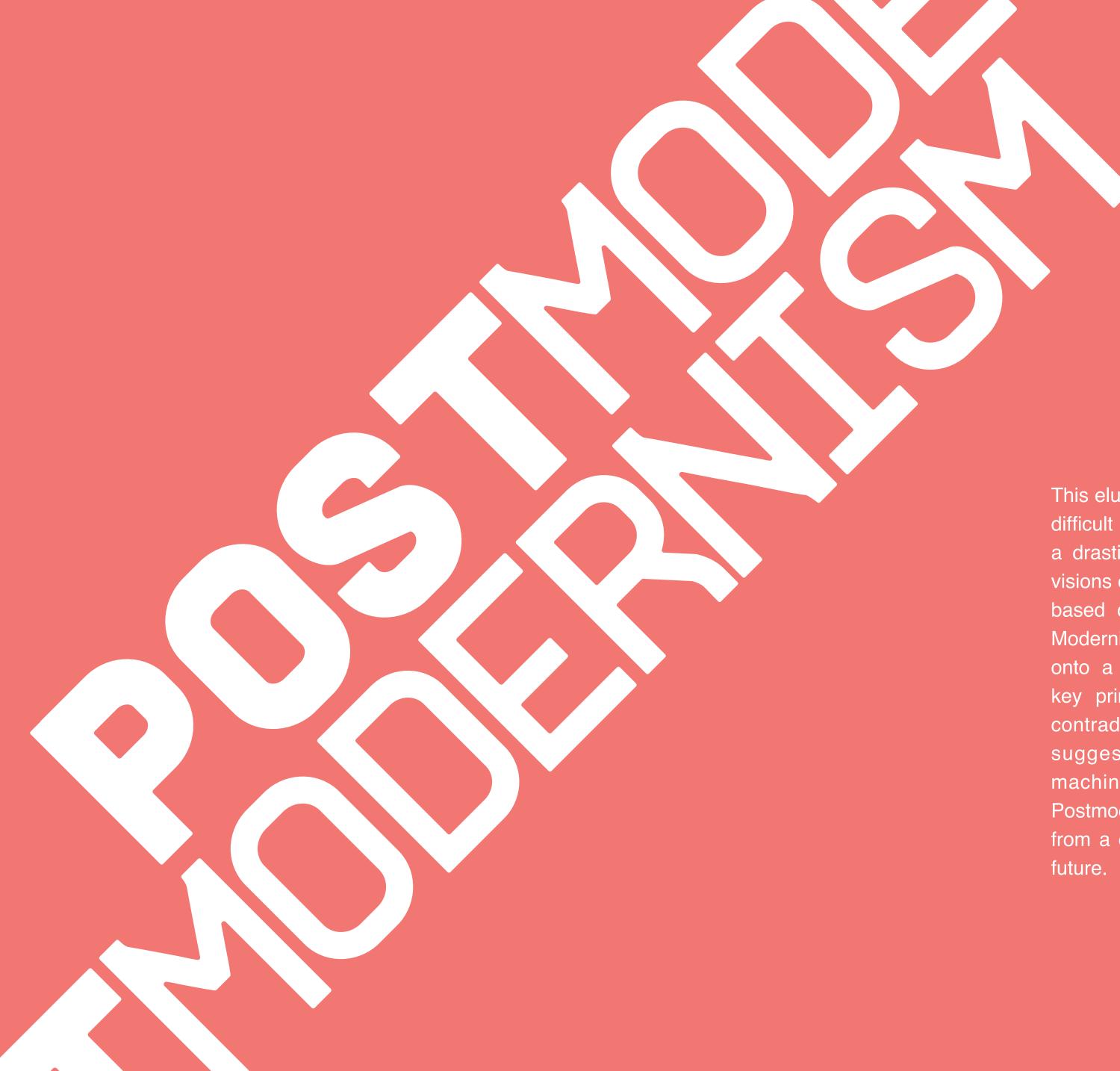
Neue Haas Grotesk

Max Miedinger

Possibly the greatest example of Modernist design, in order to truly understand the importance of this typeface you must watch the 'Helvetica' Documentary

https://vimeo.com/286172171

Modernist Designers

Jan Tschichold
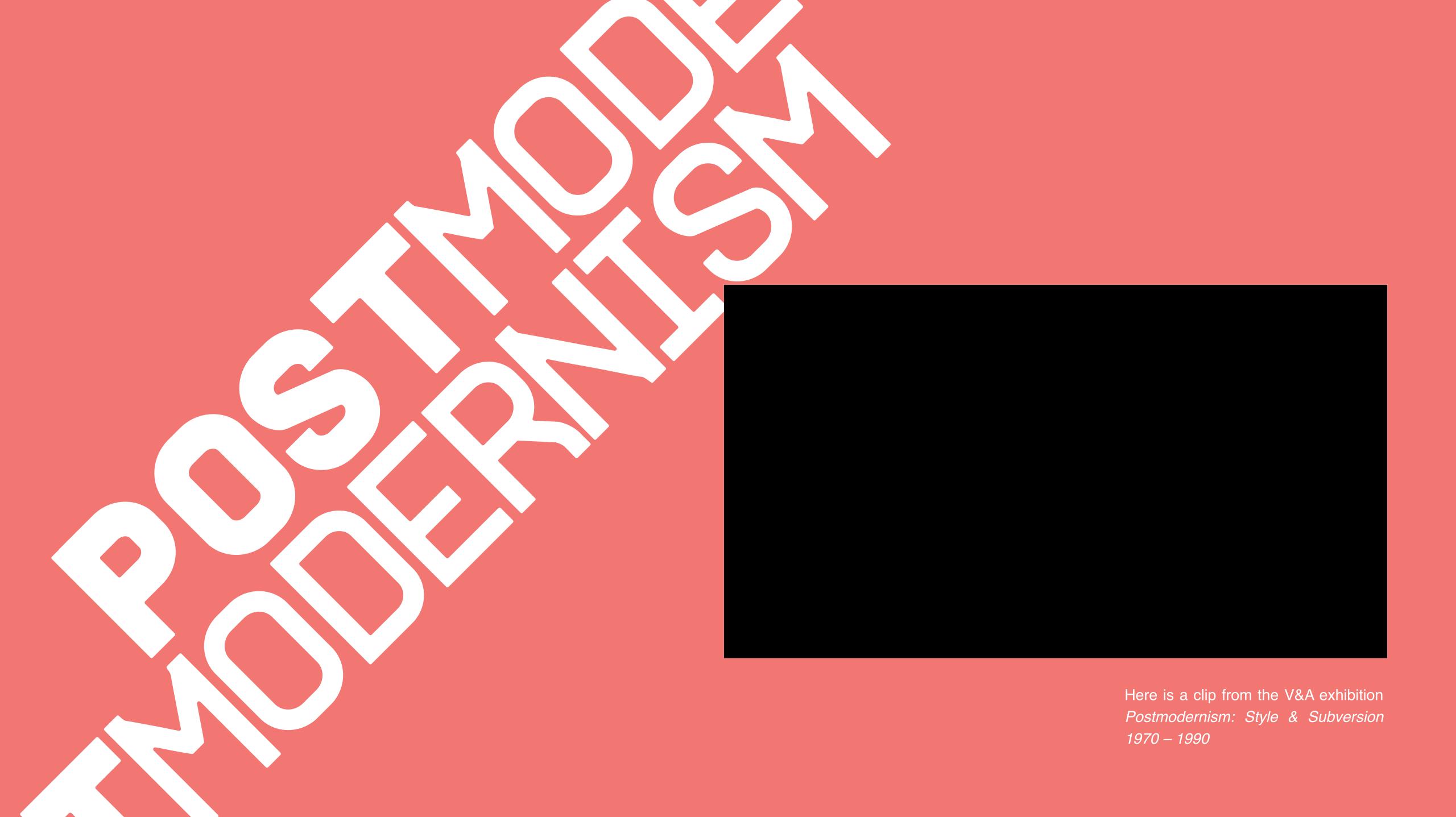Max Miedinger
Bauhaus
Herbert Bayer
Laszlo Moholy-Nagy

Now for the alternative viewpoint

POSTMODERNISM

This elusive design style is notoriously difficult to define, Postmodernism was a drastic departure from the utopian visions of Modernism, which had been based on clarity and simplicity. The Modernists wanted to open a window onto a new world; Postmodernism's key principles were complexity and contradiction. If Modernist objects suggested utopia, progress and machine-like perfection, then the Postmodern object seemed to come from a dystopian and far-from-perfect future.

David Carson, Wolfgang Weingart and Neville Brody's work can be considered Postmodern. Please research this further
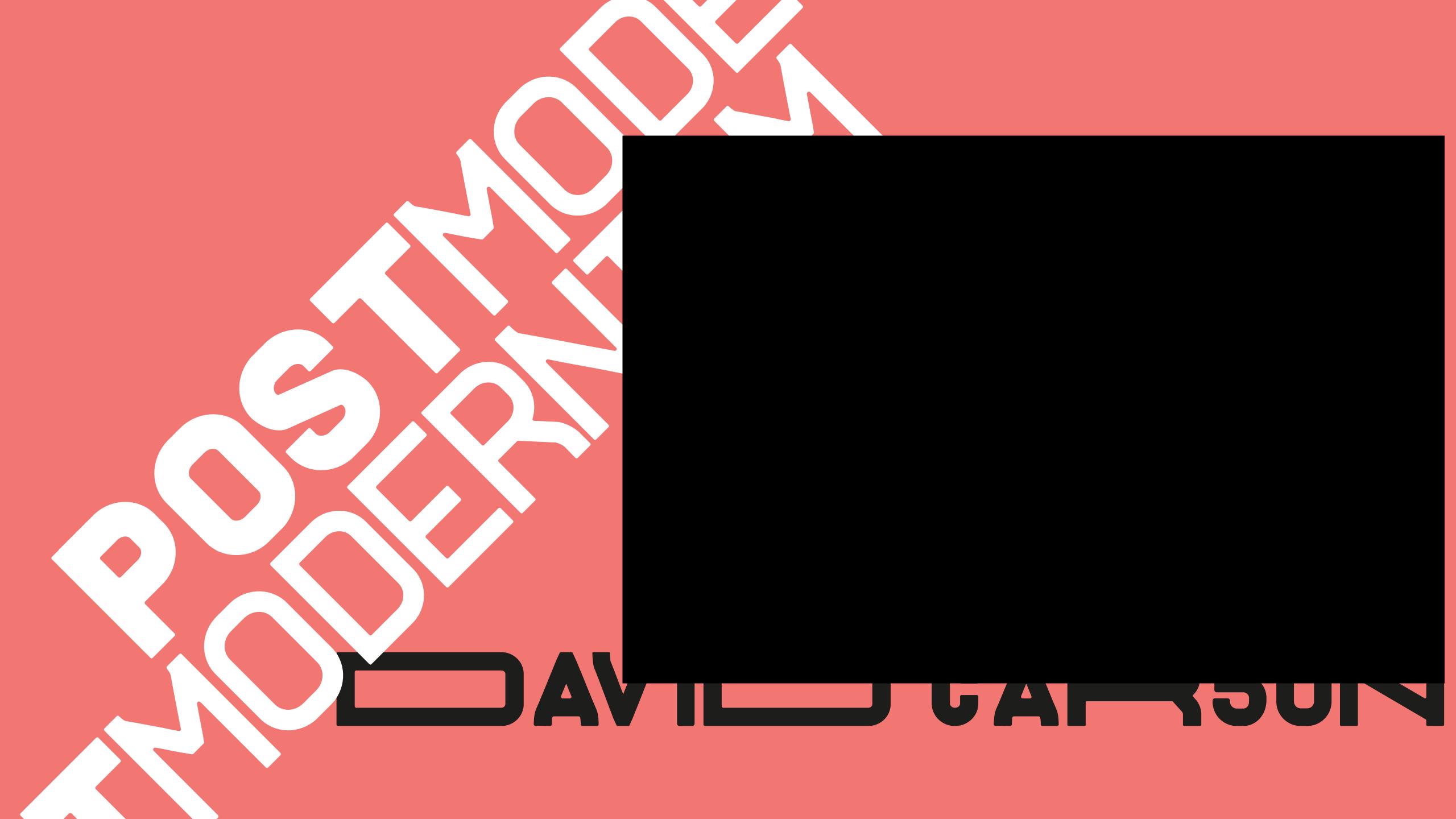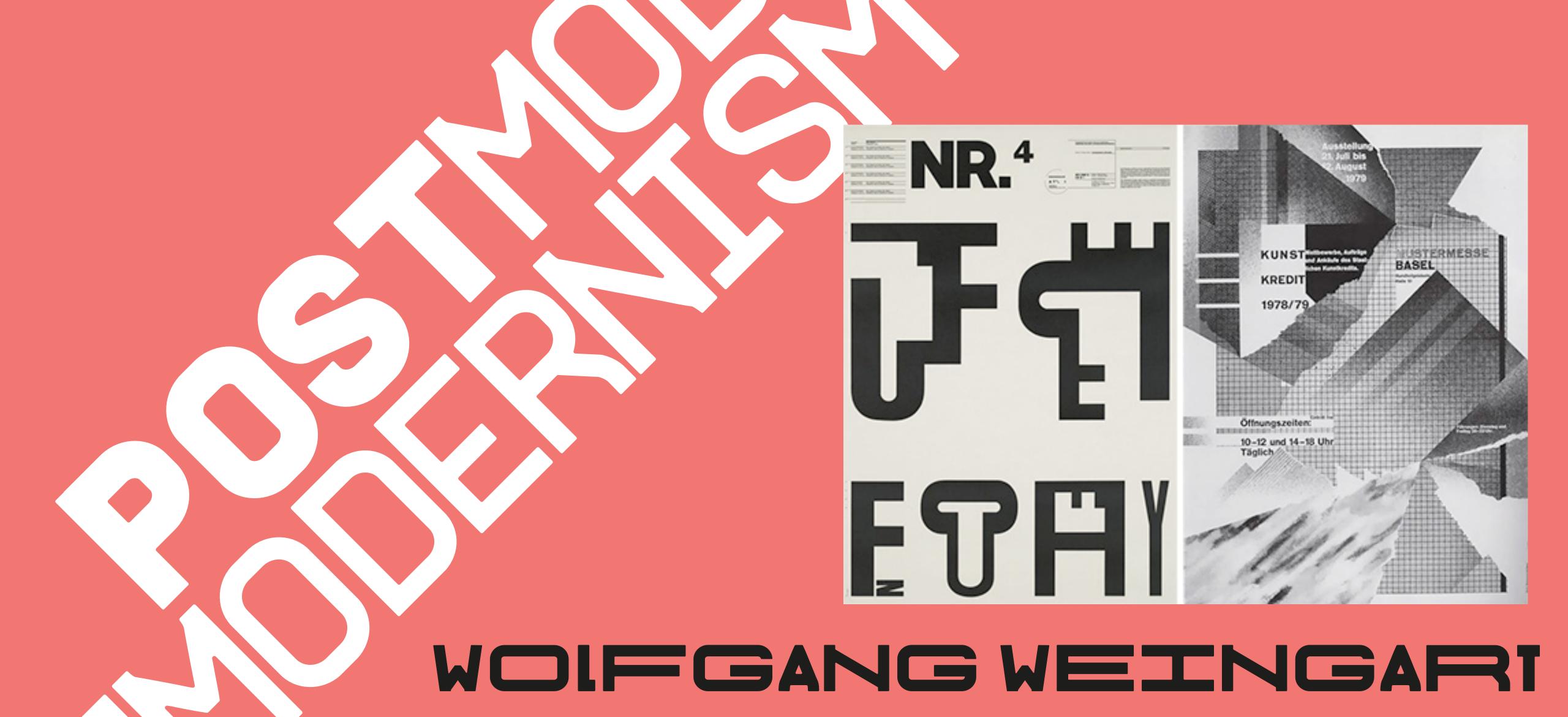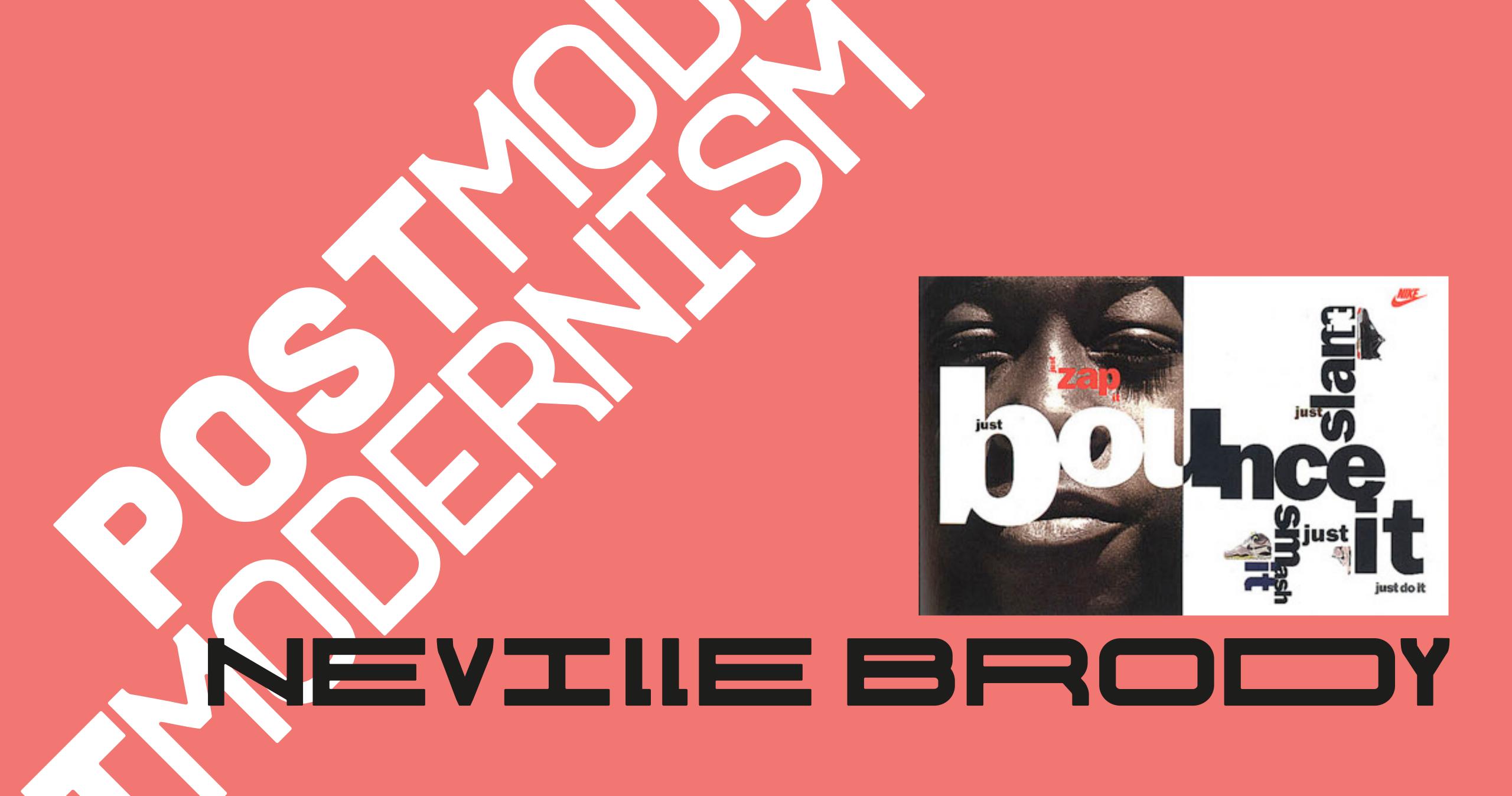
POSTMODERNISM

Here is a clip from the V&A exhibition
Postmodernism: Style & Subversion
1970 – 1990

POSTMODERNISM

DAVID CARSON

YOU COULD RESEARCH AND ANALYSE
THE WORK OF DAVID CASRON

FORM - CONTENT/CONTEXT - PROCESS - MOOD

Don't mistake
legibility
for communication

POSTMODERNISM

DAVID CARSON

POSTMODERNISM

WOLFGANG WEINGART

POSTMODERNISM

NEVILLE BRODY

DON'T MISTAKE LEGIBILITY FOR COMMUNICATION"

DAVID CARSON

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Written Analysis Task

We would like to produce a **500 - 750 word essay** that includes a brief Introduction and the **analysis of at least 2 pieces of work** from the artists suggested in this keynote.

You must include **quotes and must have evidence of both research and analysis.** Remember to use the Form, Content, Process, Mood sheet.

Deadline:
Monday 27th June