



Design Styles and Influences

Reflection

What are my common errors? How am I going to improve? What extra work do I need to do?

Arts & Crafts – Art Nouveau

Bauhaus Modernist/Art Deco

Post Modernism/Streamlining

Memphis

Phillipe Stark

James Dyson

Margaret Calvert

Dieter Rams

Charles and Ray Eames

Marianne Brandt

Arts & Crafts

Collect ten Art & Crafts images, focusing on prints, textiles, William Morris, John Ruskin, Frank Lloyd Wright and furniture.

Now summarise your pictures in ten words.

Art Nouveau

Collect ten Art Nouveau images, focusing on prints, textiles, Charles Rennie Macintosh, Alphonse Mucha and furniture.

Now summarise your pictures in ten words.

Bauhaus (Modernism)

Collect ten Bauhaus Modernism images, focusing on, Marianne Brandt, architecture, furniture and household wares.

Now summarise your pictures in ten words.

Art Deco

Collect ten Art Deco images focusing on graphics, furniture, Eileen Grey, the Chrysler building, the Titanic.

Now summarise your pictures in ten words.

Post Modernism

Collect ten Post Modernism images, focusing on Phillippe Stark, Alessi, Frank Gehry, furniture and household wares.

Now summarise your pictures in ten words.

Streamlining

Collect ten Streamlining images focusing on graphics, furniture, Raymond Loewy, planes, trains, automobiles and household wares.

Now summarise your pictures in ten words.

Memphis

Collect ten Memphis images, focusing on Ettore Sottsass, furniture and household wares, fashion.

Now summarise your pictures in ten words.

Design Movement Summary

Put the design movements in the order you think that are **dated**.

Earliest

Most recent

Put the design movements in the order of most **aesthetically appealing**.

Nicest to look at

Worst looking

Put the design movements in the order of most **functional**.

Function over form

Form over function

Design Movements – summary

Re-arrange the statements and quotes into groups that represent each design movement. If you want to remember the information it might be best to then re-write it onto a fresh sheet of paper.

Taking new post-war materials and processes development a design style that represented a break from history and tradition.

“I try and be as stupid as possible regarding my profession, which means I try to look at as few design magazines as possible.”

Products that are made purely for functional reasons and lack decoration. Function over form.

Zig-zag lines and patterns taken from Aztec and Egyptian art.

Started with aerodynamic transport designs, moved into household goods and fashion.

A reaction to the industrial revolution.

Circles represent port holes found on ships.

Shattered preconceived ideas about design, designs were focused on style not function.

Companies, such as used sunrise shapes to represent their power and the future.

Influenced by transatlantic travel and post-war decadence.

Used the beauty of the female form and the whiplash curve.

“Good design keeps the user happy, the manufacturer in the black and the aesthete unoffended.”

“The future projects light, the past only shadows.”

A specific era of post-modernism.

Happened between WW1 and WW2.

A reaction to the loss of traditional making skills.

Focused strongly on tradition and nature.

“Have nothing in your houses that you do not know to be useful, or believe to be beautiful.”

“Art is the flower... life the green leaf.”

Bright, bold, geometric.

“My juicer is not meant to squeeze lemons; it is meant to start conversations.”

Described as original and outrageous.

Inspired by scientific advancements.

Her teapot is lovely to look at, but its constructivist-inspired shape proved too complex to achieve her original objective of manufacturing it industrially. And it isn't entirely practical. The spout pours tea without dripping, but the handle is tricky to hold.

Sleek, stylish aerodynamic, forms.

Often referred to as industrial design

Design Movements - Summary

Draw a time line that represents the designs movements and the order that they happened. Make sure you include important world events and any personal events that might be relevant to the relevant designers.



1760-1840 The industrial revolution

Today

Notable Figures – Phillipe Stark

Create an informative poster on the notable figure, including, a summary of their life, their work and some of their most famous products.

Excellence: how do their products conform to the ideologies of the design movement they belong to?

Notable Figures – James Dyson

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Notable Figures – Margaret Calvert

Create an informative poster on the notable figure, including, a summary of their life, their work and some of their most famous products.

Excellence: how do their products conform to the ideologies of the design movement they belong to?

Notable Figures – Dieter Rams

Create an informative poster on the notable figure, including, a summary of their life, their work and some of their most famous products.

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Notable Figures – Charles and Ray Eames

Create an informative poster on the notable figure, including, a summary of their life, their work and some of their most famous products.

Excellence: how do their products conform to the ideologies of the design movement they belong to?

Notable Figures – Marianne Brandt

Create an informative poster on the notable figure, including, a summary of their life, their work and some of their most famous products.

Excellence: how do their products conform to the ideologies of the design movement they belong to?

Exam Style Questions

Explain how the work of Philippe Starck reflects the postmodern design movement.

[6 marks]

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Margaret Calvert is known for her work in the design of road signs, similar to the one shown below.

Assume the road sign is an equilateral triangle with a side length of 600 mm.

Calculate the surface area of this sign. Show your working out.

[6 marks]



Notes