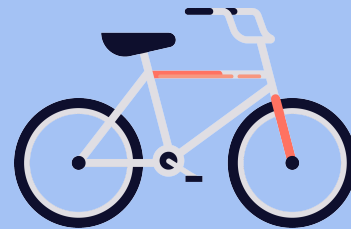
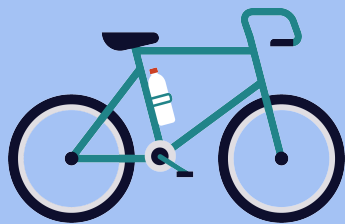
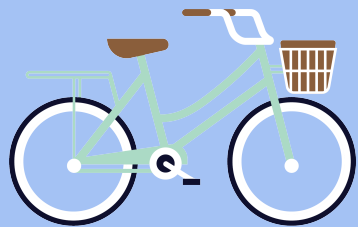
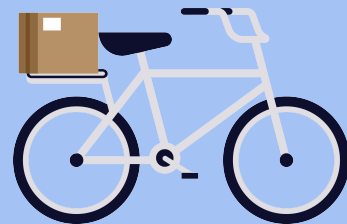
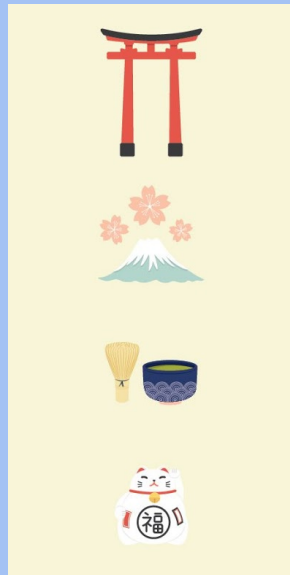
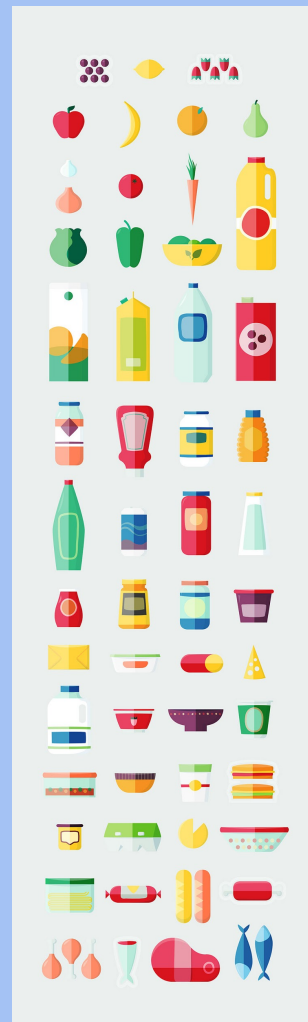


FLAT DESIGN & ART NOUVEAU



FLAT DESIGN





WHAT IS FLAT DESIGN?

2D STYLE OF GRAPHIC DESIGN IN WHICH ALL OR ALMOST ALL OF THE STYLISTIC ELEMENTS TO ADD THREE DIMENSIONALITY ARE LOST.



ORIGINS OF FLAT DESIGN

STYLISTIC ORIGINS FOUND IN SWISS STYLE FROM THE 1950's

TODAY'S FLAT DESIGN STYLE WAS THE PRODUCT OF THE COMPETITION BETWEEN APPLE AND MICROSOFT

SWISS STYLE

MINIMALISTIC
SHAPE-BASED
SANS SERIF FONT
GRID SYSTEM



FLAT DESIGN VS. RICH DESIGN

FIRST EXAMPLE OF FLAT DESIGN AS DEFINED CAN BE FOUND IN THE USER INTERFACE DESIGN OF APPLE'S IPOD AND MICROSOFT'S ZUNE



iOS 7 FLAT DESIGN

NO DROP SHADOWS BEHIND TEXT OR APPS
ANY UNNECESSARY DETAILS LEFT OUT
APPS NOW A LOT MORE GEOMETRIC

CHARACTERISTICS OF FLAT DESIGN

TYPICALLY USED IN ICONOGRAPHY

BOLD AND SANS SERIF TYPOGRAPHY

LIMITED AND MUTED COLOR PALETTE

ABSENCE OF COMPLEX DETAILS OR TEXTURES

LACKS SHADING BUT SOMETIMES HAS FLAT LONG SHADOW

SHAPES ARE GEOMETRIC OR SYMMETRICAL

COLOR CONTRAST CREATES CRISP AND DEFINED LINES



GRAPEFRUIT
#ED5565, #DA4453



BITTERSWEET
#FC6E51, #E9573F



SUNFLOWER
#FFCE54, #F68B42



GRASS
#A0D468, #8CC152



MINT
#48CFAD, #37BC9B



AQUA
#4FC1E9, #3BAFDA



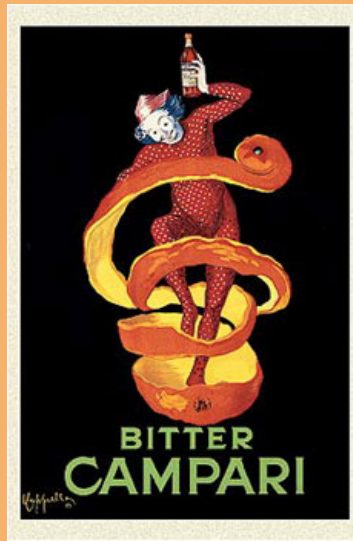
BLUE JEANS



LAVANDER



ART NOUVEAU



WHAT IS ART NOUVEAU?

ART NOUVEAU- “NEW ART” WAS AN ART MOVEMENT IN 1890 THAT LASTED ABOUT 20 YEARS

INTERNATIONAL STYLE OF ART THAT COULD BE USED IN ALL FORMS OF ART

APPLIED ARTISTIC DESIGN TO EVERYDAY OBJECTS

WAS A REACTION TO THE ACADEMIC ART OF THE 19TH CENTURY

MOVED AWAY FROM IMITATING REAL SUBJECTS AND MOVED TOWARDS THE FLOWING LINES AND SHAPES OF NATURE



INFLUENCES OF ART NOUVEAU

INFLUENCED BY:

EXPRESSIVE PAINTINGS OF POST
IMPRESSIONISTS

HAND CRAFTSMANSHIP IN THE ARTS
AND CRAFTS MOVEMENT

JAPANESE WOODBLOCK

NATURE ILLUSTRATIONS
PUBLISHED BY BIOLOGISTS



CHARACTERISTICS OF ART NOUVEAU

SWIRLING LINES

DEPICTIONS OF WOMEN

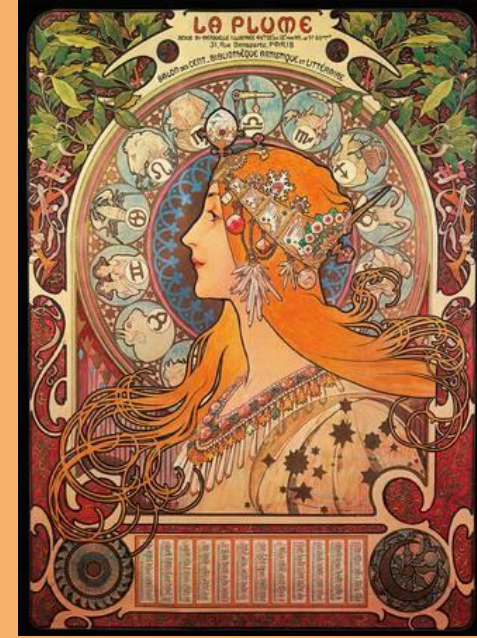
NATURAL IMAGERY

PLANT FORMS

DECORATIVE LETTERING

MUTED COLORS

ORGANIC ORNAMENTATION



INNOVATION AND ART NOUVEAU

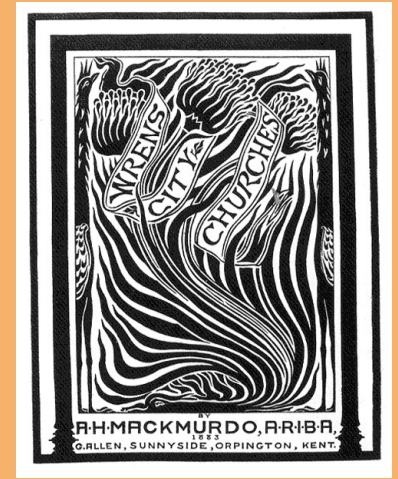
INFLUENCED NEW IDEAS IN INTERIOR DESIGN

STRIVED TO REPLACE MASS PRODUCTION WITH WELL MADE ORIGINAL ITEMS

GAVE CREDIBILITY TO GRAPHIC DESIGN

COLOR LITHOGRAPHY MADE MASS PRODUCTION OF POSTERS POSSIBLE

USED POSTER AS AN ART FORM



HOW WE MIGHT HYBRIDIZE

FLIP THE MEDIUMS USED (ILLUSTRATOR
VERSUS PAINT)

USE NATURAL IMAGERY IN A GEOMETRIC WAY

CREATE COMPROMISE BETWEEN LOTS OF
ORNAMENTATION AND NONE