

No More Rules

No more rules is quite the statement to make in the subject of graphic design, A foundation cannot be build upon without first knowing the blueprints.

It allows us to understand what drives people to innovate new ideas and way of seeing. This couldn't have been truer with the developing artist style of Post modernism, it comes across as a bit of a mystery. It was an ideology that both wished to respect the past and drive mankind into the future. This was due to the lager amount of development in society, in the form of technology and communication. This allowed people to voice their opinions and views, which lead to a large scale uprising of the youth wishing to have their say. We can see Post modernism as a kind of double coded based on fundamental dualities. It's just the juxtaposition of the old and new. We could also view it as a form of cultural contradiction. The developing of post modernism truly affected the way we read this. Typography was the first thing to come under the terminology post modernism in 1977. In the art style post modernism the artist tries enrapture the multilayered and ambiguity of the modern experience. It's about bombarding us with visual sensory information, not only to inform but also to look harmonic and chaotic to produce visual beauties.

With the advent of new waves and Savills covers, it allowed post modernism to filter into the consumer making it a more visually recognized media. This was the democratization of graphic designers, in conjunction with post modernism.

Deconstructionism was an underground movement my comprised of amateur designers, that had no idea of the rules or conventions of design. There main purpose was to create aesthetically appealing imagery.

They didn't care if the text was presented illegible, as long as the item was attention grabbing and served the means by drawing in the viewer. Posters and flyers were the man form of deconstruction artwork, however this style would soon influence the work or the professionals that enjoyed the look of the movement. But they didn't embrace the meaning behind it and those that did understanding the meaning were the first to blow whole in the ideals. In essence deconstruction was never a full-blown movement. Deconstruction and postmodernism are both controversial subjects. Deconstruction is meant to be a tool to help dismantle and reassemble theory into a form that is understandable or usable. Deconstructive architecture isn't the process of dismissing buildings but showing the dilemmas within then symptom of repressed impurities.

They were trying to pick up there an earlier generation Russian constructivists left off. It's the idea of the idea of the deviant artist, typographic design is the best outlet for deconstruction as it is dismantling what make a font and redesigning it to create equilibrium between text and image. Its a deliberately playful visual game that the viewer can take part in.

Techno was the advent of the computer, with its revolutionary software that would change the medium of graphic design forever. With the capabilities that the machine offered, many designers took to exploring the utility and the potential to generate original and desirable aesthetic. With the computers capacity that allowed it to, produce or erase at the click of a button. It led many

traditional artists to believe that the computer would change the very foundations and principles of design and maybe not for the better. One of the things suggested, is that the attributes of a computer may dictate the hierarchy and methodology; of a designer's thought process, when in the terms of creation, development and refinement of an idea. The fact that work produced digitally lacks any physical presence, unless printed out; stops it from having any true existence in this reality. As logic dictates that digital media belongs to the world of virtual reality and should have no true impact, on our modern society as we should be able to see its falsehood. There is no such thing as perfection, even on a digital platform. With digital media we can see the reality that is the progression of modern robotics and human ideals. We see our ideas merging with unreal possibilities that would not be possible with traditional art. The idea of humanity being taken over by automatons is rather unlikely, but we're becoming reliant on machines and slowly turning into empty shells, with no creativity. This is happening through modern medicine and the application of human intelligence. We are trained to do a job, create and work, we do this until we run out of power or become obsolete. One argument is that all programs need to be programmed and all original thought, needs a human behind it. This leaves many to believe that digital media, is just another medium for us to explore and progress in. The creation and application of the computer into modern life could be the reason why graphic design as a medium has developed to become the highly respected practice, that it is today. For most graphic designers, the computer will put an end to all hierarchies and restrictions of design.