

**Module #5B**  
**The Digital  
Revolution & Beyond**

# Digital Imaging



- Image manipulation became available
- Boundaries between photography, illustration, and fine arts began to disappear
- At first, access to image manipulation softwares was expensive
- Designers were denied hands-on access, they could guide technicians
- Before the MAC, the potential of electronic technology was hard to be explored

# Pat Gorman

- Designed different variations by exploring editing controls
- Broke from the “correct” coloring
- Illustrated the potential of electronic color manipulation



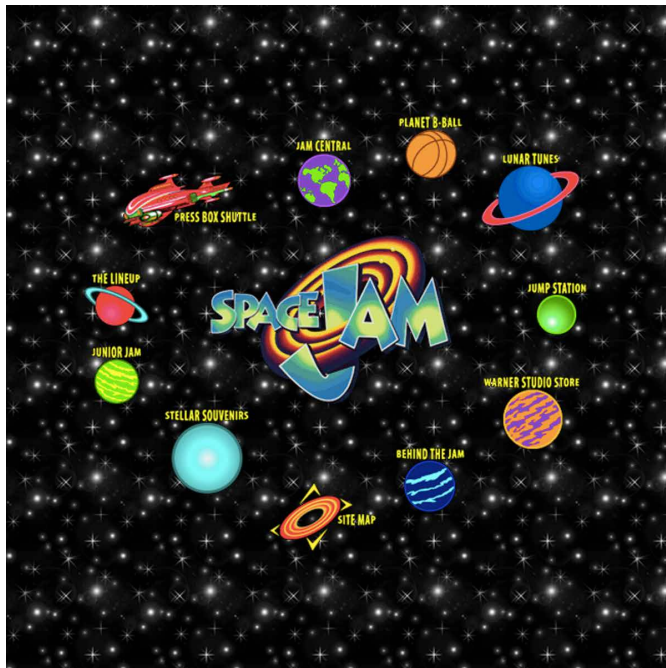


## April Greiman

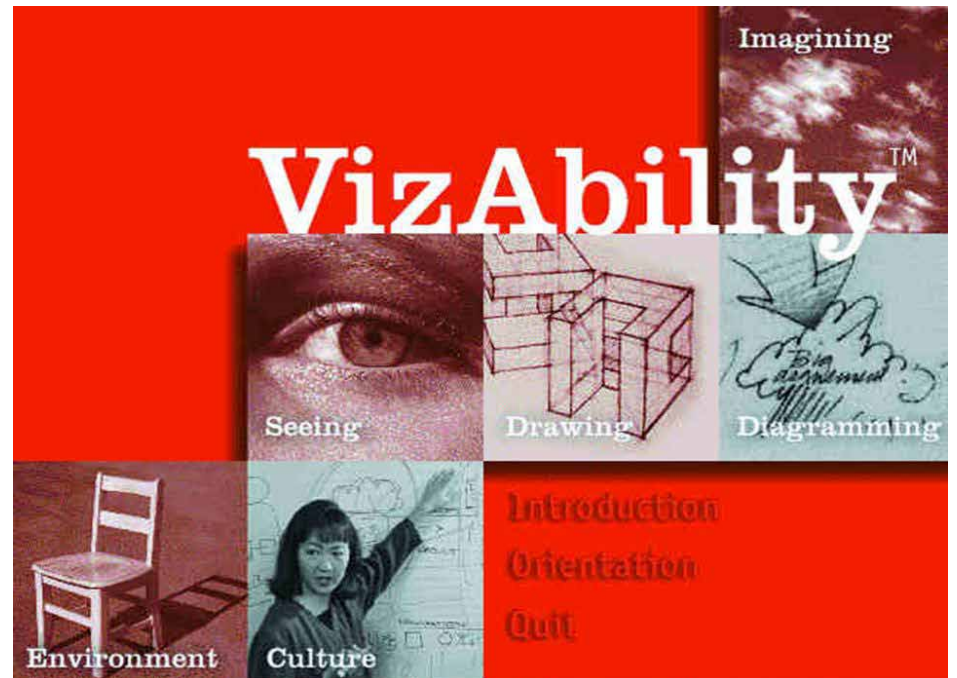
- Combined digitized images with color shapes and gradations and a video clip of hands shot live into the Paintbox program
- Used a variety of effects such as: mosaic, fading, outline, overlap and high-low transparency



## Interactive media, the internet, & the world wide web



- Combination of audio, visual, and cinematic communications
- Combined to form a coherent body of information
- Nonlinear form of information - allowing each viewer to pursue information along a personally chosen path
- Created by: audiovisual specialists, writers, computer programmers, content specialists, directors, graphic designers, information architects, image-makers, and producers
- Unlimited revisions are possible





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categories

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- [Coins & Stamps](#) (167721)
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- [Photo & Electronics](#) (90141)
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featurEd

- [Very Strong 1/2" X 3/32" rare earth Magnets!](#)
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eBay Great Collections



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fun sTuff

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Rosie Bid on items for Rosie's For All Kids Foundation.



now featuring Mister Lister!

cool feaTures



Sign up for E-Stamp and get \$25 FREE postage!

stats

4,288,454 items for sale in 4,320 categories now!

Over 1.5 billion page views per month!

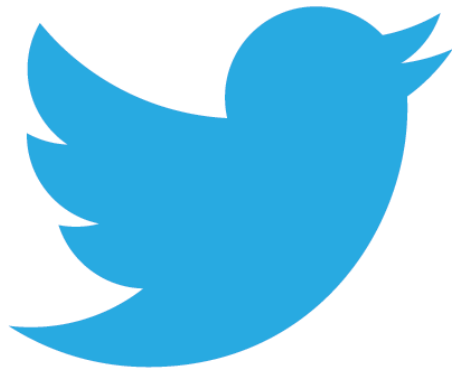




# RenderMonkey



## **Design for portable devices**



- Linked to mobile technology
- New design possibilities with the introduction of the touch screen
- Design is scalable and can be altered for each device
- User experience became essential
- Apple's iPhone introduced the touch-based computing to the mainstream market
- Applications must meet Apple's standards
- Design can be changed overnight
- Very engaging with the user

- HOME
- EXPLORE
- MY VIEW
- REUTERS



MYANMAR'S BUDDHIST NOVICE MONKS

Entering monkhood is a rite of passage for many Myanmar boys, although most of them spend a few days to a few months rather than as a lifetime commitment.

This young novice Kyaw Thiha enjoys a heavy rainfall at Shin Ohtama Tharya monastery.

DATE  
31 MAY 2011

LOCATION  
YANGON, MYANMAR

PHOTOGRAPHER  
SOE ZEYA TUN

THEMES  
FUTURE, IDENTITY, MOMENT



- HOME
- EXPLORE
- MY VIEW
- REUTERS



WITNESS  
"The moment I stepped behind the curtain I was overwhelmed... shocked at the abundance of chaotic activity"  
Molly Riley, Reuters Photographer



And when it comes to performing, the Ravens cheerleaders are in their element. "You get chills every single time you run out," said one of the girls.

"It's the greatest feeling ever," enthuses another.  
02 OCT 2011. BALTIMORE, UNITED STATES. REUTERS/LARRY DOWNING.



TWEETS 1,754 PHOTOS/VIDEOS 35 FOLLOWING 131 FOLLOWERS 29.8M FAVORITES 26 More

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Tweet to Twitter



Tweets Tweets and replies

PINNED TWEET Twitter @twitter · Apr 8

Your Twitter profile shows the world who you are. #newprofiles make it even easier and more fun. blog.twitter.com/2014/coming-so...

Twitter

Coming soon: a whole new you, in your Twitter profile | Twitter Blogs

By David Bellona @davidbellona Your Twitter profile shows the world who you are. Starting today, as we roll out a new and improved profile, it will be even easier to express yourself.



View on web 2.2K 1.3K

RETWEETED ON APR 8 Twitter Sports @TwitterSports · Apr 7

#NCAAFinals: @UConnMBB win over @KentuckyMBB plays out on Twitter. blog.twitter.com/2014/marchmadn...

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#heartbleed
Nigel Evans
#DMGathering
#throwbackthursday
Varanasi
#AdeSalute
Webb Simpson
#gadgetshowliveshow04
The Masters

## Motion graphics & film titles

- Integration of type and image with time-based element of motion created motion graphics
- Began with experiments in abstract film, animation, and avant-garde cinema





MUSIC BY  
JOHN OTTMAN

kiss

KISS

• bang •

bang



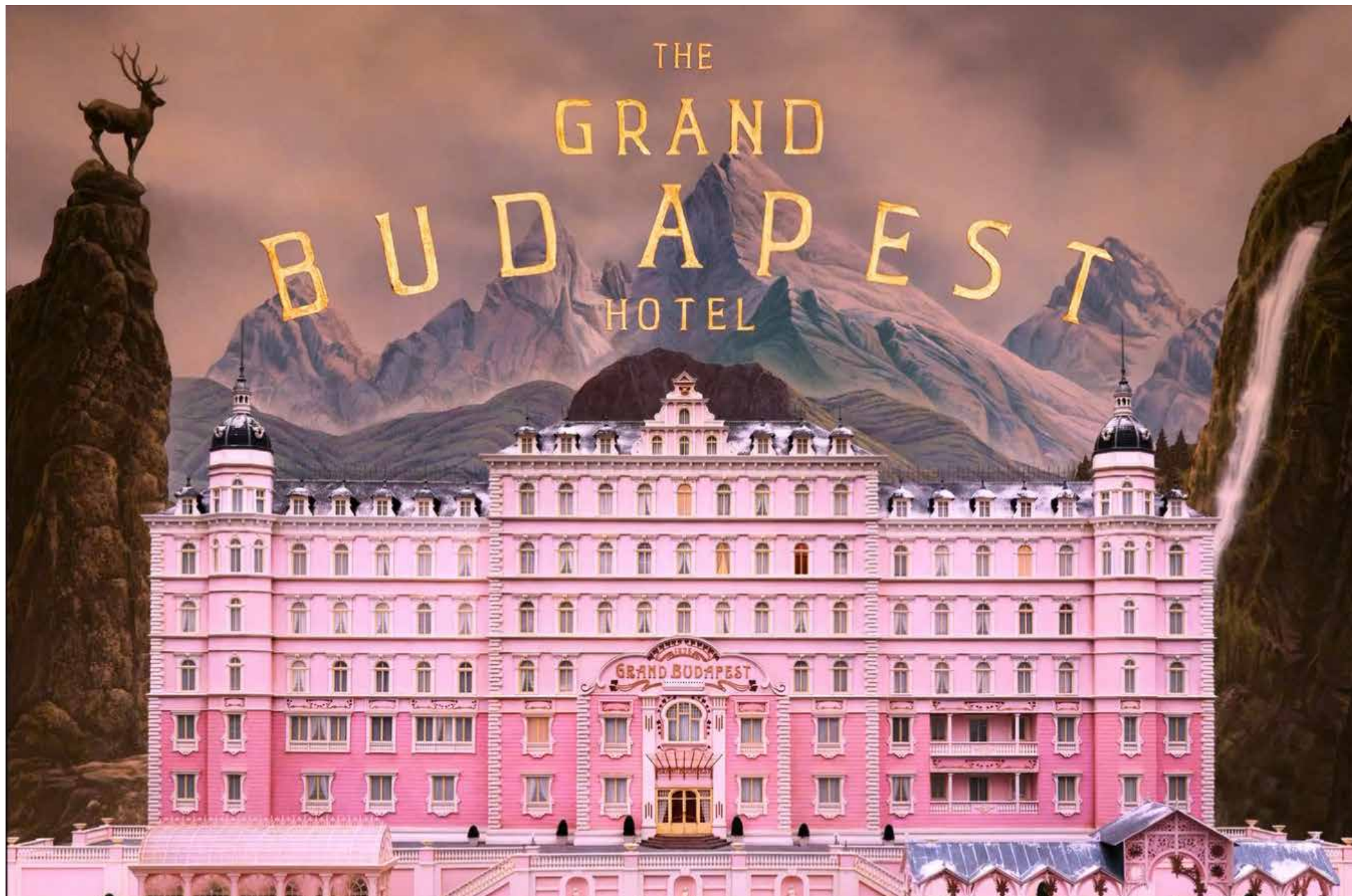
PRODUCED BY  
JOEL SILVER



# THE HATEFUL EIGHT

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All Rights Reserved.

THE  
GRAND  
BUDAPEST  
HOTEL



FRANK SINATRA · ELEANOR PARKER · KIM NOVAK

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THE  
MAN  
WITH  
THE  
GOLDEN  
ARM

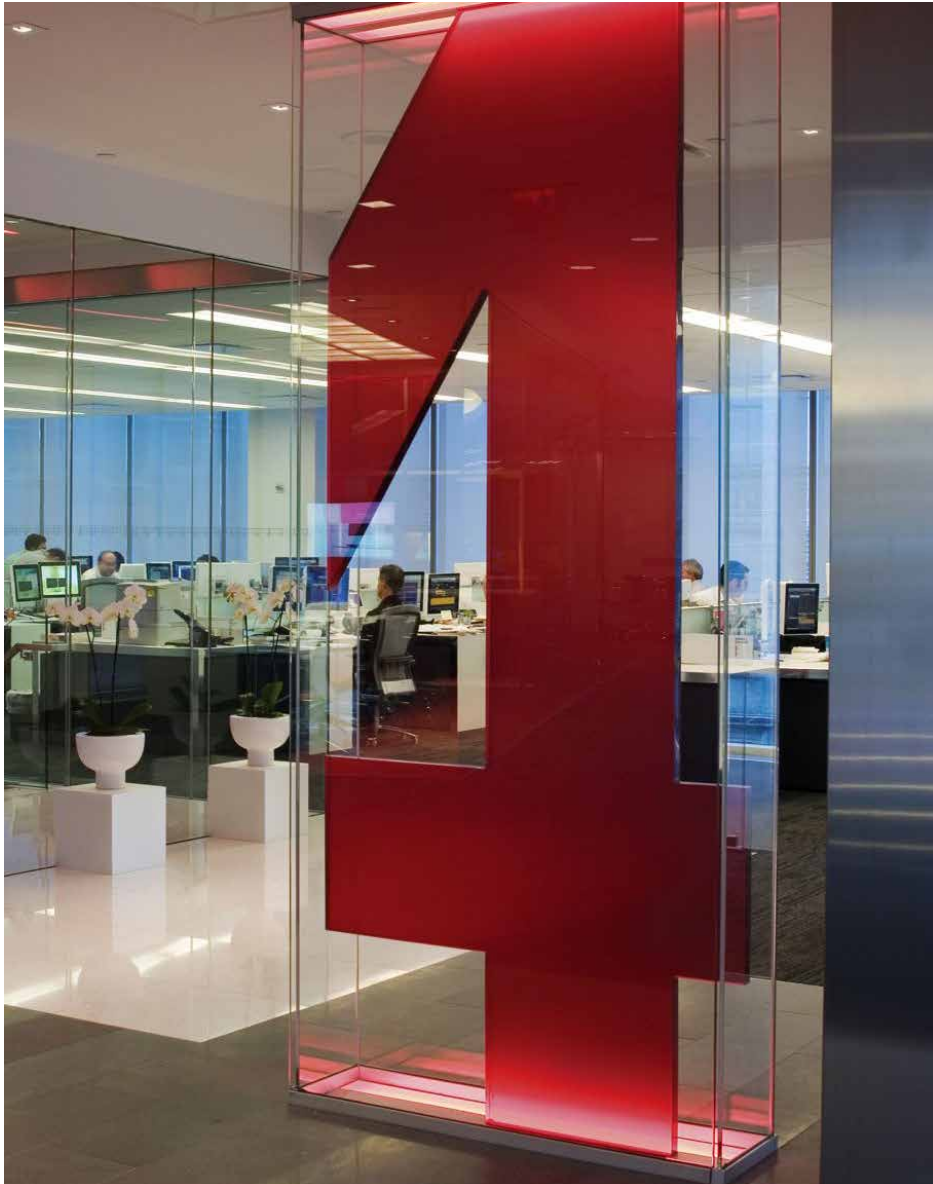
A film by  
Otto Preminger

## Typography & the built environment



- Advancements in software technologies and production capabilities allowed the transformation in environment design
- The need for corporate identity and the focus on it allowed designers to play with space
- Better understanding of directional signage and user experience paved the way to better environmental design

**Paula Scher**



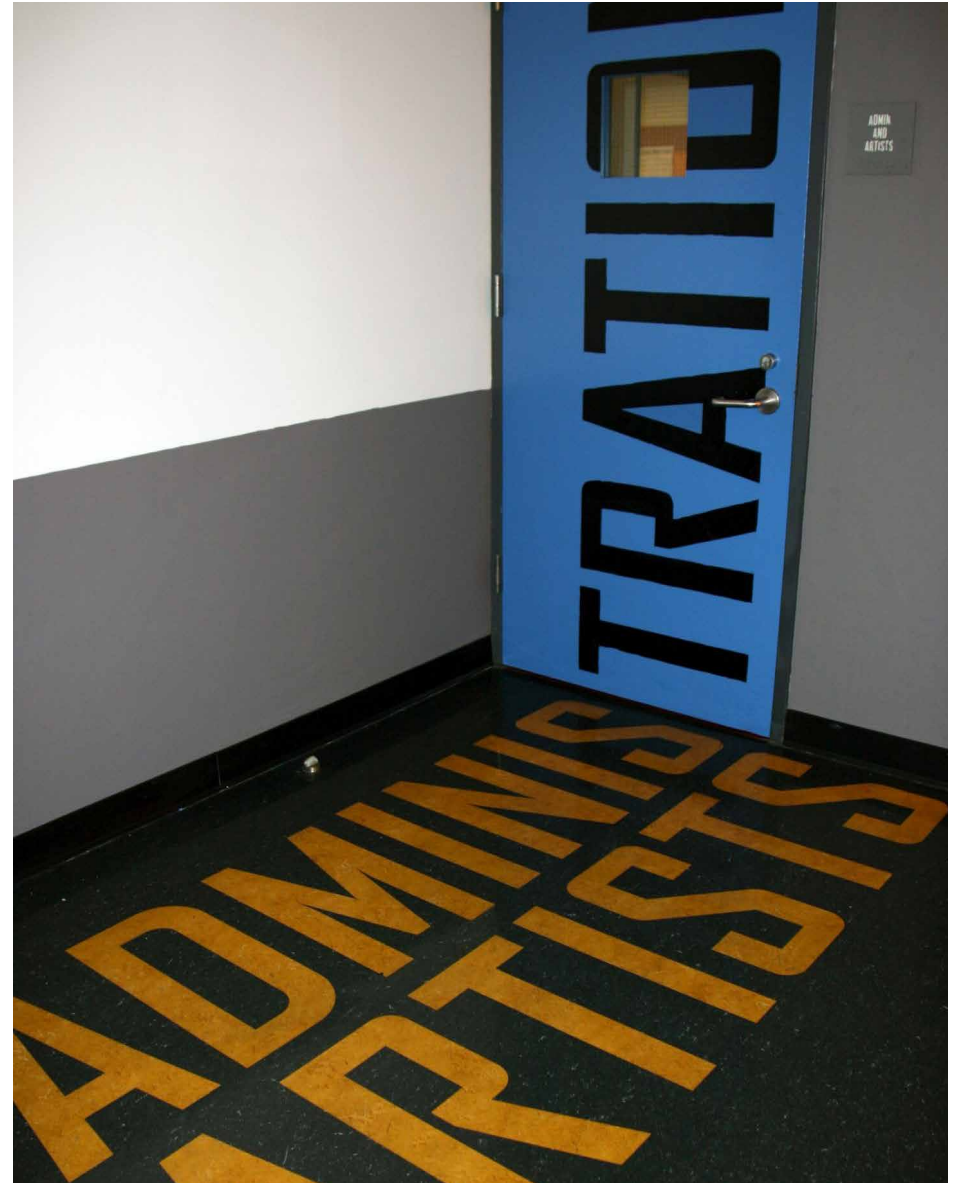
Bloomberg LP head quarters



**Paula Scher**

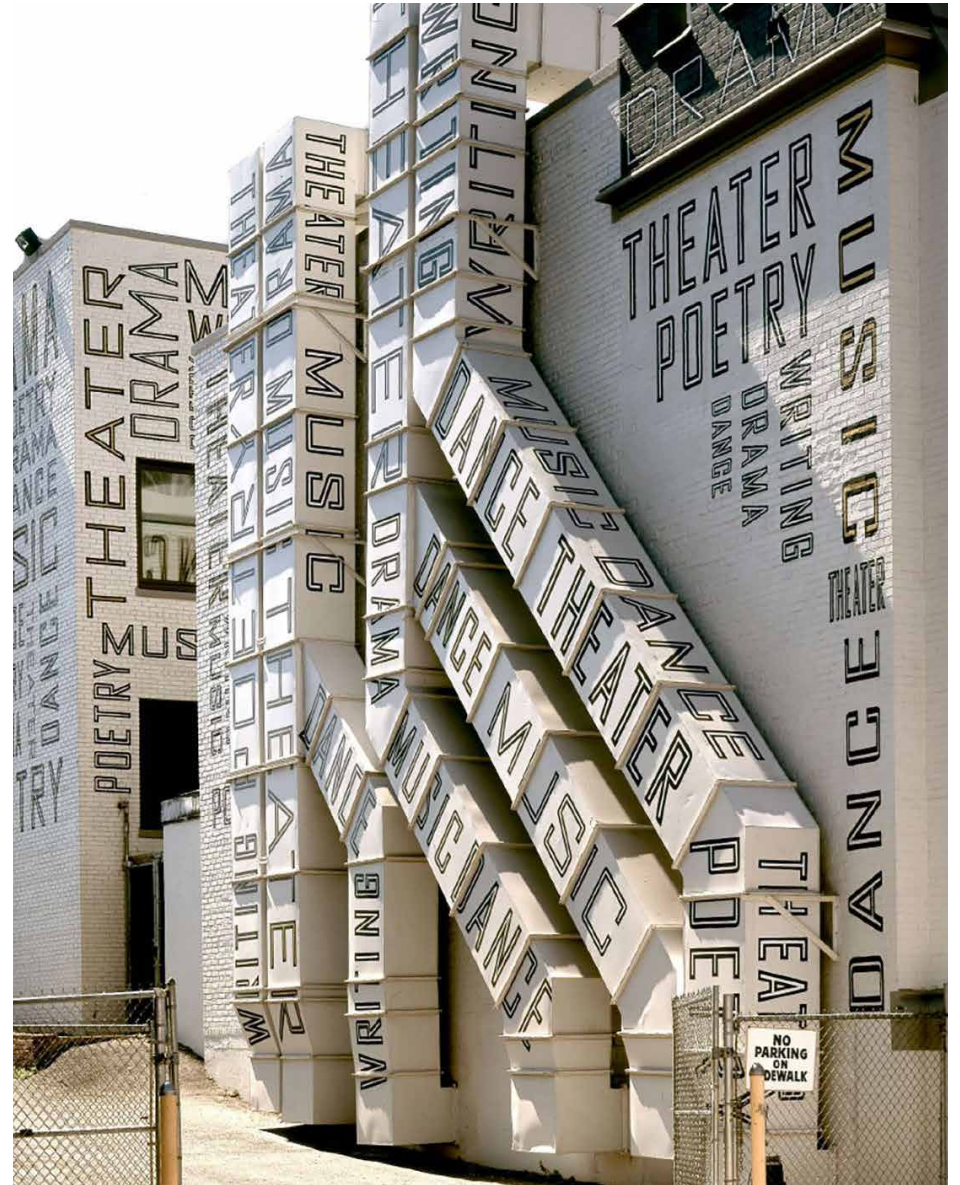


**New 42nd Street Studios**



Paula Scher

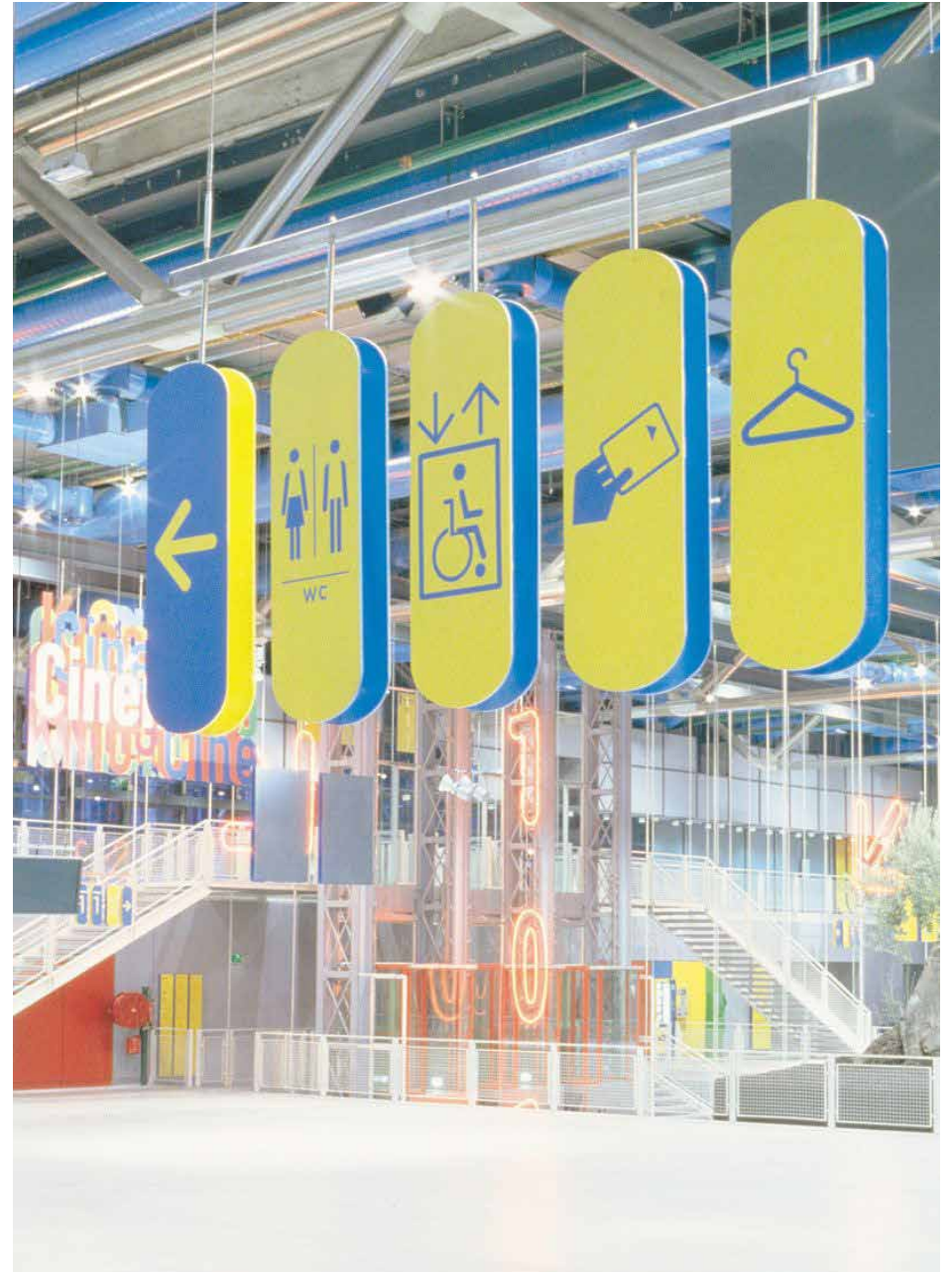
Lucent Technologies Center for Arts Education



Ruedi Baur

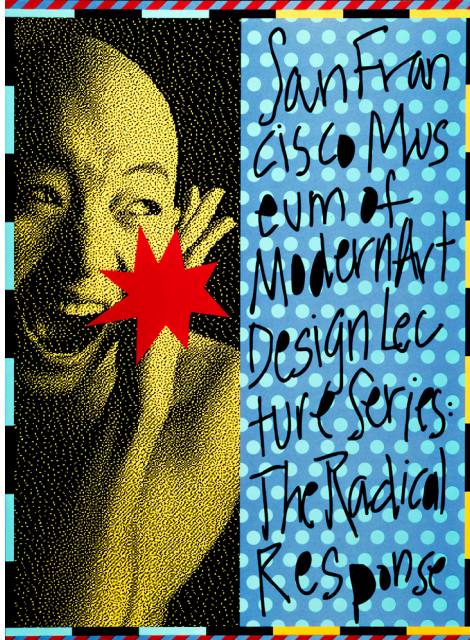


Köln Bonn Airport





## New typographic expression



- The personal computer allowed more access to design
- Softwares were now enabling designers to experiment more
- Experimentations were with text, photography, colors, textures & patterns
- Designer pushed the limits more and more

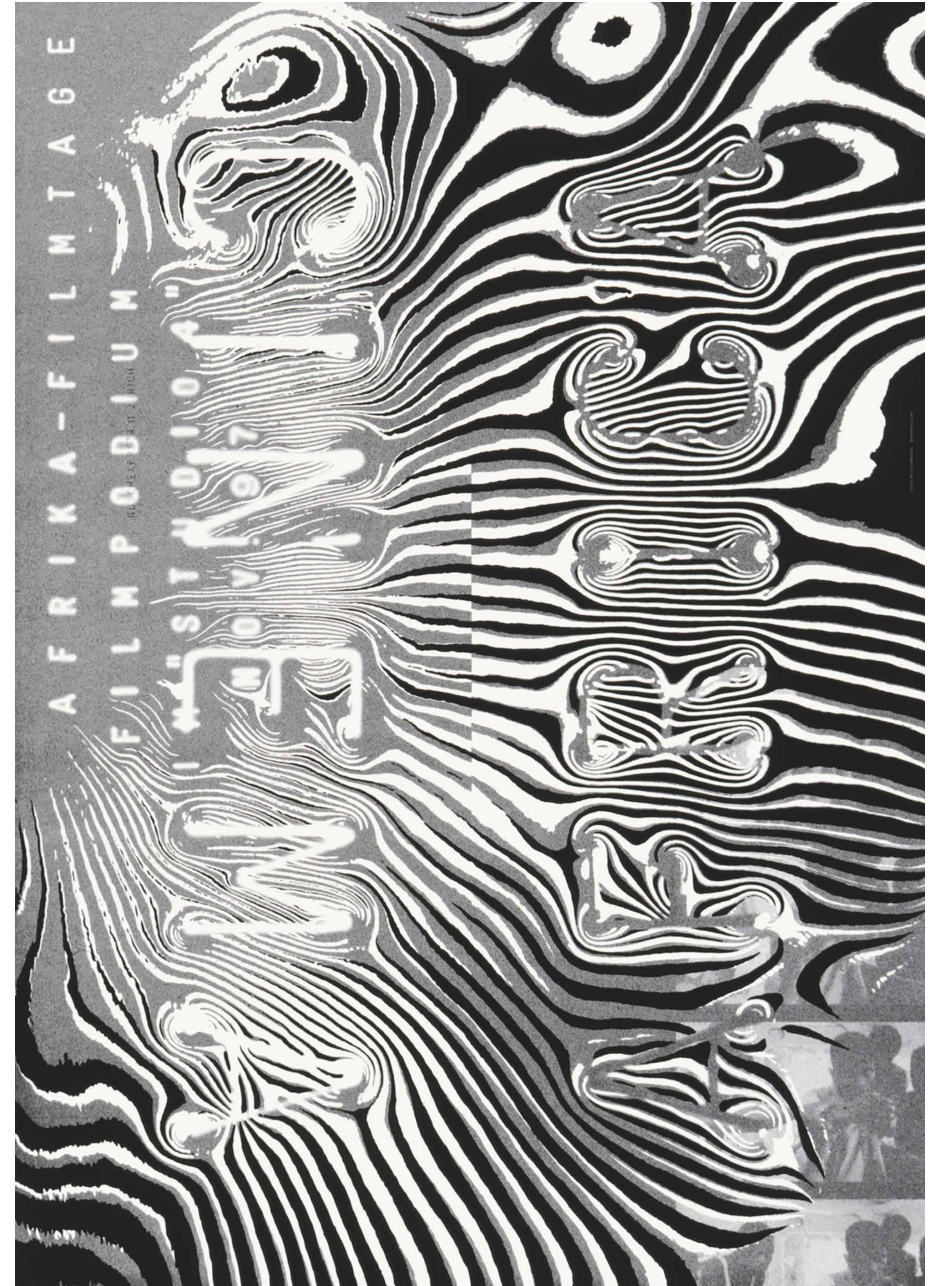
# Shuichi Nogami

- Uses expressionist typographic forms
- Combines photography with typography
- Overlaps, merges, stretches letterforms experimentally



## Ralph Schraivogel

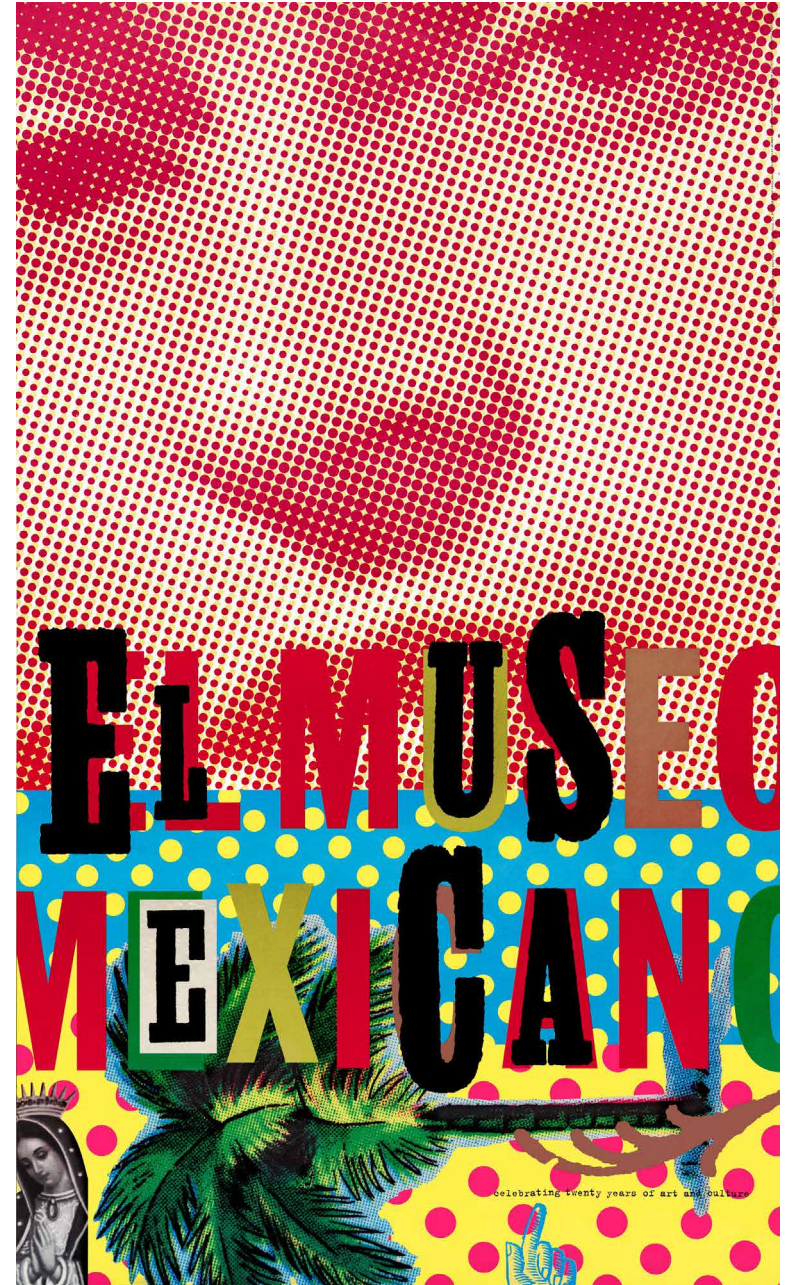
- Very liquidy and abstract approach to typography
- A general sense of unity is found
- Designed elements are combined to form a whole





## Jennifer Morla

- Combines wit and aesthetics with business pragmatics
- Experiments with typography and vibrant colors
- Experiments with textures and layering



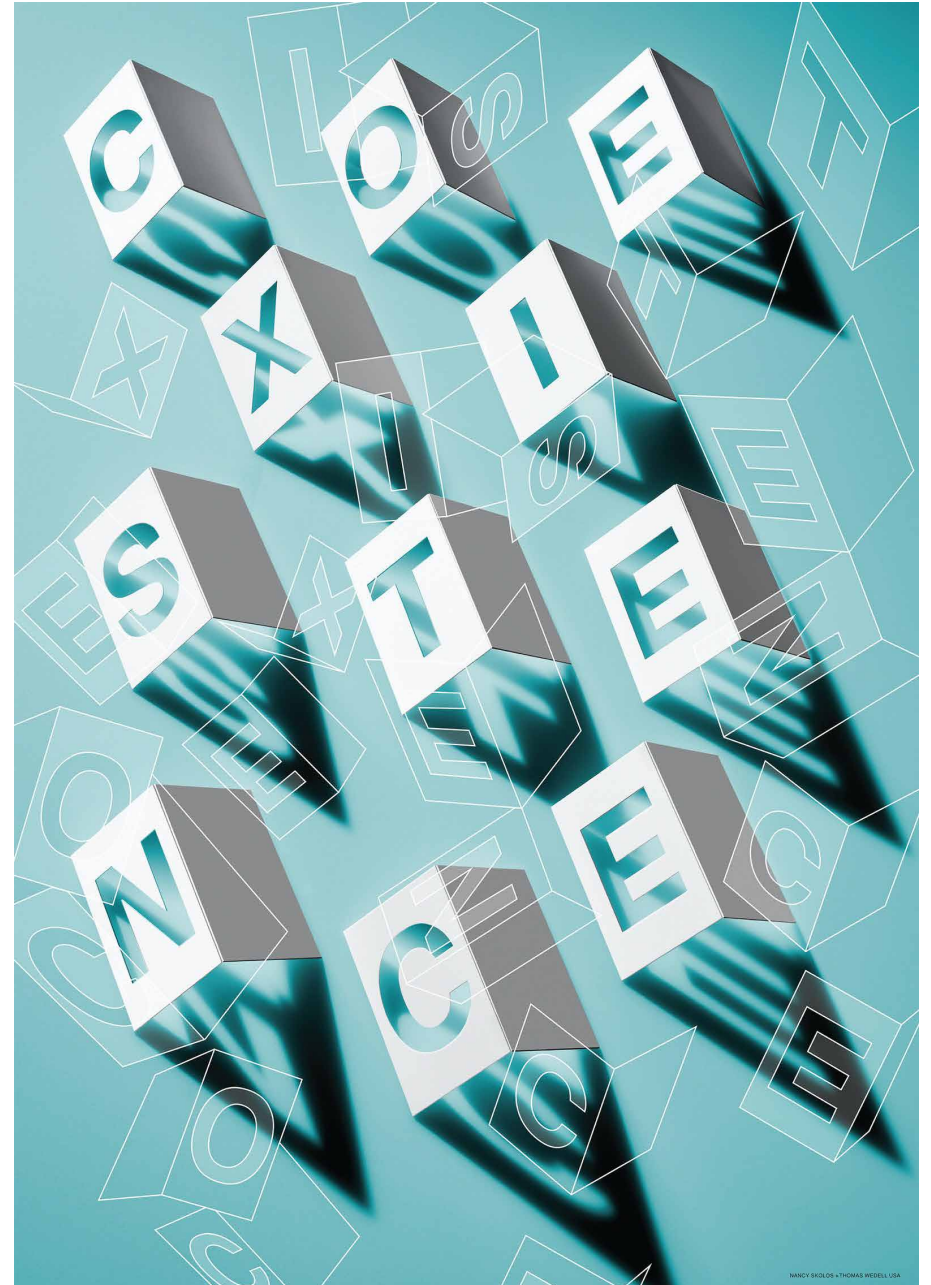
San Francisco  
Museum of  
Modern Art  
Design Lecture Series:  
The Radical  
Response

SAVE OUR  
EARTH

Celebrate the twenty-fifth anniversary of Earth Day by making everyday Earth Day.

**Thomas Wedell  
Nancy Skolos**

- Complexity of structure and color
- Reflects intense energy, vibrant color, and texture
- Interaction between word & image
- Their 3-D construction are collaged back into 2-D space - reflect modern art

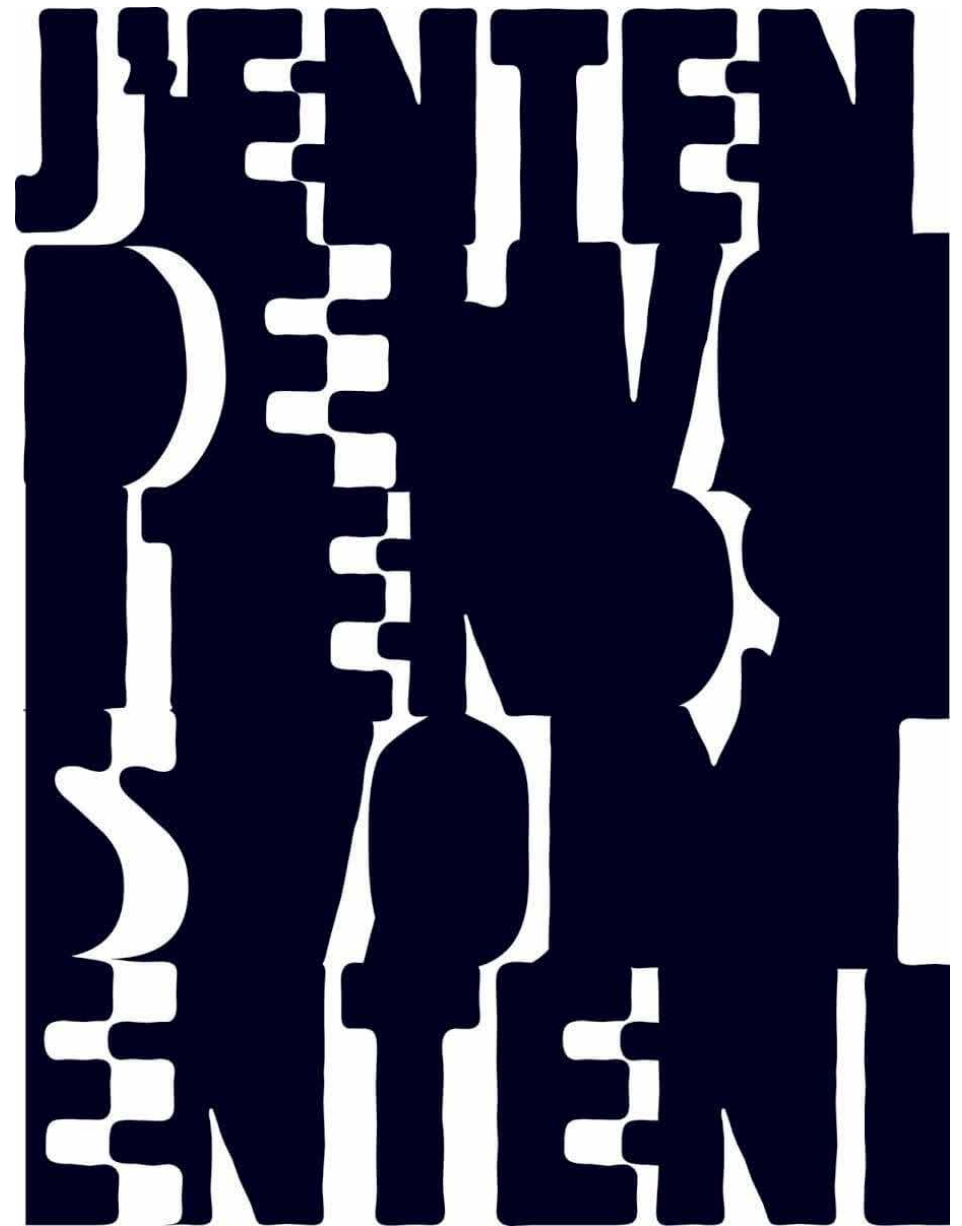






Catherine Zask

- Exhibits a fluid elegance and expressive style of both word & letter



CONCERT

SAUVAGE

9 FEBRUAR 2007  
20 Uhr  
PRINZREGENTENTHEATER  
MKO  
Münchener Kammerorchester  
Künstlerische Leitung  
Alexander Liebreich  
www.m-k-o.eu

BMW Förderkennung München

L'AURORE DESTINE

L'AURORE DESTINE

BMW Förderkennung München

# Peter Bankov

- Innovative and unlike anything else
- Combines hand drawing, coarse texture, vibrant color, collage, photography, and layers with digital elements
- Reflects highly expressive visual communication solutions



МОСКВА  
20-23 ИЮЛЯ 2017

МОСКОВСКИЙ  
МЕЖДУНАРОДНЫЙ  
ФЕСТИВАЛЬ  
ЭКСПЕРИМЕНТАЛЬНОГО  
КИНО

MOSCOW  
JULY 20-23, 2017  
STANISLAVSKY  
ELECTROTREATHER



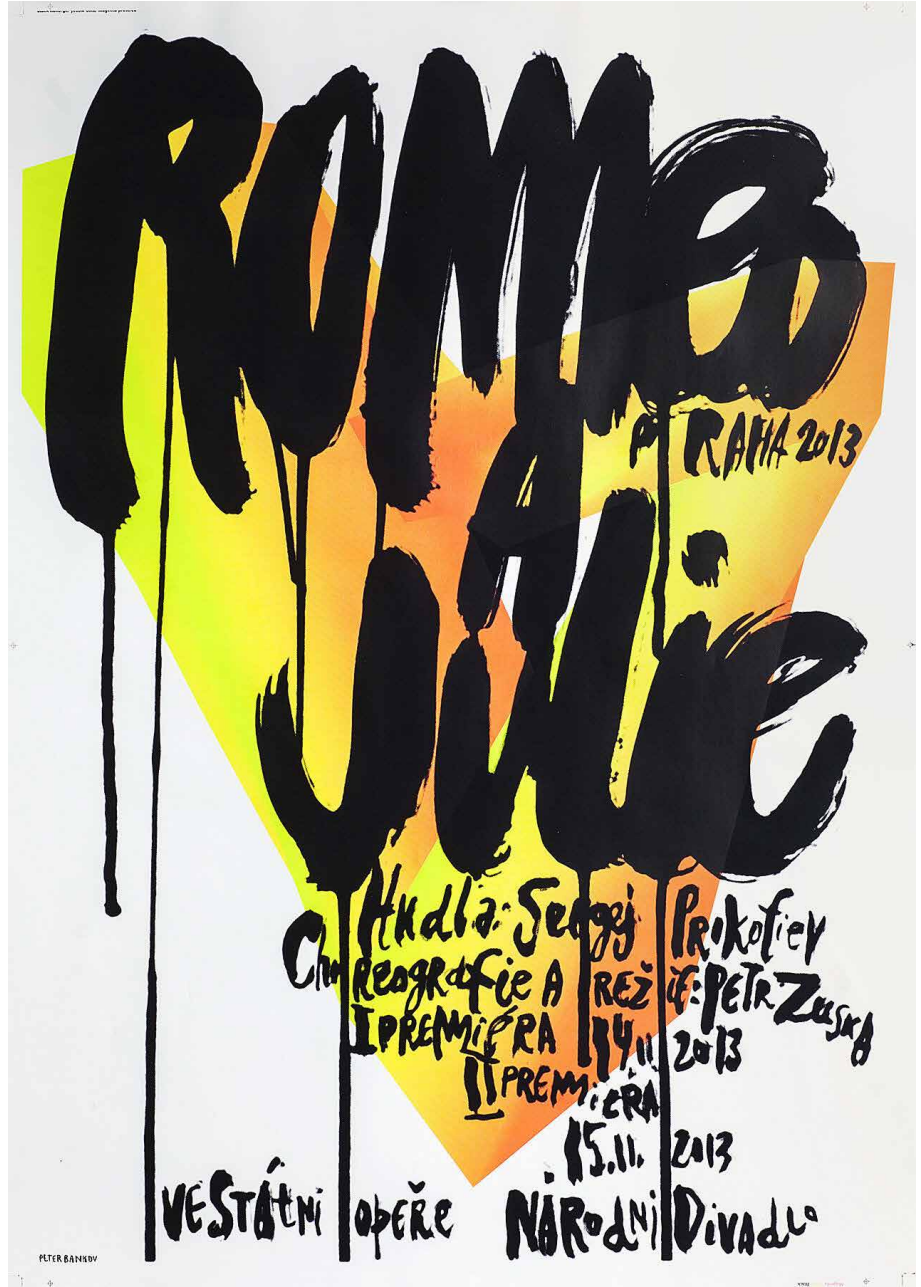
ЭЛЕКТРОТЕАТР  
СТАНИСЛАВСКИЙ

II MOSCOW  
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FESTIVAL



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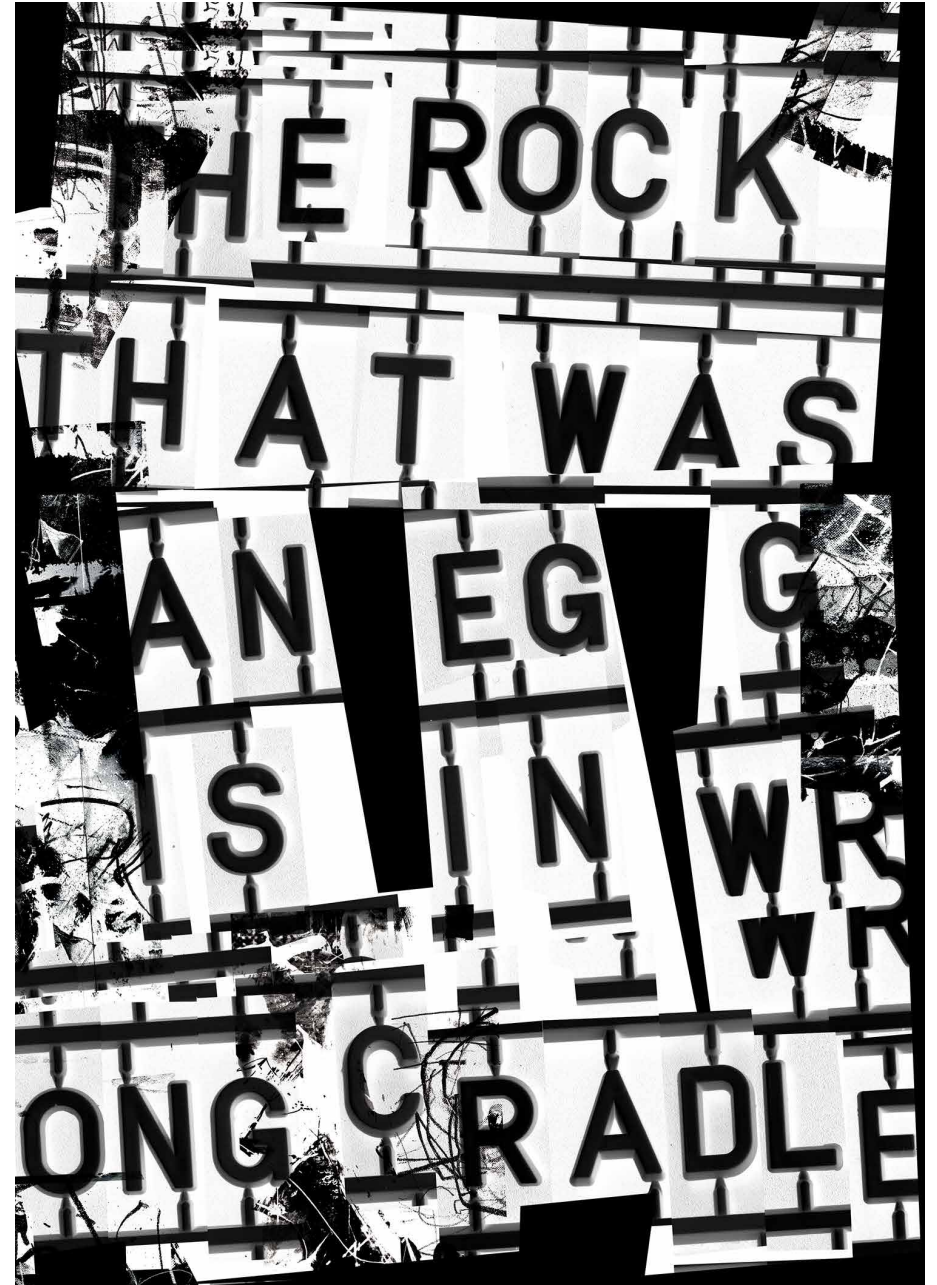
PRAMA 2013

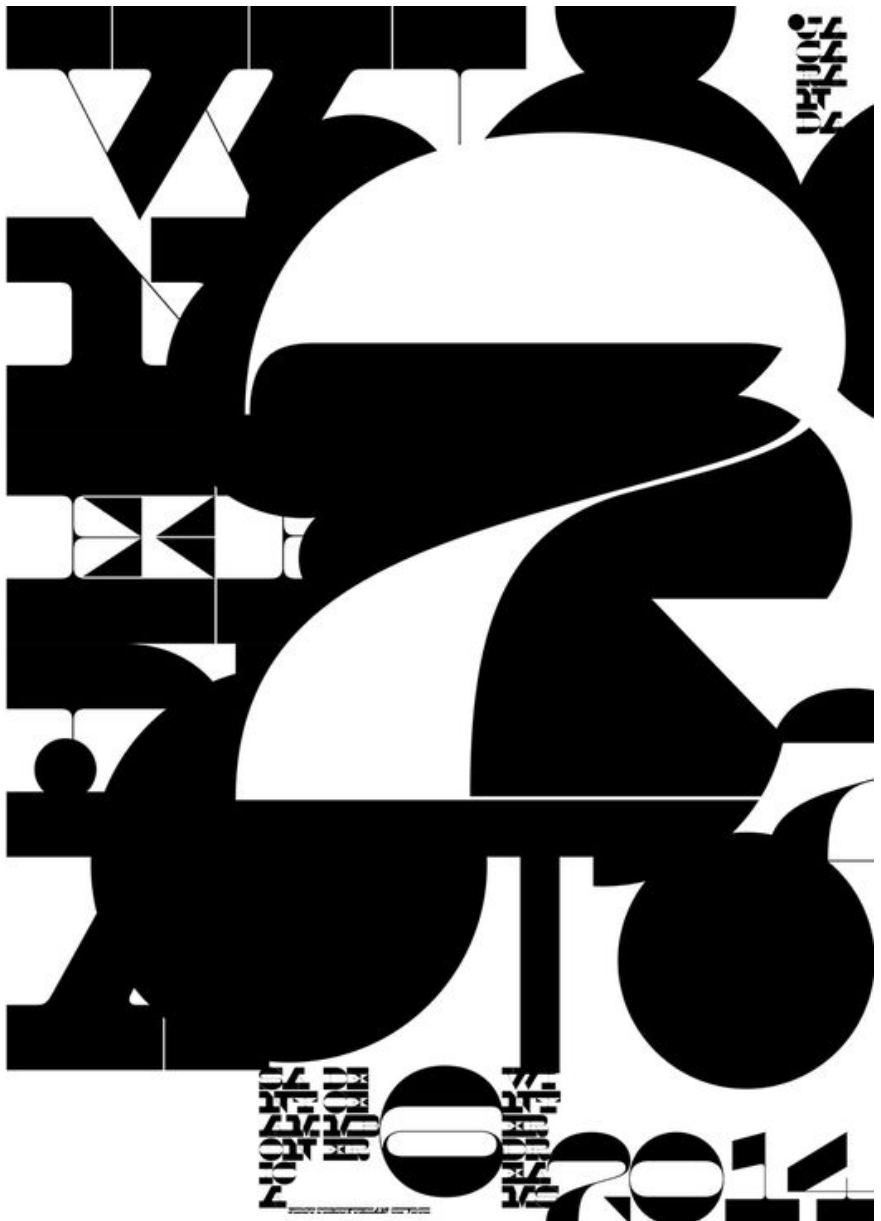
Музыка: Сергей Прокофьев  
Сценарий: Регина А.  
I ПРЕМИЕРА 14.11.2013  
II ПРЕМИЕРА 15.11.2013  
РЕЖИССЕР: ПЕТР ЗАСКА  
ВЕЩАЮЩИЙ ОПЕРА НАРОДНОГО ДИВАДА

PETER BANSOV

## John Warwicker

- Mainly monochromatic color palette
- Black & White
- Sometimes combines typography with photography
- Mostly 2-D





# Michael Beirut

- Influenced by the International Typographic Style
- Clean and elegant
- Uses grids

**SEDUCTION: FORM, SENSATION, AND THE PRODUCTION OF ARCHITECTURAL DESIRE**  
A SYMPOSIUM  
JANUARY 19-20, 2007

A decade of capsule development in communication and information technologies, from Bluetooth to GPS and Blackberries to iPods, has produced a global data scape where the ability to access information, anywhere, and at anytime, is nearly ubiquitous. The alliance of this space-substituted scenario with similar advances in computational, material, and fabrication technologies requires the field of architecture to question its historic presumption as an embodiment of meaningful, context-independent, regardless of its specific positioning as icon, sign, or index.

Through presentations given by a select group of architects, critics, theorists, and innovators the symposium will explore how architecture is shedding its traditional burden of communication in favor of new formal ambitions, including the customization of information, the influences of sensation, and the emergence of a new species of inevitably contemporary aesthetics.

**FRIDAY JANUARY 19, 2007**  
3:30 PM

**WELCOME**  
**Robert A.M. Stern**  
Introduction  
**Ben Bell**  
Architect,  
Yale University

**Herbert Muschamp**  
Critic,  
**Peggy Phelan**  
Performance Theorist,  
Stanford University

**Gregory Crewdson**  
Photographer,  
**Jeffrey Kipnis**  
Theorist,  
Ohio State University

Response:  
**Sarah Whiting**  
Theorist,  
Princeton University

**FRIDAY JANUARY 19, 2007**  
6:30 PM

**KEYNOTE**  
**Sylvia Levin**  
Theorist,  
University of California,  
Los Angeles

"5x17"  
**RECEPTION**  
Architecture Gallery  
2nd floor  
AAA Building

**FRIDAY JANUARY 19, 2007**  
7:30 AM

**WELCOME**  
**Mark Foster Gage**  
Architect, Yale University

**PRACTISING SEDUCTION**  
Introduction  
**Henry Urbach**  
Curator,  
San Francisco MOCA

**Heman Diaz-Alejo**  
Architect,  
Southern California  
Institute of Architecture,  
Columbia University

**David Edman**  
Architect,  
University of California,  
Los Angeles

**Mark Foster Gage**  
Architect,  
Yale University

**Karl Schuman**  
Architect,  
Ohio State University

Response:  
**Peter Eisenman**  
Architect,  
Yale University

**SATURDAY JANUARY 20, 2007**  
1:15 PM

**FORMS OF SEDUCTION**  
Introduction  
**Edward Mitchell**  
Architect,  
Yale University

**Rouven Van Toorn**  
Theorist,  
Berkeley Institute  
**Sanford Kainster**  
Theorist,  
Rice University

**Greg Lipin**  
Architect,  
Yale University

**Chisole Hes**  
Curator,  
Whitney Museum  
of American Art

Response:  
**Mark Linder**  
Theorist,  
Syracuse University

Concluding  
Conversation  
**Gregory Crewdson**  
**Peter Eisenman**  
**Chisole Hes**  
**Sylvia Levin**

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Architecture Gallery  
2nd floor  
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3:30 AM

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1:15 PM

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**Chisole Hes**  
**Sylvia Levin**

**RECEPTION**  
Architecture Gallery  
2nd floor  
AAA Building

**YALE SCHOOL OF ARCHITECTURE**  
A & A BUILDING  
Basement floor  
180 York Street,  
New Haven, CT

This symposium is free, but reservations are required prior to January 12, 2007. Please call 203.432.2889 or email [archevent@yale.edu](mailto:archevent@yale.edu).

The Yale School of Architecture is a Registered Provider with The American Institute of Architects Continuing Education Systems. Credit earned by attending this symposium will be reported to CES Records for AIA members. Certificates of Completion for non-AIA members are available upon request.

# Rebuilding

## Architecture



**Friday, January 20**  
**Planning Section, 10:00am**

**Architecture: New Models**  
 How Change in Economic  
 Conditions and Cultural  
 Norms of Architectural  
 Education

**John M. Hines**  
 Director of Architecture  
 and Planning  
 Department  
 January 20-21, 2011

John M. Hines, Director of Architecture and Planning, will discuss the challenges of rebuilding the architecture profession in a post-recession world. He will explore the role of architecture education in preparing students for a new market and the importance of interdisciplinary collaboration in addressing the complex issues of rebuilding the profession.

**Friday, January 21**  
**Planning Section, 10:00am**

**Architecture: New Models**  
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# Kedziorek Stanek Pelkonen Crowley Repp Switek Kulić Serban Suttor

# Transit Point

**Yale School of Architecture**  
 100 Prospect Street  
 New Haven, CT 06510  
 203.437.3200

**Transit Point Architecture**  
 100 Prospect Street  
 New Haven, CT 06510

This symposium, centered  
 on the theme of the history  
 of the architecture school  
 program, will explore the  
 history of the school and  
 the role of architecture  
 education in preparing  
 students for the future.  
 The program highlights  
 the role of architecture  
 education in preparing  
 students for the future.  
 The program highlights  
 the role of architecture  
 education in preparing  
 students for the future.

**Thursday, September 8**  
**10:00am**

**Exhibition Tour**  
 100 Prospect Street  
 New Haven, CT 06510

**Architecture**  
 100 Prospect Street  
 New Haven, CT 06510

**Friday, September 9**  
**10:00am**

**Architecture**  
 100 Prospect Street  
 New Haven, CT 06510

**Architecture**  
 100 Prospect Street  
 New Haven, CT 06510

**Architecture**  
 100 Prospect Street  
 New Haven, CT 06510



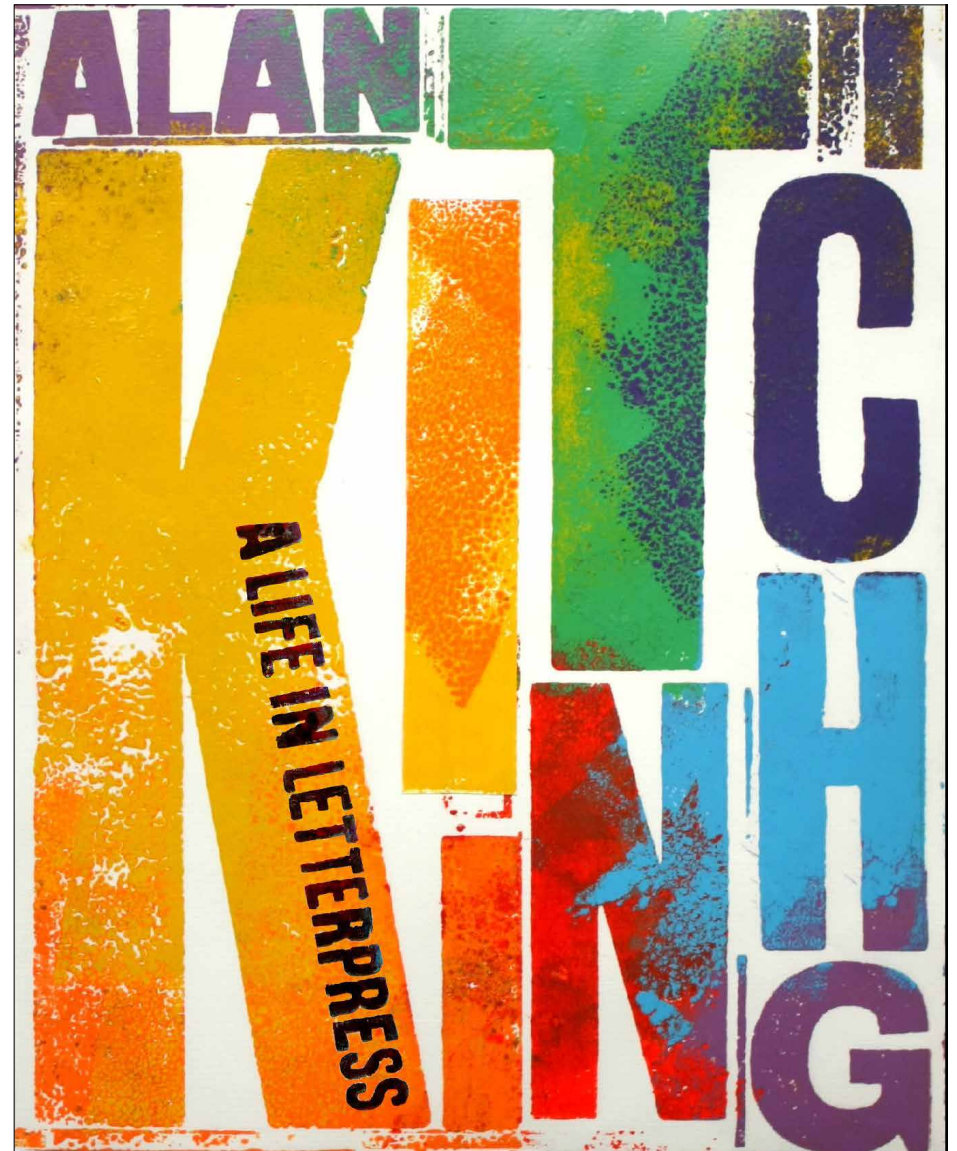
## Letterpress revival

- In the midst of all the new techniques and processes, designers preserved the art of letterpress printing
- Designers tried to apply older techniques and processes to new visual concepts and aesthetics



# Alan Kitching

- Uses wood and metal letterforms
- Adapts type from the past for modern communication





## Jim Sherraden Hatch Show Prints

- Carves into wood or metal
- Uses old fonts & typography
- Combination of vintage plates, blocks, and original movable type
  - often scratched, dented or worn
  - has created an identifiable Hatch aesthetics



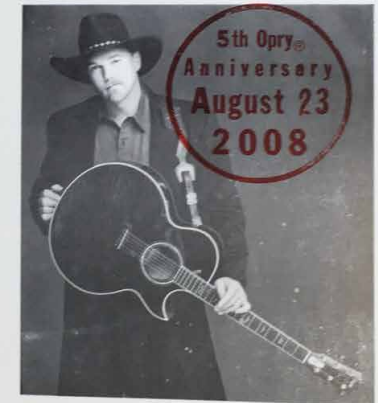


THE  
**GRAND OLE OPRY**

welcomes  
ITS

**NEWEST MEMBER**

**TRACE  
ADKINS**



**AUGUST 23**  
**2008**

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**For next class:**  
Module #6A

**Green Design**