9.11.2017

Post Modernism - fragmented term where technology is heavily involved / key characteristic - multiplicity

doubt
questions
reference
deconstruction
each one
bottom up

deconstructs, explores and rebuilds from modernism, challenging order and grid systems

Modernism:

certainty
answers
originality
construction
everyone
top down

wolfgang weingart - typographer
april greiman - graphic designer

RESPONSE / TASK SIX

Post modernism encourages questioning from ambiguity when challenging the order and system essence within modernism. These illustration based designs by Mateusz Lengling (1.), Pedro Pablo Reyes (2.) and Lidia Brancher (3.) provides a crisp, minimal collection of different digital media.

I heavily admired the type of subject matter within the influences's work, in which there is this deconstruction of the human figure. This is an abstract concept that manipulates and removes emotion, providing a contemporary image from the enlargement of negative space which opposes normality.

I've similarly incorporated this idea of fragmenting the human form in my own work, when rebranding Tyler The Creator's fashion label, 'Golf Wang'. This involved considering the Vaporwave movement and applying the effect onto public sculptures, similar to actual human figures.

I also admired this strong incorporation of solid, vibrant tones from the three college themed works. These factors provide a form of vibrancy in an attention seeking manner from developing a strong inclusion of contrast against the dark, dull backdrop colours. This therefore helps emphasise the fragmented figure designs, enabling a form of depth and detail from this use of layering.

These tones are also implemented into a gradient filtered effect within design 1. (on the top right of the page). This is an effective approach, that continues to abstractly distort the figure whilst also enabling an outgoing image from developing contrast.

Furthermore, the incorporation of these minimal geometric shapes are alternative elements that maintain this unique, contemporary aesthetic throughout the three concepts. This is due to the formats containing the solid bright tones, supporting this developed aesthetic from forming contrast against the opposing backdrops and therefore layering.

These additional factors also reduce the amount of negative space, similarly contributing to this more detailed surrounding for the singular figure concepts.

For the layout, the use of a portrait (and similarly a square) format enables an equal balance of negative space between the digital collage and the simple backdrop. This helps emphasise both components to a high standard, enabling a type of professionalism that focuses onto the quality of the resolution.

To conclude, these three designs provide a perfect contemporary, post modernism collection of examples in which I would consider for use of influencing my own work. This is due to an effective collection of combined elements surrounding as well as merging bright tones with fragmented figures.

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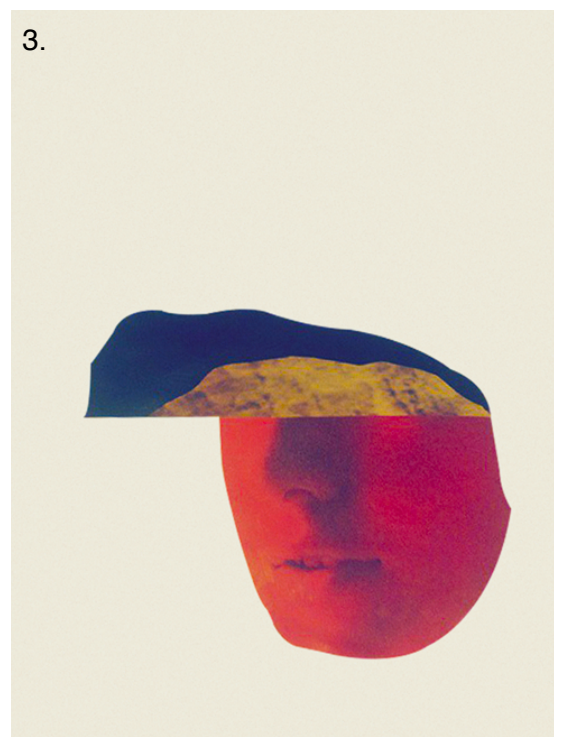
1. Mateusz Lengling, (2017), Various Illustrations @ 2017
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2. Pedro Pablo Reyes, (2016), *Untitled* [ONLINE]. Available at:
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3. Lidia Brancher, (2014), *memories that never change* [ONLINE].
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1.

2.

3.