

CHAPTER 23, POSTMODERN DESIGN (LATE 1960S THROUGH THE '80S)

- pp466–487 AND...
- **PRINT Nov/Dec 1989 “The 1970s: Age of the Sign,” pp138–161 and 202**
 - **Wolfgang Weingart** (b.1947) pp472, 473, #23-10 through 23-16.
 - Advocated the Gutenberg Approach: designers should stay involved in ALL aspects of the design process: concept, typesetting, prepress, printing
 - **Dan Friedman** (1945–1995) pp472–475 #23-17 through 23-20
 - worked with typographic forms, figure/ground relationships with type
 - **April Greiman** (b.?) **pp475–476 #23-21 through 23-24. Also see Ch 24, p491 (entire page!)**
 - **Pioneer of early Macintosh technology**
 - dynamic use of space
 - **Willi Kunz** (b.1943)
 - **Rosmarie Tissi** (b. 1947) p469 #23-5, 23-6
 - expanding the parameters of the International Style
 - **Learning from and expanding International Style in San Francisco:**
 - **Michael Vanderbyl** (b.1947) pp479–481 #23-31, 23-34
 - **Michael Manwaring** (b.1942) pp 480-481 #23-35, 23-36
 - **Michael Cronin** (b.1951) pp 480, 481 #23-37
 - **Retro Design**
 - **Paula Scher** (b. 1948) pp480–483 #23-38, 23-39, and 23-55
 - **23-40 (look at p334 #16-62!!! Herbert Matter’s Swiss Tourism Poster of 1935!!!)**
 - **Scher used the visual vocabulary of Russian Constructivism** in her work
 - also see Ch 24: p524#24-96, #24-97
 - **Louise Fili** (b. ?) pp 482, 483 #23-41).
 - Her work is elegant, soft, refined, ‘retro’
 - **Vernacular Design**
 - **Charles Anderson** (b. 1958), **Joe Duffy** (b. 1949) pp484–486 #23-47, 23-48, 23-50, 23-51
 - **Neville Brody** (b. ?) pp485–487 #23-52, 23-53, and 23-54
 - **Influenced by Constructivism, Dada but made contemporary and added painterly approach, intuitive yet logical. Highly imitated** (your text goes so far as to use the word, ‘plagiarized’!)
 - **By the end of the 1980s, Macintosh computer technology had begun to play a role in the visual aspect of design, as designers experimented with the then rough, bit-mapped appearance of work produced ‘on the Mac.’ And we move into Chapter 24, bringing us to the present and...**

CHAPTER 24 THE DIGITAL REVOLUTION, PP488–530 , AND...

PRINT NOV/DEC 1989 “THE 1980S...”

Names, Locations and Events...

- 25 January 1984, the Macintosh Computer revolutionizes Graphic Design education and practice
- **Michael Bierut**
 - Pentagram Studio; educated at Univ of Cincinnati
 - also see Eye Spring 1997
 - p527 #24-106
- **J. Abbott Miller**
 - Pentagram Studio; previously Design, Writing, Research w/Ellen Lupton, educated at the Cooper Union
- **Ellen Lupton**
 - Maryland Institute College of Art; previously Cooper-Hewitt Design Museum and Design,
 - Writing, Research with J. Abbott Miller, educated at the Cooper Union
 - also see *PRINT* Jan/Feb 1997; *DWELL* April 2006
- John Plunkett
 - Wired Magazine
 - also see Eye Summer 1998
- **Tibor Kalman**
 - especially **Benetton Colors**
 - also see Eye Spring 1996
- Sheila Levrant de Bretteville
 - Yale University Department of GD
 - also see Eye S#8Vol2 1993