

The Decade of Digital Design

Digital/Web Art



By Victoria Lynn Ewing

The Beginning Of Multiple Mediums

1890

Art Nouveau movement begins and changes design, making its way into all types of commercial design and utilizing all types of arts.

Peaked at the turn of the
20th century

Was a reaction to the *academic art* of the
19th century
Artists' were bored of
the same old conventional floral and landscape
paintings

There are multiple areas of
design:

architecture
stained glass
ceramics
furniture
paintings



Unknown Art Nouveau artist



Frank Lloyd Wright Design *Fallingwater*, PA

The Beginning of Multiple Mediums (cont.)

1917

James Montgomery Flagg designs famous “I Want YOU for the U.S. Army” poster. The poster, a self-portrait, was actually an American version of a British poster by Alfred Leete.



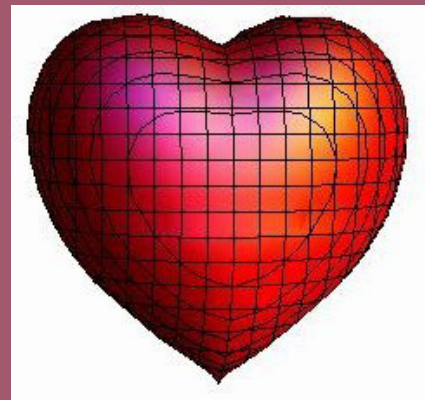
Over four million copies of the poster were printed during World War I, and it was revived for World War II..

THE DIGITAL REVOLUTION

Computer Graphics Without a Screen

The term computer graphics was first used in the 1960's by William Fetter, a graphic designer for Boeing Aircraft Co.

Computer images were created from plotting points on a mathematical field with the advantage of a screen.

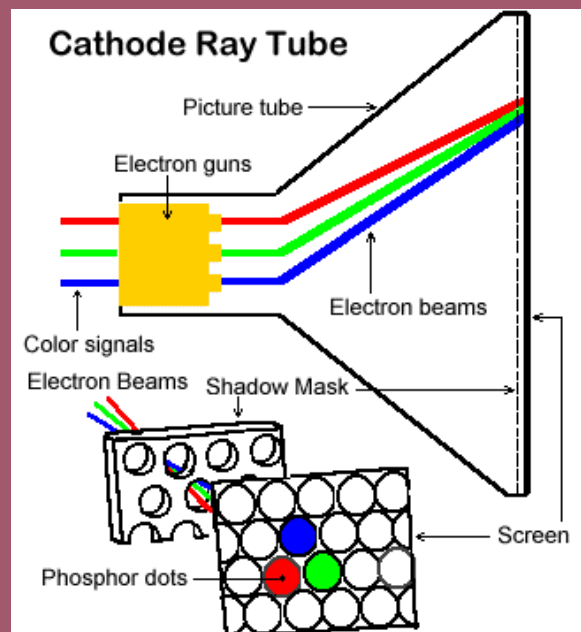


The Screen

The CRT (Cathode Ray Tube) allowed for visualization of data. The first screen was one color and display with a very crude bit map image.

The first bit maps were vertical, later changed to square pixels which would later improve screen clarity.

All commands were input by keyboard into the GUI, Graphic User Interface.



The Digital Revolution (cont.)

GUI

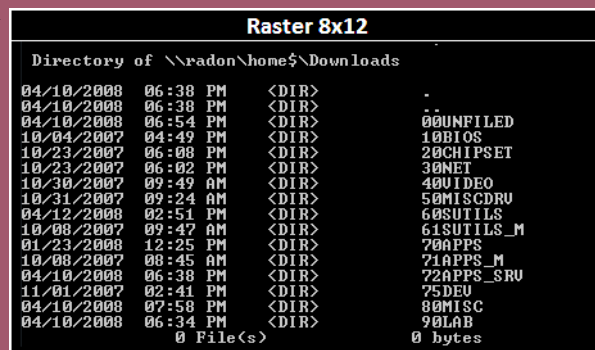
Uses pictures rather than just words to represent the input and output of a program.

Allows the user to control a program via the use of icons, buttons and pointers.

Digital Type

1965, Dr. Rudolf Hell introduced the Digiset typesetting system, the first device to produce characters on a CRT entirely from digital masters. The first digital type font

Example of Rudolf Hell's Digiset typesetting system



Example of “raster font”

Bit Map Fonts

Also known as “raster font,” are built from dots or pixels representing the image of each glyph in each face and size.

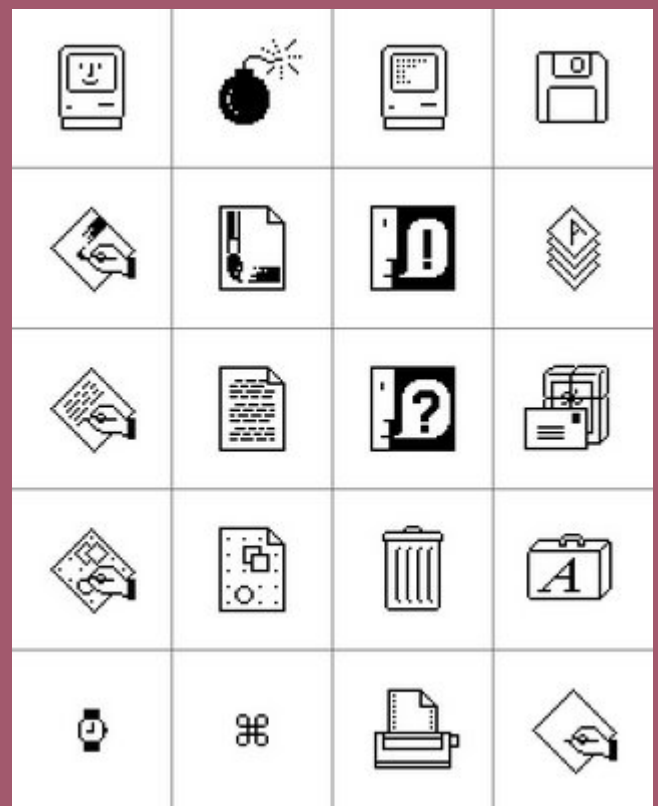
Currently font studios such as Atomic Media create bit map fonts for Flash, Web and screen-based design.

The Original Macintosh Icon Design's

Created by Susan Kare

From 1983 to 1986, Susan transformed small grids of black and white pixels into a family of symbols that would assist people in operating the computer

Design process involved the search for the strongest metaphors, and the craft of depicting them-worked to counter the stereotypical image of computers as “cold and intimidating.”



The mother of the Mac trash can

Iconographer's work
graces the screens
for Apple, Windows

By Ron Wolf
Mercury News Staff Writer

Outline Fonts

Use Bezler curves, for drawing instructions and mathematical formulas to describe each glyph, which make the character outline scalable to any size.

In object-oriented software programs, a Bezier curved is one whose shape is defined by another anchor points set along its arc.

Post Script Language Type 1 Adobe, 1985

A device independent system that allows the transfer of vector art to any out printing device.



Adobe Software has expanded to various digital design programs including Photoshop, Premiere, InDesign, and Acrobat.

Impact of the Computer and Digital Type

Graphic designers were forced to take on the roles of typesetting and pre-pass production, formerly not their responsibility.

Graphic designer's hand skills were surpassed by the need for digital expertise.

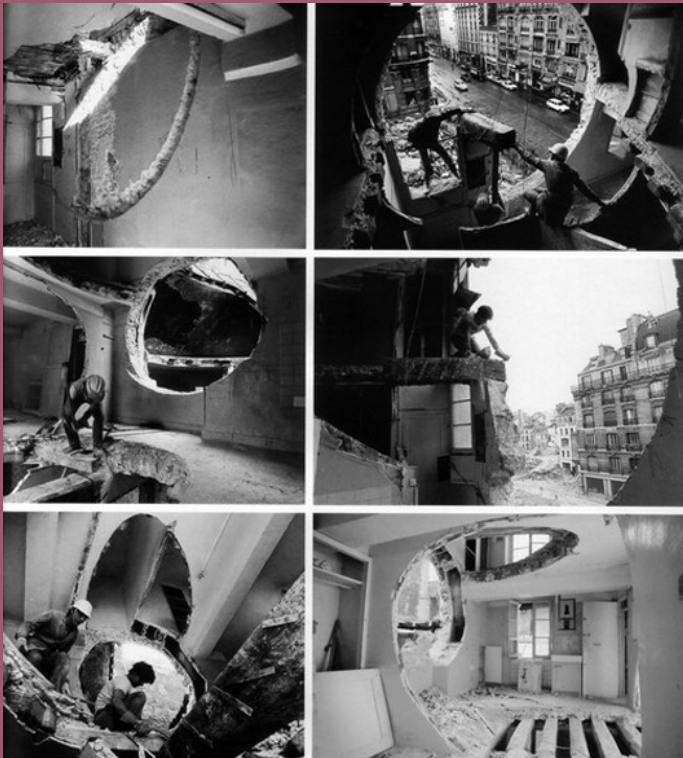
Designers must now continually upgrade their skills-as the industry and technology expand.

Digital Art

Video Art

Conical Intersect
Made in Paris, France
1975

*Gordon Matta-Clark, American,
1943 - 1978
16 mm film, color, silent; 18 min-
utes, 40 seconds
© Estate of Gordon Matta-Clark /
Artists Rights Society (ARS), New
York*



Video Art uses the recording of real time and motion, along with editing and sound to bring together a new type of medium for artists all over the world.

With all the major advances in technology the interest in video art is only rising and such sites as youtube.com feature professional and amateur videos.

To see *Conical Intersect*: http://www.youtube.com/watch?v=RKo_g5EZonI.



Digital Art

Digital Design



Fibonacci Code 2 & 3, 2007

Gila Paris

Contemporary Art

Digital Art is art created on a computer in digital form. This can be applied to contemporary art that uses the methods of mass production or digital media. The fast-paced seemingly endless age of the Internet, along with the many advances in technology has made conventional art such as painting, drawing and sculpture advance and grow. A digital artist is used to describe an artist who makes use of digital technologies in the production of art and can be applied to the used of multiple mediums.

Digital Art

Virtual Reality



Virtual Reality uses the technology of computer-simulated environment, whether the environment is of the real world or imaginary world. Many companies are still working on virtual reality but some have successfully made profitable virtual worlds such as *Playstation Home* and *The Sims*.

Bibilography

Books:

Bentkowska-Kafel, Cashen, Gardiner. Digital Art History. Intellect Ltd: 2005

Rush, Michael. Video Art. Thames & Hudson: June 25, 2007

Websites:

“Digital Artists.” <http://www.artquotes.net/directory/design/digital-artists.htm>

“The Rise of Digital Art History.” <http://cnx.org/content/m13960/latest/>

“Digital Art Museum.” <http://digitalartmuseum.org/intro.htm>

Periodicals:

*Franke Herbert W. “The New Visual Age: The Influence of Computer Graphics on Art and Society.” *Leonardo*, 18.2(1985): 105-107*

