Typography
is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

HANNAH|hoch

Hannah Höch, c.1926

Pioneer in Photomontage.

(Photomontage is the process and the result of making a composite photograph by cutting, gluing, rearranging and overlapping two or more photographs into a new image.)
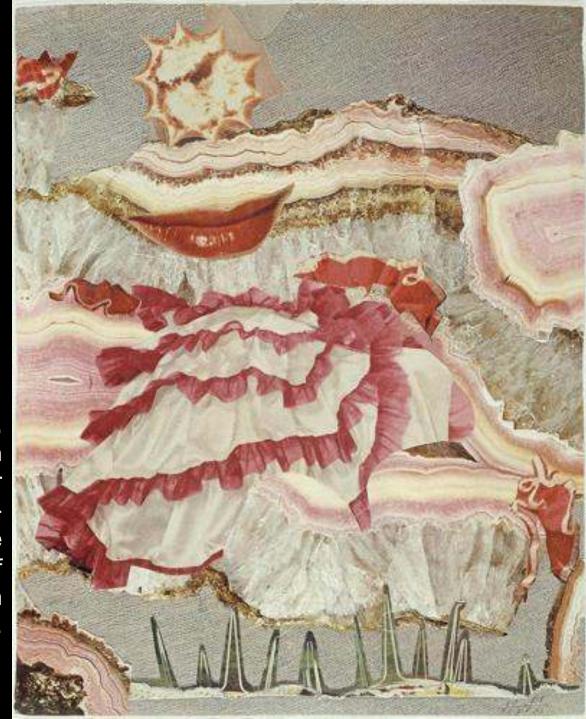
Fashion Show, 1925-35 (detail) by Hannah Höch.

Little Sun, 1969.
Collage.

Made for a Party, 1936. In the 1910s, Höch was the lone woman among Berlin's avant-garde Dada movement.

Around a Red Mouth, 1967. Höch has been called art's first punk--her strikingly contemporary-looking photomontage style wouldn't seem out of place on rock album covers.

From the series *From an Ethnographic Museum*, 1929. Photomontage and gouache. Höch herself was a staunch feminist and an early supporter of reproductive rights, often marginalized for her manly dress and gender-bending bisexuality.
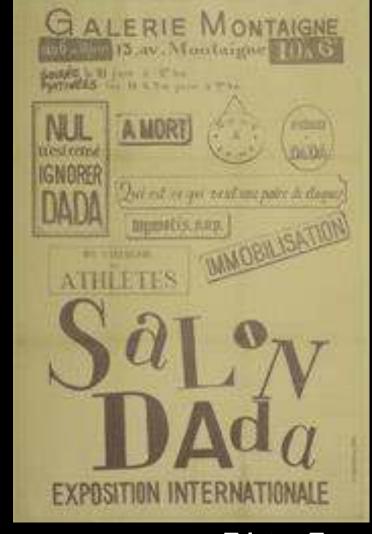
Cut with the Dada Kitchen Knife through the Last Weimar Beer-Belly Cultural Epoch in Germany, 1919
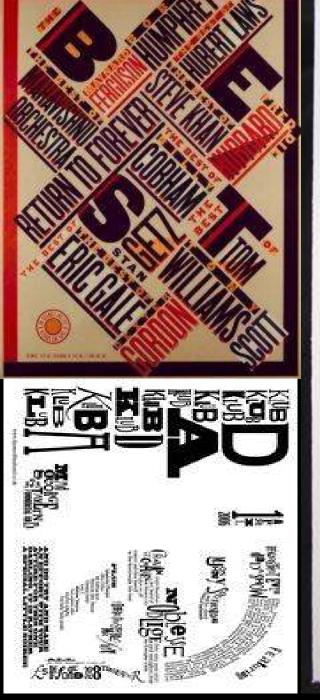
DADA

Hans Richter
French, 1886–1966; Swiss, 1889–1943
Untitled (Duo-Collage), 1918
collage of paper, board, and silver leaf on board

Tristan Tzara
Romanian, 1896–1963
Poster for *Salon Dada, Exposition Internationale*,
Galerie Montaigne, 1921
lithograph

RUSSIAN CONSTRUCTIVIS

Constructivist art is committed to complete abstraction with a devotion to modernity, where themes are often geometric, experimental and rarely emotional.

Objective forms carrying universal meaning were far more suitable to the movement than subjective or individualistic forms.

Constructivist themes are also quite minimal, where the artwork is broken down to its most basic elements.
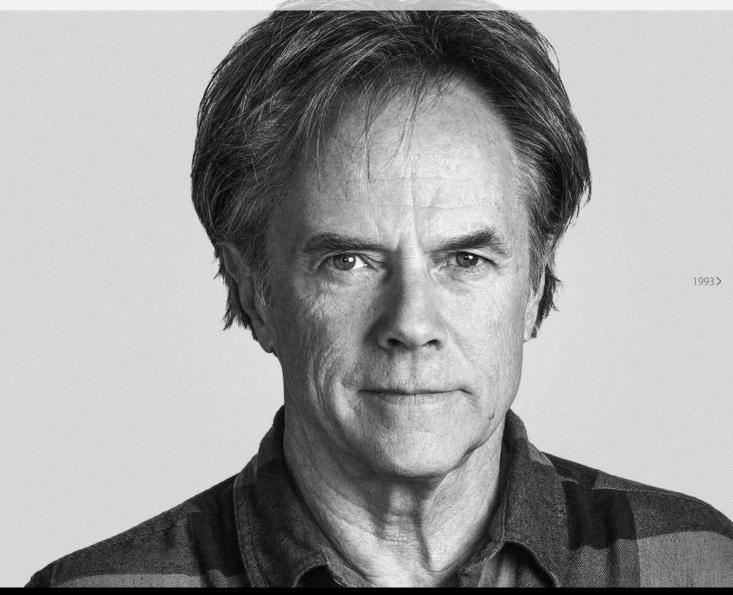
DAVID|CARSON

1992 – David Carson

Deconstructing traditional design

Using the Macintosh, David Carson broke free from the rules of classical graphic design and tried things with fonts that had never been done — purposely distressing them and mixing styles. As art director of *Ray Gun* magazine, he invented new typographical and layout techniques to create his distinctive look and usher in a new era of independent magazines.

David Carson (born September 8, 1954) is an American graphic designer, art director and surfer. He is best known for his innovative magazine design, and use of experimental typography. He was the art director for the magazine *Ray Gun*, in which he employed much of the typographic and layout style for which he is known. In particular, his widely imitated aesthetic defined the so-called "grunge typography" era.

His layouts featured distortions or mixes of 'vernacular' typefaces and fractured imagery, rendering them almost illegible. Indeed, his maxim of the 'end of print' questioned the role of type in the emergent age of digital design, following on from California New Wave and coinciding with experiments at the Cranbrook Academy of Art.
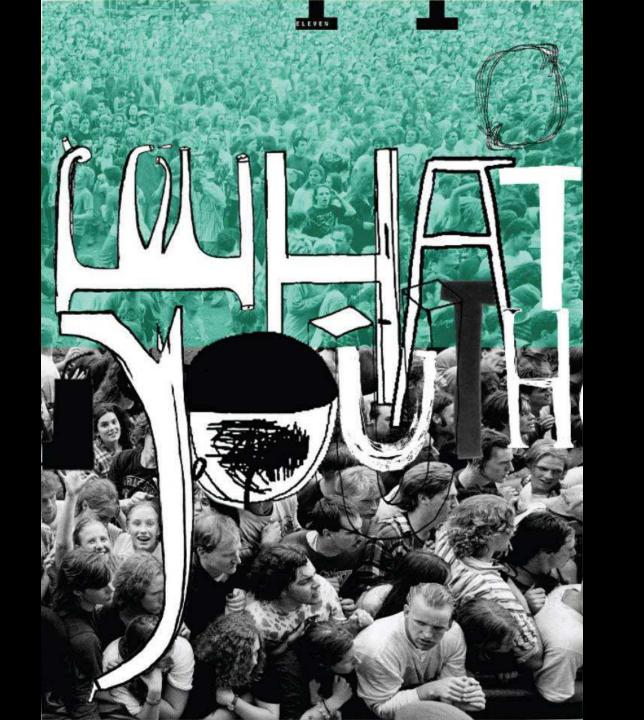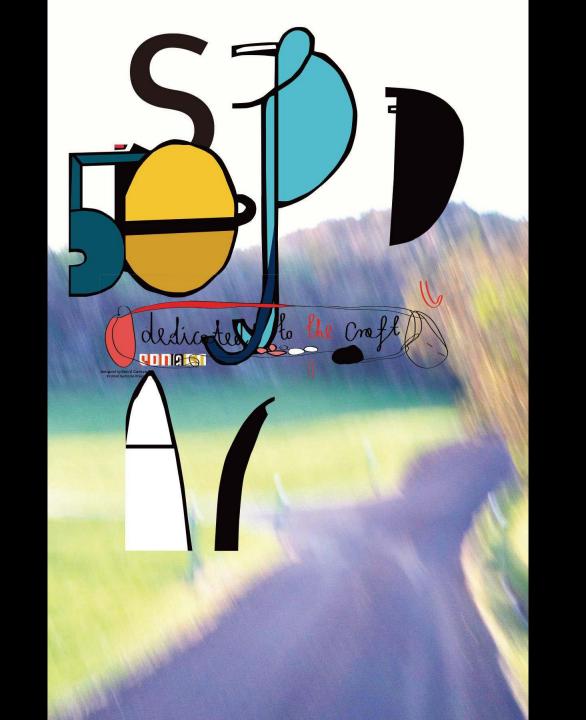
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I got really intrigued when I came across David Carson's works; there was nothing I could pinpoint on what made his designs so visually appealing, yet so unique to himself. I am compelled to attempt to conceptualize a style out of his and see what I can come up with.

Other References…

Other References…

Other References…

ALIEN 28 DAYS LATER

PREDATOR Apocalypse Now JURASSIC PARK

FIGHT CLUB BLADE RUNNER

THE MATRIX FINAL FANTASY Harry Potter

AVPA A CLOCKWORK ORANGE

A Singaporean

A Pixar hopeful

A Wakeboard Enthusiast

Optimistic

A Comedy Lover

Lazy

Curious

POSSIBLE ATTRIBUTES

Mainstream

An Introverted Extrovert

A Sensitive Nose

A Road Idiot

A PS4 Junkie

Mahjong Addict

El Fin.