

Art Deco Comprehension

1. In 100 - 200 words explain in your own words what is Art Deco?

Art Deco is a famous movement in the art world, that occurred during the 20s and 30s. It was a basis of design. Artists and designers would use bold colours, geometric shapes and simplify details to create advertisements, architecture, furniture or just art in general. This type of art was considered daring, as it took a step away from the traditional practice. The use of symmetry was a major influence in Art Deco, as well as pattern, which helped to create elaborate designs that drew the eye. It was and is full of masterful techniques. Colour was usually bold and pastel, lines were emphasised to draw attention, this was common in interior and exterior design of houses. Examples of Art Deco are revered today and would be extremely expensive.

2. Use visual examples and definitions to explain, what are the elements of Art and principles of Design that are significant in Art Deco.

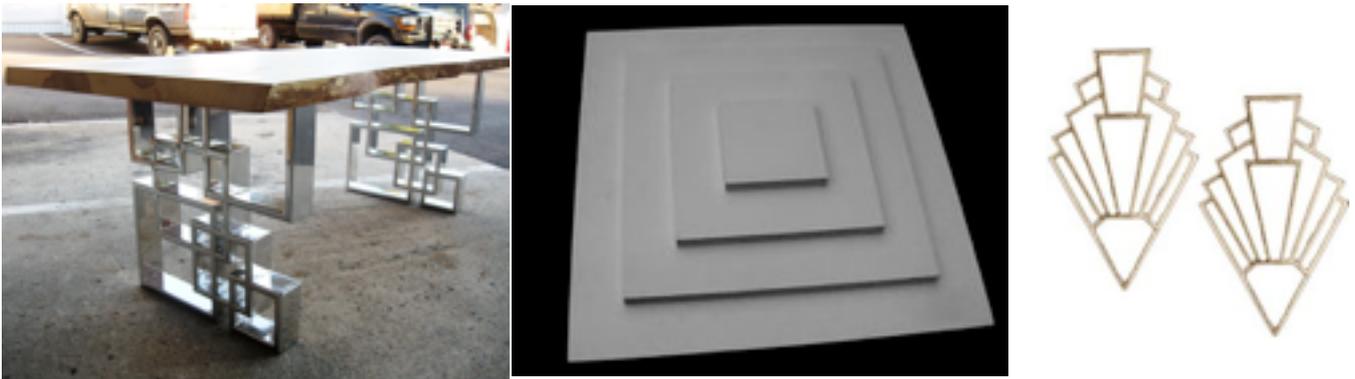
Symmetry - Symmetry in design is when something is exactly the same on both sides. This was used widely with pattern and frames in Art Deco.



Repetition/Pattern - Pattern is the repetition of certain shapes or forms over and over.



Geometric Shape - 2D shapes such as squares, rectangles, diamonds or triangles.



Colour - Reflected light, seen as different pigments to the eye. Colours in Art Deco were limited, but bold or pastel.



Simplification - When details or shading are suppressed to create a simple effect.



Space & Balance - The use of open space, perspective or placement to emphasise something else in the design or to balance the whole design.



3. List what was advertised in Art Deco posters? (As many as possible)

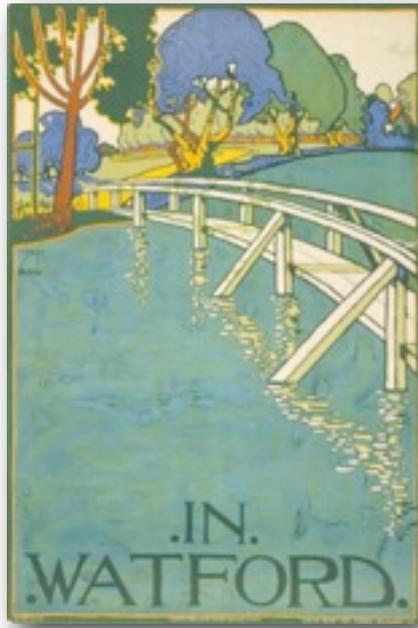
Food, cars, nightclub openings, buildings, clothes, shoes, alcohol, beverages, singers, musicians, radios, ships, cities, cigars, plays and tourist attractions.

4. Research an art deco designer/artist and include three examples of their work.

EDWARD MCKNIGHT KAUFFER (1890 - 1954)

Born on December 14th, 1890 in Montana, Edward McKnight Kauffer was an influential and innovative art deco poster designer. He died in New York during 1954, but managed to produce numerous famous posters before his demise. His first commissioned piece was created for the Underground Railway Co. in England, in the course of 1915. He was one of the first artists to debut graphic design.





"IN WATFORD", 1915, 76.2 X 50.8 CM.

MEDIUM: LITHOGRAPH

One of his first commissioned pieces. Art deco elements are seen in the simplification of detail and the colour pallet used, including the pastel tones.



"FROM WINTERS GLOOM TO SUMMERS JOY", 1927

101.6 X 63.5 CM.

MEDIUM: LITHOGRAPH

This is clearly art deco design. There is geometric shape, limited colour and space around the main focus of the poster.



"LONDON HISTORY AT THE LONDON MUSEUM", 1923

102 X 63 CM.

MEDIUM: LITHOGRAPH

Again, the simplification of detail and limited colour scheme is typical of art deco design.