Visual Communication Design for Digital Media
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Lecture - 13
Contemporary Visual Language in Design Part-II

Welcome students to the online NPTEL course Visual Communication Design for Digital Media. In the previous lecture we started discussing about the contemporary movements in the visual design. So, in the last lecture we started with the post industrial revolution from the contemporary part, we are not going into the history part of it, history part was just before industrial revolution and renaissance industrial revolution.

So, all these renaissance architecture and art and design till renaissance, and before that is part of the history, but as a new media design and the digital media design is a very nascent and the new field. So, to maintain the continuum we should discuss some part of the parallel art movements and design movements. But we started with the from the post industrial revolution. So, we are started with the mode discussing modernism in modernism also we are discuss the smaller frag different is in with within the mod modernisms from early modern to late modern.

In the previous lecture we started discussing from art nouveau and then art and craft and art deco, and how gradually they are incorporating the more machine made stylization into the biomorphic styles, which was before a po industrial revolution that was baroque and rococo, and how they have changed into the most a more minimalist style into Bauhaus and De Stijl movement they are so some other movements. Like impressionism and cubism another movements, which we are not discussing because they are more they have more emphasis and more related to the to the art movements. So, in impressionism I will just tell you in briefly, that impressionism is more if you want to look at that art movement you should look at a Van Goghs works specially (Refer Time: 02:13) and other paintings and advert munch for example, scream.

So, you look at that and you will understand what impressionism is, but that did not transform into a much into the pair pub popular art, and the posters on all these are designed domain. So, in today we will discuss about the futurism and that has a continuum with the minimalist de Stijl and they Bauhaus style, but definitely quite

different, and also I will discuss a little bit about the cubic style, and then we will move towards the postmodern movements and we will mainly discuss the power part style and then we will come to the digital media domain, which is very new and that is why we have to a discuss all these things that you understand what is there in the how it evolved. So, in digital media we will discuss about different emerging visual styles like skeuomorphism and material design.

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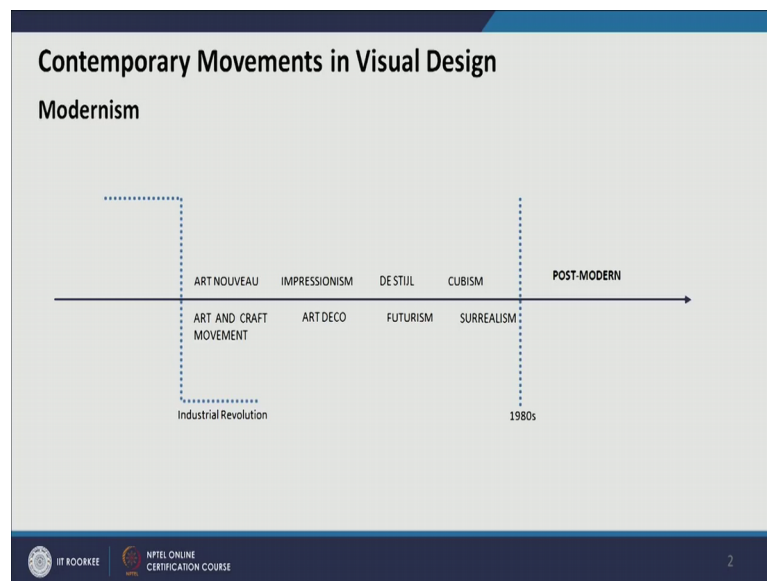
If you come to the timeline of modern era some of the modern era's art was already discussed and we discussed art nouveau art and craft movement art, deco impressionism we were not discussing because it is more of an art movement. So, you can look at Van Goghs arc artwork advert munch is artworks. So, screen and Van Gogh style night will be a within this era within this art style we discussed de Stijl and Bauhaus and today we will discuss little bit of futurism and cubism and we will move towards the post modern style and mainly we will start discussing the digital media style and what kind of graphics in digital media style we have.

Surrealism means another a very important era, but that is you can look at and you can read about a Salvador Dali and dollar movements another movement. So, they, but we are not discussing that because they have more emphasis on the art movement.

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So, before that we discussed the Bauhaus and de Stijl movement, and we gradually started from art nouveau then we come to the earth art and craft movement, and then to take us. So, if you look at that. So, from art nouveau the intricacy and biomorphic rectily curvilinear style of design, gradually adopted the industrial sense of visual vocabulary and it came towards more abstraction more rectilinear form, and more and less biomorphic and less curvilinear aspects.

So, in futurism and Russian constructivism in flourished in Italian Russia. So, it has a lot of other theories, but you will just discuss about the what kind of visual style it has, it talks about motion and which is and it they pick some sense of time dimension into the picture. So, there are lot of sense of movement. So, here we can look at the cycle rings from moving even as in some of the painting you can see the if there are some animals if they portrait the some lay 4-5 links which are of less color intensity. So, that it gives the sense of dynamism. So, that the person the animal is walking and to give that sense of illusion of time dimension. That came more predominantly and that concept came into a cubism in the later phase in higher degree.

So, here we can see lot of more towards the breaking the form into rectilinear geometry. So, geometry emphasis of geometry is more over here, we have also cubism.

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Which also talks about time dimension and capturing time into an 2 d figure 2 d painting. So, we are not going into detail of that, and again also it is has a tendency to break the geometry into cubes or rectilinear to enhance the rectilinearity. Here we have Velazquez Las Meninas which is a pre renaissance painting and we have lot of (Refer Time: 06:41) effect on that, but that Velazquez Las Meninas it is transformed into and Picasso reinterpret that. So, Picasso is a painter is the famous painter view all know that from cubist his most of the work is from cubist period.

Though he also has some blue period and rules period in other era which does not fall within the cubism, but here we can look at the transformation of a lot of human figures and environment into lot of geometric cubic of geometric cubes. So, and also the surfaces and the figures and has lot of depiction of time dimension, here we can see the shapes are distorted and broken into pieces.

So, we perceive suppose we perceive a form in from all the angle. So, it tipics all the surfaces together in a two dimensional geometry, if you want to if you want to read further you can read about cubism and also in architecture the equivalent deconstructive style which is there, but which was the post modern style which was translated later in post modern era and came from has some connection with the cubist movement right.

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Now, we come to the post modern art movement. So, after all this simplistic geometric transformation which happened in modern and high modern and late modern area a era, and we come to the postmodern style by again aesthetics and ornamentation started gaining its value and static gaining its emphasis.

So, it is after the all the world war and everything was there. So, the economic boom again started. So, a lot of emphasis was given in ornamentation and purification. So, it started with Europe and America and based on popular culture. So, it in postmodern one of the style in art and graphic design we have pop movement, which based on the popular culture of people. So, it is more people centric and involving people and what is there since of liking that is more translated into the design. So, what is the perspective of people and how they perceive aesthetics, and how what is going on in the popular culture is translating the art form and design as well.

So, there was a European center and American center of pop arts. So, they slightly differ and. So, mostly it was in the advertisement typography, branding, poster design cinematography and print media and all these domains where there is a connection with the people is targeted more. So, here we have Royl Lichtenstein's style of pop arts. So, this style what is evolve from pop art is translated and has a Johner of comic book and the graphic novels of that era was depicted by these kind of style and because they are easy to print they has less colors and easily can be pro produced easily. And also there is

a European centre, this is this is more often an American pop movement and this is more often European centre.

But this kind of style European style is also they present in American was also incorporated in America and this kind of style is also in incorporated in Europe. So, there is a there is no strong clear cut line between these two styles here we have more of a gradient shape in the gradient colors and use of different kind of phones is there in this style.

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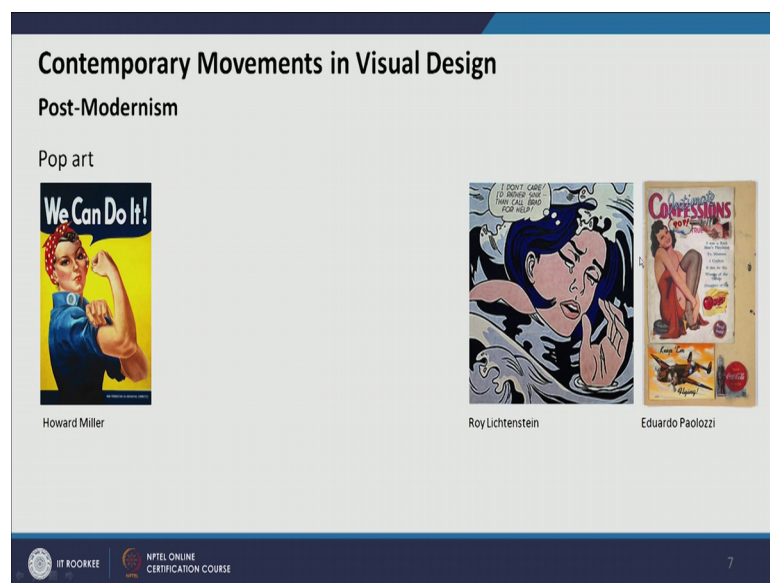
So, Howard miller have design sum of the posters. So, mostly we can see these are the comic books style and the posters promotional posters, where design in pop style and hearing the typography used is also has some kind of ornamentation, to here this type of type phases or not simplistic and not purely geometric, not there are lot of acidic influences this.

So, here also we have gradient shears, but this is Howard miller is from America, and also we have some kind of style which is followed in the graphic novels and comic books of that era and again.

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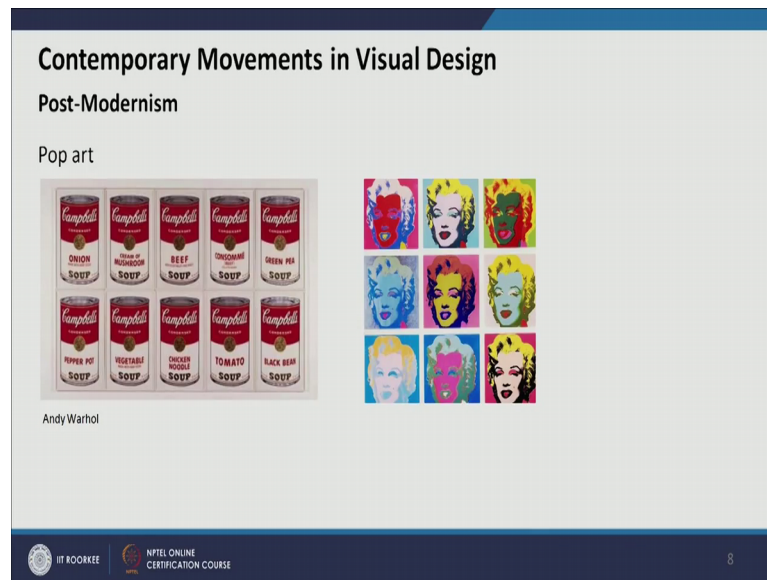
We were discussing initially the Andy Warhol Spock, Andy Warhol Spock of 100 soup cans of he was painting the Campbells soup can switch talks about the day to day life, and the same repetition of the same life of each and every days process. So, that talk about peoples life and peoples liking and all these things were translated into the day design and art. So, here we can see the same repetitive form of soup cans, but here the only difference is the flavor of the soup can changes.

So, that is the that depicts our life. So, each and every day we consume one can of soup and the her mostly the variation will be in terms of for the taste. Now here we have a famous serigraphy and which is down from serigraphic traditional print media style, but Andy Warhol have used this extensively and this is the Jhoner of pops style the color palette evolve from that. So, Marilyn Monroe's several photographs and the colors has been changed with flat different screen printing style. So, one same single screen printing base and the different colors were applied on top of this. So, this kind of style has been also translated into a different and many other artists have followed the style of Andy Warhol's screen printing. Now we come to the digital media.

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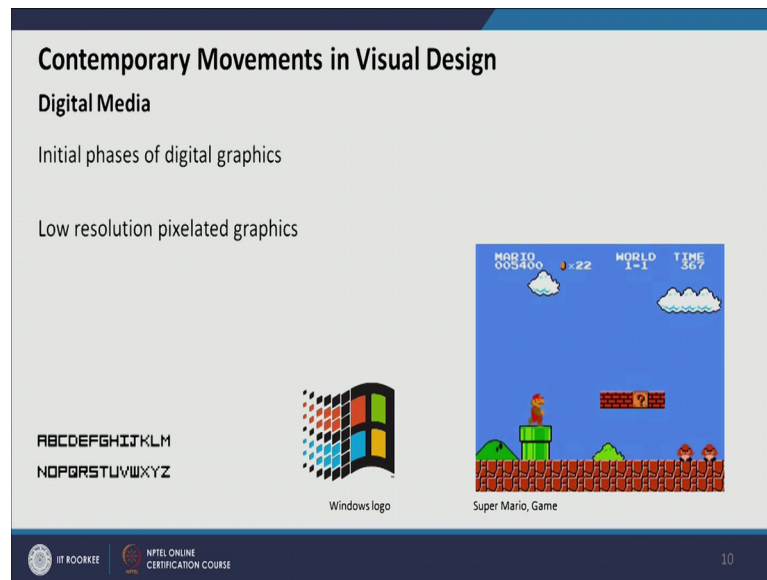
So, a digital media is much new and its 2000 century it started, and if we look at the digital medias the way it has change in terms of visual style. So, we initially had because of the technology constrain there where a larger pixel size and the so the definition was less. So, we have the designers had to do with had to express the imageries with a within larger pixels. So, there was a less possibilities of gradient using gradient shells. So, each and every pixel can have just one color.

So, that was a constraint. So, here we can have initially the we can look at the windows logo, initially it was pixilated and has a combines the style of pixel into a their logo, and then they have we also have some for digital typefaces which can go with the display system of the low resolution initial digital display system. And one of the example we are we are all attach with this some games like super Mario and prince of Persia of the previous versions.

So, here we have the pixilated imageries and each and every pixel has one colors and it is has a particular visual appeal. And though it was the tech technology constant, but this has translated into today's some of the artworks and in game and animation design.
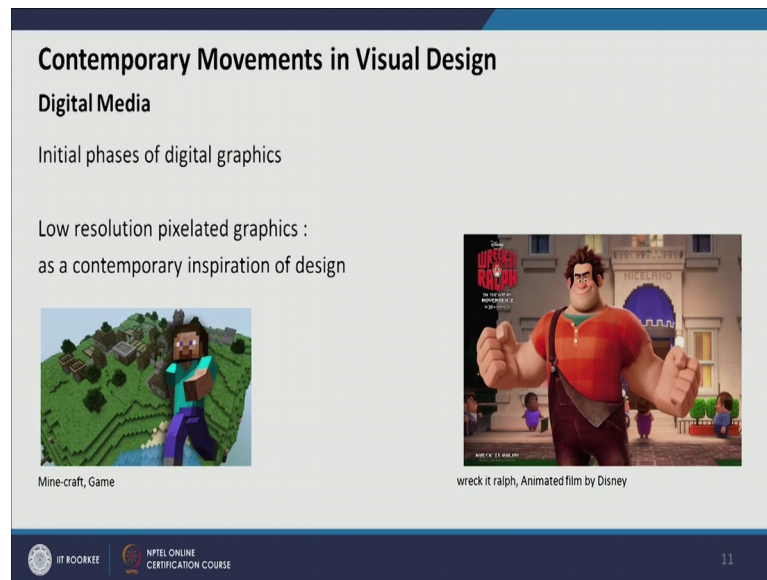
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So, the pixels was used as an aesthetic future as a style of the visual design. So, one of the very popular game is mine craft where if you watch the game mine craft it deals with the pixels, and each and every pixels is consumed as a voxel or the 3 d volume of a pixel. So, each and every voxel has only one color and here in the mine craft if you seeds. So, it is all pixelated and it is that kind of visual style is the aesthetic that kind of aesthetic appeal they want to create.

Even if you look the animation animated film wreck it Ralph. Wreck it Ralph is taken from the wreck it Ralphs old video game, here lot of three d images is trans is taken is the generated from the two d pixilated graphics of the older the initial eras of digital visual design styles. If you watch the movie and if you look at some of the ways how it has been the 3 d animation has been designed. So, if you look at carefully here in the trees.

So, these are all has the pixilated visual style and even the arch is design in terms of pixels. So, they enhanced the aesthetic value of the pixels as a and that is the visual style of the wreck it Ralph even the logo here appears very tiny few search the lo the poster of a wreck it Ralph the weight is written.

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The typefaces used over here have lot pixelated geometry, and that is the visual style of the movie. Then we have proceeded much further and the high resolution the possibilities of high resolution imageries were there. So, after that there was in apples design studio skeuomorphism was a visual style which flourished with apples launch of initial iphones and ipads and imax. So, skeuomorphism exploits the high rose the way high resolution the possibilities of depicting real objects in high resolution, so to mimic the transfer the visual texture of original material. So, that was not possible in the pixelated initial eras of low resolution display system, but the high resolution display system have given that kind of opportunities.

So, skeuomorphism exploits that facility and the Greek skeuos the word skeuo etymologically it means container, and the morphe means shape. So, he talks about the material it wants to be present in terms of visual texture, we cannot have a tactile texture which is which cannot be failed. But visually it appears that kind of material it can mimic the color and of a wood of a paper and other things.

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So, we have some examples for initial iPhone and iPads I books store was exactly looks like a shelf. So, it gives the opportunity to depict the because of the high resolution emergence of high resolution display system, the wooden texture is depicted clearly. As skeuomorphism has a lot of be willed and curved edges.

So, bottoms looks like they are crystal and they have a shiny edges. So, here even the bottoms have a kind of a tactile texture. So, it is glossy and one side it there is a light and shadow difference, and it looks like a crystal and it also has a drop shadow. So, there is a shadow under the button. So, that bottoms look they have a volume, and even in the some of the iPhone app store icon logo they also started using the skeuomorphic style.

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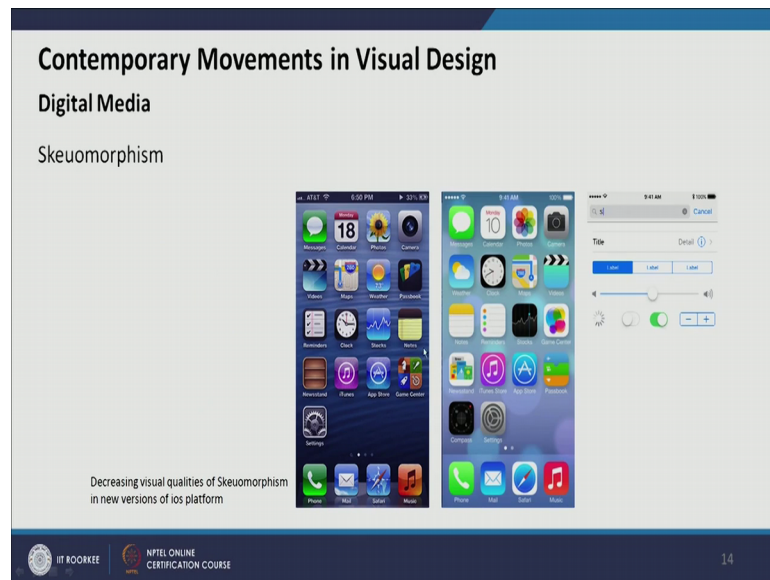
So, but skeuomorphic style gradually again faded because of the initial style of post modern we had lot of aesthetic emphasis on the aesthetics and ornamentation, but gradually we are moving towards the minimalist and simplistic abstract geometry and abstract the depiction.

So, here this is the old iphone screen, and this the newer iPhone screen, here we can clearly see the skeuomorphic style the qualities of skeuomorphism are again reducing. So, here the shadows on top is again reduced in a gradient shade and much more geometric and must much more abstract depiction, here the drop shadows are less, even the 3 d effect of each and every buttons are highly minimized in the newer versions of iPhones. Even if you see the iPhone's app, iPhone's buttons they do not have much drop shadow and even the lines are just a color line. So, it is not talking about texture and drop shadow any more. So, skeuomorphism is not it was a visual style, but if you talk about the contemporary style IOS and as well as the android platform it was not as it was in the previous era.

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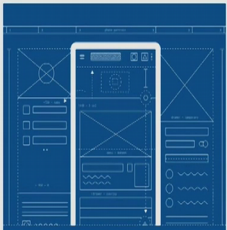
Now, we have we can look at some of the skeuomorphisms apples guidelines. So, we have the IOS platforms, we can go to this website and I am apple have clearly given the guidelines of how to design for apples IOS platforms. So, you can go and check that by yourself and each and every pixels.

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And how the icons has to be design and how and everything has been detailed in the in their website. In now we talk about the digital media, the material the new paradigm of digital media the material design evolved by Google.

So, Google is material design is drastically different from skeuomorphic style of IOS platform. So, material design does not talk about the we will curvilinear it talks about sharp clear cut rectangular geometry, it is more minimalist then skeuomorphism. So, it is it does not have the tack visual texture of the material; it is just as a simplistic rectangular tile. So, they in goggles material design materials work as the as a metaphor. So, they do not use the tactile the visual texture of the a like a skeuomorphism. So, material is they take they are super imposed, and they were they are they can be on top of other and they cast the shadow, but there are more they are more depicted in terms of color.

So, the pure geometry bold and flat color is there features. So, here we can see an example of how Google transform their logo, initial logo from the new logo. So, initial logo has the lot of sherry serif hence and it is more a curvilinear and has a intricacy into it and it is not as geometric as the new logo.

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So, here we can look at that the o has a tilt, and it is not perfect circle. The new logo if you look at here in the right hand side is pure geometric and it is absolutely san serif and its talk about the material geometry designs minimalist more geometric approach and talks about the flat color. So, here there has there are gradients within the material within the color, but here the shapes are flat and has bold a pure geometric shapes, but here its material design is conceptually presented.

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So, in terms of Google's material design concept material is as the metaphor. So, material can be on top each and every buttons are on top of each other. So, they cast a shadow. So, if we look at the material designs you can go and check material design the website again, they have a clear design guidelines in material design website. So, each and every shape is a shape on top of other. So, they appeal like a different card board shapes on top of each other, and they cast the shadow on the shape which is behind them. So, there is a concept of figure of for ground and background in the material design, and material can change their form.

So, the circle can come here and take the form of a rectangle, but again it will be on top of each other and again some material can merge together and care take a bigger shape.

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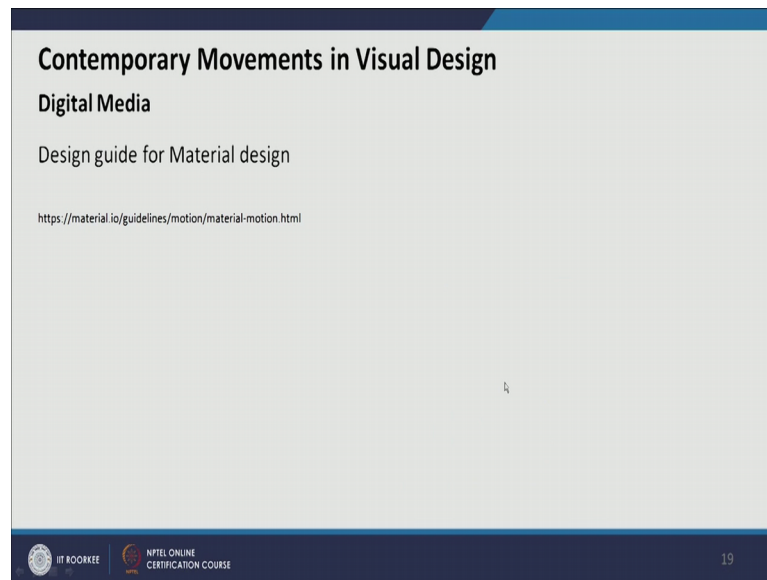
So, you can again go to the material design guide for the Google, and in this following website. So, material design as skeuomorphism if you look at; so, if skeuomorphism is more about the texture heavy and talking about the be willed edges on their curve curved buttons and drop shadows and the light and shadow effect, but here in material design they are shadow there is just materials cast a shadow on which on the background and, but it is pure geometric and there is no texture, there is just a flat different flat color.

So, there and they also (Refer Time: 24:57) focus on different kind of u i tra transitions. So, you can look at the guidelines of apples skeuomorphism and Google's material design, and then in the next lecture we will discuss about the technology advancement that is very important to understand what are the new paradigms within the digital media paradigm, what kind of new technology advancement is the required. So, is happening.

So, we need to adjust your visual skills along that domain that kind of platform, because there are we are not just confined within the display mode of tablet laptop and mobile, phone. Right now we are look if you look at the future then we are also progressing towards the augmented reality and virtual media, virtual reality. So, those parts will be discussed, so that you can incorporate your all visual skills what you have learnt into that paradigm of design.

Thank you.