

User Interface Design
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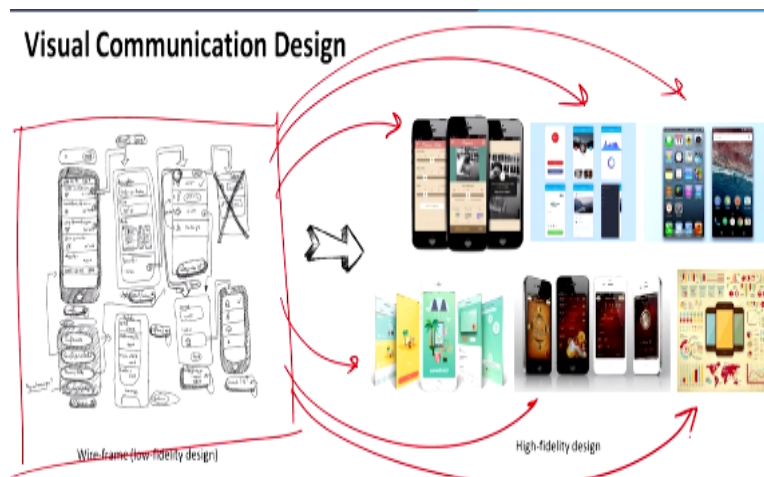
Lecture - 12
Contemporary Visual Language in Design - I

Welcome students to the online NPTEL course, User Interface Design. In the previous class we started discussing about how with the incorporation of visual communication design, a low fidelity design can transfer into a high fidelity design. We can call it a graphic user interface, how we designed after the information architecture we designed the wire-frame and through the paper prototype or some tools the web tools like Balsamiq and other software.

So after designing this wire-frame we have to apply the colors and other details which falls under the visual communication design. So we will talk about this. We have started discussing about the visual communication design and what is the importance of the visual communication part in the graphic user interface or the user interface design.

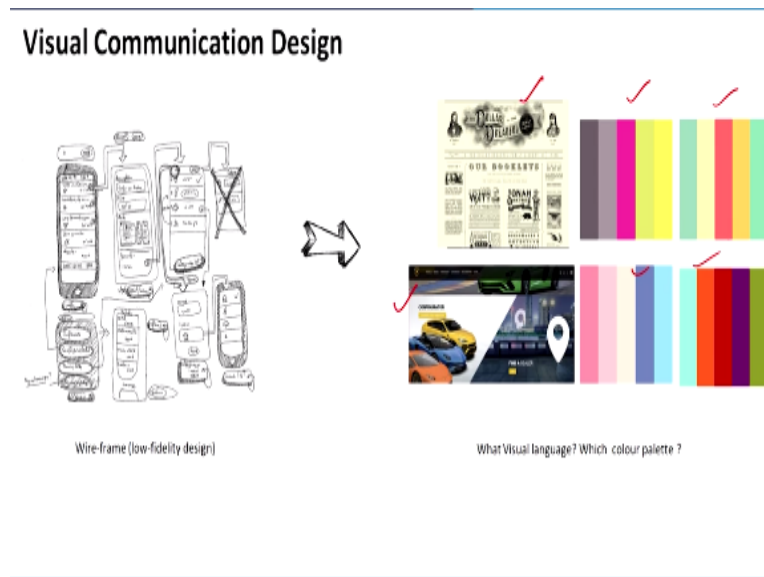
So previously when we started discussing the information architecture and how information architecture can be translated into the perfect wire-frame, a suitable functional wire-frame.

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So we have discussed till this. So from here what kind of look and feel it will take. It can be of any visual design style. So how do we decide which style will be suitable for this particular web application or the mobile application. There are immense number of different color palette, different visual style, different visual language but which particular visual style, what kind of typography, what kind of color palette, what kind of textures will be suitable for this particular web application or any user interface that has to be designers decision.

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So we have different kind of color palettes available in front of us, different visual styles. It can be more in contemporary style, it can also mimic the old look. It can have a grunge look. It can have different kind of look. But how do we decide that. So to do that, one important part is to know what are the current design trends. What are the design movements which happen in past and what are the current trend that we need to know.

And also another important parameter is the brand identity. For which brand we are designing for. So in this class and the next class we will discuss about what are the design trend and next we will also discuss about the how the brand identity can be translated into the visual style of this web application or the mobile application what you design for. So knowing the current design trend is very important for us especially for designing this visual communication design part which comes after the user experience design.

So the visual communication designers really need to know the visual trends and what kind of style and what are the associated color palette, associated visual palette and colors, typography, what the association with the particular style. So all this visual style should communicate the one particular language. It cannot be a eclectic mixture of different visual style. It can be if you want to create an eclectic design style, you can also create a collage or eclectic style mixture of different visual style.

But generally when you want to communicate with the user, one particular visual style and sticking to that particular style will be very important for you. So discussing about the contemporary visual design movement we will go about because contemporary design movement this digital era started coming into picture very late. We will also discuss about what are the other paradigms of design.

For example we will give a little bit example of art movement and also architecture movement so that you understand the line quality, what are the colors, textures and all the design elements and the principles of designs which has been followed.


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Contemporary Movements in Visual Design

Introduction

Pre-industrial revolution:
• **Baroque and Rococo**

Ornamental
Contrast of colour and dramatic effect
Chiaroscuro



Girl with a Pearl Earring, Johannes Vermeer

St. Peter's Basilica, Rome, Gian Lorenzo Bernini

1920

So you know that before modern there was this modern timeline starts around 1920s before that this industrial revolution. So post industrial revolution is the contemporary era and contemporary era is divided into 2 parts. One is modern, the first part is modern and the next part is post

modern. So before modern there was this Baroque and Rococo style. This is pre-industrial revolution. And Baroque and Rococo style is highly ornate.

So this is the Baroque style painting by Johannes Vermeer, girl with the pearl earring and here you can see this contrast of light and dark which is called Chiaroscuro. So this contrast gives a very dramatic effect and that is the style of Baroque and Rococo and also if you look at this in architecture, this high ornamentation, lot of biomorphic design and use of metallic colors are there.

So this is St. Peters Basilica, Rome and this is designed by, this particular part of St. Peters Basilica is designed by Bernini. So high ornamentation, contrasting color, dramatic effect, and Chiaroscuro was the style of that.

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Contemporary Movements in Visual Design

Introduction

Pre-industrial revolution:

Existence of traditional print-media
Linography, Lithography, Wood-cut print

The processes were present in Europe as well as far-eastern countries.



Saturn, British museum

After that and also in terms of graphic design, lithography linography, wood-cut print was there which is also there in the past and it started from the middle age of this visual style and so this is wood-cut print and this is design of the wood-cut print, serigraphy and other different lithography was there in the visual style. So this is part of the pre-industry revolution.

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Contemporary Movements in Visual Design

Introduction

19th century Industrial Revolution

- ✓ Genesis of Modernism
- ✓ From agriculture to Industry ✓
- Migration of people from village to city
- Increase of production of steel

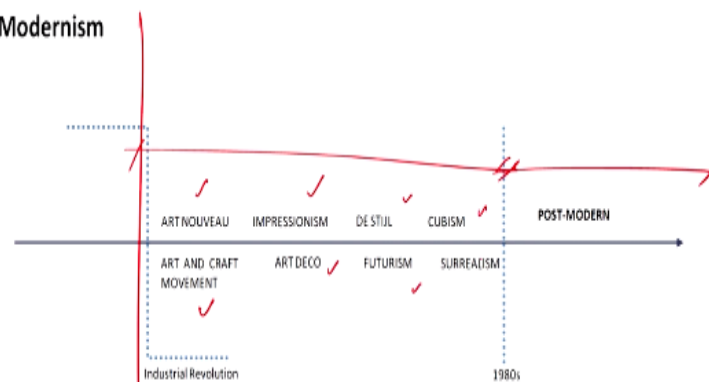
Now, in 19th century industrial revolution few things happened. So genesis of modernism and migration from agriculture to industry and lot of different tools and techniques started coming into picture and new invention of art and also in science changed the paradigm of visual style and throughout different creative medium for example architecture, furniture design, fashion, and visual design as well.

So increase of production of new materials like steel glass and as well as new techniques of paintings and new techniques of graphic design was also there. So this is the timeframe of modernism.

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Contemporary Movements in Visual Design

Modernism

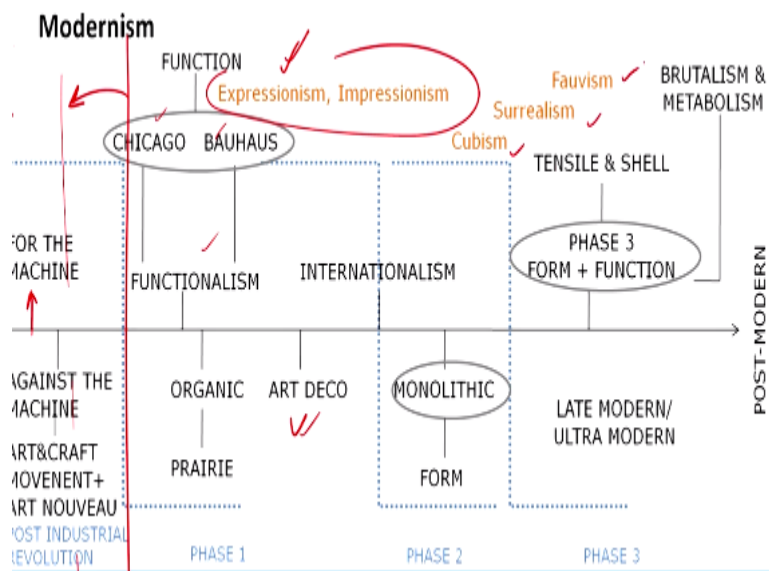


So this is the industrial revolution and this part is the modernist part and then the postmodern time continues. So right now we are in the later part of the postmodernism. We will discuss postmodernism just after completion of the modernism. So the first part, modernism has Art Nouveau, art and craft movement. Art and craft movement is also kind of pre-modern movement. Then after Art Nouveau you have impressionism, Art Deco, De Stijl movement, futurism, cubism, and surrealism.

From 1980s onwards we came into postmodern era and in modern era generally we see less ornamentation, the minimal style and there are like an architect Mies van der who said that less is more. That is the motto of modernism. So it talks about minimalism. And in postmodern era we see pop movement and other movement like Memphis Milano. So those movement talks about lot of ornamentation in design and different drastic color combination and very attractive color combination which has higher attraction value.

So postmodernism is again not kind of opposite to modernism and then architect Robert Venturi talks about less is more. So more element is about postmodernism. So this is the detailed timeline of modernist era.

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So this is the industrial revolution. So this part is just before modernism, preindustrial revolution. So Baroque and Rococo is much before this timeframe. This is on the verge of Baroque Rococo

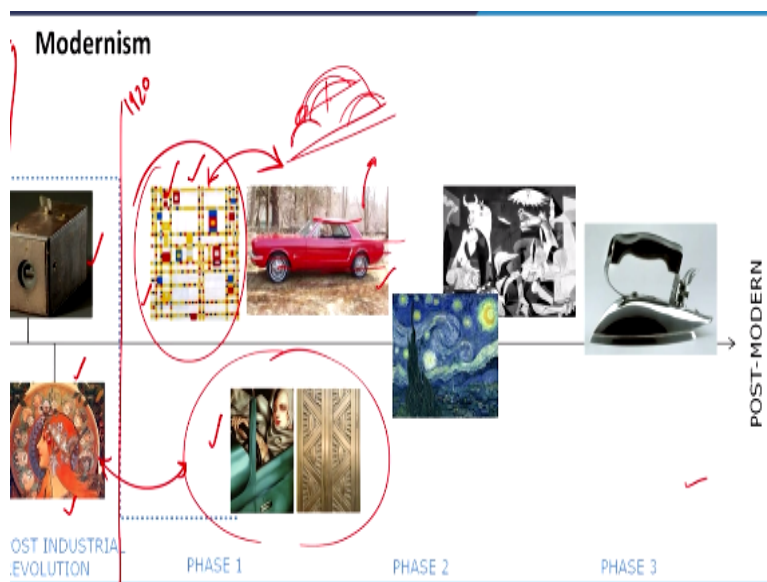
and industrial revolution. So one movement was for the machine movement. So the invention of machines and other tools, contemporary tools and techniques generated visual language which appreciates the machine made aesthetics. So that went towards the for the machine movement.

And then another group of architect and designers opposed this machine made aesthetics which is and there are two design movement. One is art and craft movement and another is Art Nouveau. So this two is opposite. One is for the machine movement and another is against the machine movement. Within against the machine movement we have 2 different movement. Art and craft movement and art nouveau. After that we are coming to modernism.

So most of this few movements are architectural movement but if you are interested you should read about the architectural movement as well and which will give you more better understanding about the visual style of this particular this modernist movement. But we are discussing mostly on the, we will focus on the art movement which is more closely related to design style and visual communication design.

So impressionism and expressionism, Art Deco and cubism, surrealism, fauvism, and suprematism these are the movement which are focused on the art movement and after that we go into postmodernism which is around 1980s.

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So if we fit in all the visual style into the timeline, this is how it will look like in terms of visual design. So this is art nouveau which is just before industrial revolution, just before modern, after industrial revolution just before modern which is 1920s and industrial revolution was somewhere here. So postindustrial revolution and before modern this art nouveau was there and also art and craft movement is there.

And for the machine movement generates lot of machine made aesthetics which is mostly related to product design, very geometric and user friendly products and which does not have any added ornamentation into it. Now this is the example from De Stijl movement, De Stijl painter, Piet Mondrian's painting Broadway Boogie-Woogie and the next is Art Deco where we also see lot of ornamentation again.

So this has less ornamentation and then this goes into more ornamentation which is Art Deco and this is kind of related with art nouveau as well. Now corresponding to this De Stijl movement there are few product design and automobile design which was contemporary to that. So this is the Ford Mustang car which is designed during that timeframe. So if you look at this car design this has lot of rectilinear lines into the car design.

And there is no mixture of curvilinearity with the rectilinearity and if you look at this car comes in primary color. So this is red and it also comes in yellow and blue and also black and white. So that was the visual style of De Stijl movement and Bauhaus movement. Bauhaus is again a contemporary art movement which is parallel to De Stijl movement.

And if you look at this painting Broadway Boogie-Woogie you can see only the primary colors which is yellow, blue and red and with association with the white, black, and grey and sometimes you will see these colors in other paintings so which is achromatic color. So only primary colors and achromatic color and if the painting is emphasizing on the rectilinearity it will be only square and rectangles.

And then if it is curvilinear then they will go for the circle and also other basic shapes like triangles and these kind of shapes are used. Now another design of car which is parallel to this

movement was Volkswagen Beetles. So if you look at Volkswagen Beetles it is all circular in design style. Even the headlight and all this design elements, everything will be circular. So there is no mixture of rectilinearity and curvilinearity.

And Volkswagen Beetles also comes in, the yellow color is very popular which is again the primary color. So this is the painting Starry Night by Van Gogh. So it is impressionist painting and then it has a particular technique of application of color and then this is a painting by Pablo Picasso which falls under the cubist movement and there is also other movements like fauvism and surrealism which we will discuss.

This is one product design movement which is called streamlining. So we can see this curvilinear lines which blends with each other and this focuses on the ergonomics of the product and also in terms of automobile design it focuses on the wind flow pattern or the aerodynamics and these kind of streamlining design was the movement in product design. Also it was there in the some architectural movement and painting like surrealism also has this curvilinear fugue lines which evolved during modernist movement.

So we discussed about the first movement which is Art Nouveau which is postindustrial revolution but pre-modern.

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Contemporary Movements in Visual Design

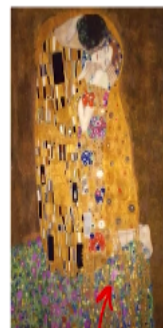
Modernism

Art Nouveau

Against the machine movement,
Biomorphic design, ornamental
Acknowledges the craftsmanship of artist
Against the industrial mass production



Alphonse Mucha



Gustav Klimt



So lot of biomorphic design ornamental craftsmanship was emphasized. So you can see lot of biomorphic lines there within the painting and these are called whiplash line. So we see this lines which are like whiplashes and that was the style of this particular art movement and also we see lot of ornamentation. So this is Gustav Klimt's painting and he uses gold leaf on the painting. So it gives a metallic shine which is also borrowed from Baroque and Rococo style which we are discussing just which happened before industrial revolution.

And Baroque and Rococo style also has lot of biomorphic lines which we have seen from architecture. So architecture design and graphic design all these things, the movements went hand in hand and then they borrowed from each other and translated these lines, textures, colors into their own paradigm.

(Refer Slide Time: 15:40)

Contemporary Movements in Visual Design

Modernism

Art and Craft Movement

Combines traditional craftsmanship with industrial mass production

Tessellation on print



William Morris

So this is art and craft movement which is slightly different. We can see a tessellation repetition of mirror image and repetition of pattern but still it depends on the craftsmanship. So lot of biomorphic lines are there. But we do not see this kind of whiplash lines and abstraction. So these kind of Art Nouveau is more abstract and more stylized and art and craft movement, this is also stylized and it is not exactly the way we see the natural elements.

So there are abstraction and distortion but the style of distortion is different. So this is William Morris' tessellation and these are part of the fabric he have designed.

(Refer Slide Time: 16:22)

Contemporary Movements in Visual Design

Modernism

Art Deco

The term Art-Deco came from the "International Exposition of Modern Industrial and Decorative Arts", 1925, Paris. The term first used by Architect Le Corbusier in his article "L'Esprit Nouveau".

An eclectic form of art, that combines Hand-crafted traditional motifs with Machine-made imageries.

This art is influenced by previous Art-Nouveau movement (against the machine movement of post-industrial revolution). But the bio-morphic and asymmetrical visual language of Art-Nouveau was diluted and influenced by machine-made geometric patterns in the Art-Deco movement.

Now next is Art Deco which is within the modernist movement. So in the international exposition of modern industrial and decorative arts in 1925, architect Le Corbusier connotes this term Art Deco. And Art Deco is a eclectic style of art which takes some element from Art Nouveau this ornamental elements and also it imbibes the potentiality of machine made aesthetics.

So in Art Deco we will see influence on machine made aesthetics and provision of mass production. So it can be repeated. So designs are repeated and more geometric but they are ornamental.

(Refer Slide Time: 17:15)

Contemporary Movements in Visual Design

Modernism

Art Deco



Adolphe Mouron Cassandre, French Graphic designer

So these are some paintings of Art Deco. We can see this lines which goes through and through in the painting. So it is not as biomorphic and as curvilinear as Art Nouveau and art and craft movement. So these are the straight lines which are following throughout this frame of work and the lines are passing through and this is a combination of lot of geometric shapes and if we look at, so they use lot of metallic shine within the design and that we see in many different posters.

So these are Cassandre's painting. So here we see this paintings look like there is a metallic shine within the painting.

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Contemporary Movements in Visual Design

Modernism

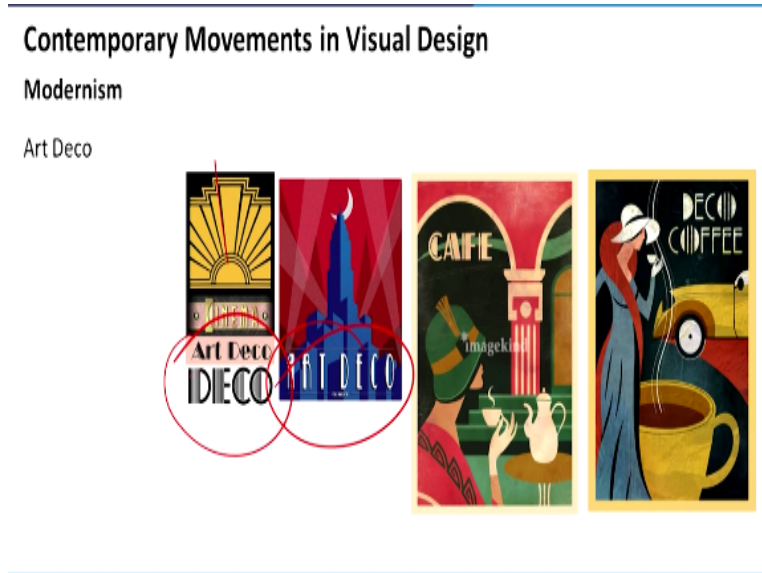
Art Deco



Tamara de Lempicka, Polish painter

So if you look at another painter Tamara de Lempicka's painting, here also we see lot of metallic shine within the drapery, within the skin, she have applied the color within skin tone, the way she have treated the hair and drapery. Each and everything looks like a metal made design. So that is the style of Art Deco.

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And within Art Deco there are other pattern. This sunburst pattern become very important in Art Deco design. So we see this in architecture, sculpture and poster design. And this Art Deco has a particular font. So these fonts are geometric but lot of ornamentation is there. So we can see this is a half circle but lot of lines are added to this half circle to make this design more ornamental. So as in this typeface design this is (()) (18:57) but it looks geometric but lot of stylization is there and so as in the other fonts which is used in the Art Deco posters.

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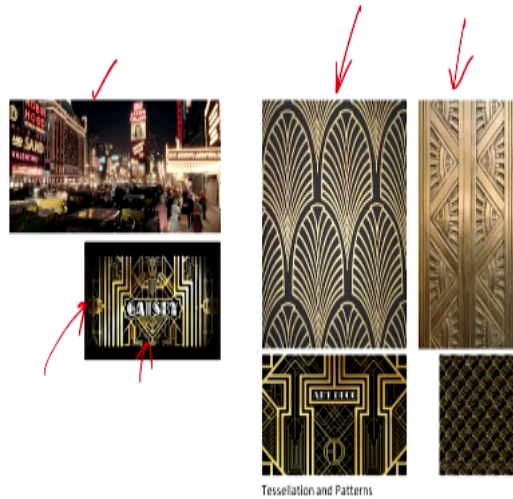
Contemporary Movements in Visual Design

Modernism

Art Deco

Broadway
(typefont)

Morris Fuller Benton,
Broadwaytype face



So there is a movie here. So this movie is called Great Gatsby. So this movie's total set design, typeface and everything, costume design is based on the Art Deco style. Even the first posters and every element of this movie is Art Deco. So if you want to understand Art Deco you can watch this movie. And Art Deco also has a lot of tessellations and patterns. So most of the patterns emphasizes the black background on the gold and other metallic colors on black background.

So these are few of the Art Deco tessellations. This is the door designed in the Art Deco style. So one of the important typeface Broadway is designed by Morris Fuller Benton is a Art Deco typeface. There are other Art Deco typefaces which these all typefaces will fall under Art Deco typefaces.

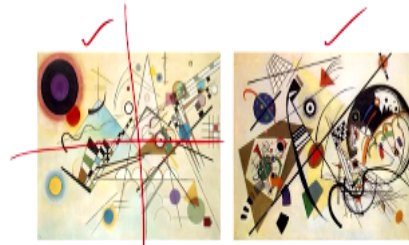
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Contemporary Movements in Visual Design

Modernism

De Stijl and Bauhaus

Purity of design; using basic elements of design:
Primary colours,
Basic shapes, simple geometry



Wassily Kandinsky

Kandinsky's design: focal points and eye-movement

Now next movement is De Stijl Bauhaus movement. Unlike Art Deco and Art Nouveau De Stijl movement and Bauhaus movement which are parallel. Bauhaus is more important in the architectural movement and their style is more into art and painting movement, fine arts movement. So those are quite similar and they are quite different from Art Nouveau and Art Deco movement. So they focus on the basic pure elements and principles of design in terms of visual aesthetics.

So you know this element of design is like line, shape, color, texture. So in this, all the pure forms will be, pure shapes will be square, rectangle, circle, triangle and pure color will be the primary colors which is red, yellow and blue. And also the black and white and grey is there which is achromatic shapes. So when we see this Bauhaus painting, so these are Bauhaus paintings by Wassily Kandinsky.

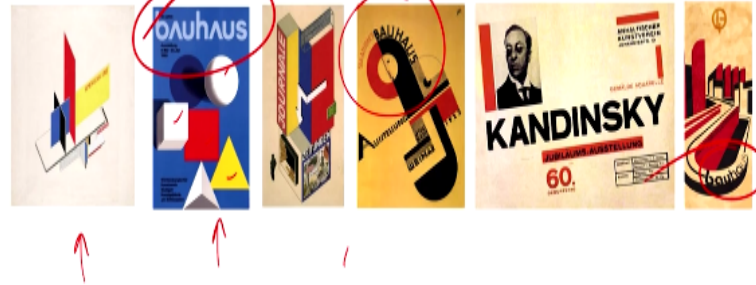
So this painting does not communicate any meaning or any theme to the user. It only talks about the eye movement and different juxtaposition of different shapes. And when we look at the shapes and this has more emphasis on this primary colors and basic shapes and we discussed about the eye movement and the quadrants of different quadrants and how people perceive. So we have seen this example. So this only talks about the eye movement of the people. And then these are some examples of De Stijl posters which is De Stijl and Bauhaus poster.

(Refer Slide Time: 21:56)

Contemporary Movements in Visual Design

Modernism

De Stijl and Bauhaus



Bauhaus posters, Herbert Bayer, Austrian visual designer

Here also we can see only the primary colors and primary shapes. These posters are designed by Herbert Bayer. He also designed few furnitures and this is the Bauhaus font and Bauhaus poster. So here in the Bauhaus font we can see again this is a combination of pure geometric font, pure geometric shapes. But this has much lesser ornamentation and more minimalist style than the Art Deco font.

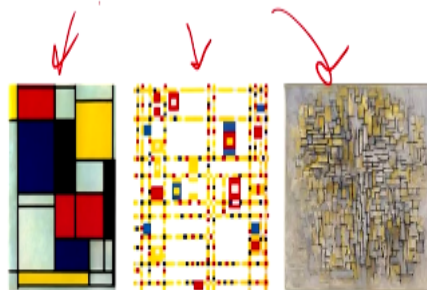
Art Deco font was also derived from basic geometry but lot of added ornamentation was there in the Art Deco font. So in the Bauhaus, they are cutting down all the added ornamentation and only the pure geometry and pure basic minimalist elements are retained.

(Refer Slide Time: 22:53)

Contemporary Movements in Visual Design

Modernism

De Stijl and Bauhaus



Piet Mondrian,

So these are some paintings by Piet Mondrian. We have seen this painting. This is Broadway Boogie-Woogie. And if we look at the other paintings this only has black white with the primary colors.

(Refer Slide Time: 23:00)

Contemporary Movements in Visual Design

Modernism

De Stijl and Bauhaus



So some of the Bauhaus and their style poster, this is by Vilmos Huszar. He is a graphic design and again we can see the elements are broken down into pure geometry and then pure basic forms. The face is broken into the basic geometric forms and only the primary colors are added and green also has a very strong appearance and then sometimes we see green is also added with the primary color.

Not the next movement is futurism and constructivism. This happened in mostly in Russia. So here people are talking about, the painters are talking about the fourth dimension which is time. So this 2D painting captures the fourth dimension time as well.

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Contemporary Movements in Visual Design

Modernism

Futurism and Constructivism

Flourished from Italy and Russia
Influenced Cubist movement, Dada
movements
Broken into rectilinear geometry



So if we look at this Natalia Goncharova's painting of cyclist. This is not a capture of one particular moment. The cycle is moving and we can see the dynamism and lot of lines are getting created because of this movement of the human, the man with the cycle and she have painted a lot of lines for his leg so that it captures the movement of his leg as well as the cycle. So we can see distortion into different cubes and that is how this futurist and constructivist painters captured this time dimension into the picture.

So another movement which is cubist movement derived from this and here also in the cubist movement we see a similar approach of capturing the time dimension into the painting and breaking the element into abstract geometric form which is mostly cuboidal forms and that is why this movement is called cubist movement.

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Contemporary Movements in Visual Design

Modernism

Cubism



Las Meninas, Velazquez

Guernica, Pablo Picasso

This is Guernica, Pablo Picasso and this is another painting by Pablo Picasso. This is called Las Meninas. So the Las Meninas is first painted in the pre-industrial revolution era, Baroque and Rococo style by Velazquez. So this is the same painting reinterpreted by Pablo Picasso and you can see the similar elements but there is a, the painter himself and other elements are there in this painting and the reinterpretation of the same painting into the cubist style.

And here the elements are broken into pure geometric more simplified form and lot of cuboidal lines are added and that is why this falls under the cubist movement. We will continue with the other movements of modernism and mostly we will follow the postmodernist movement and what happened in the digital era and what are the visual styles of digital era followed by this postmodern movement in the next class.