



ART • DECO

Art Deco was a revolutionary movement in the artistic world - born as a response to the Art Noveau movement and influenced heavily by Cubism, Art Deco sought to embrace modernity and commerce in the fast-changing world post-World War I. Originating in Paris in 1925, the movement span across several visual art forms, such as architecture, interior design, painting, sculpting and graphic design. It later found its way to America during the

Great Depression - serving as a promise for better times ahead, remaining a prominent movement until 1940. Art Deco features symmetrical and geometric layouts composed of simpler and angular strokes with a minimalist colour range compared to the complex, traditional flourishes and deep colour palette of the Art Noveau movement that preceded it.

Within the context of graphic

communication, one can examine the works of poster artist and typeface designer Adolphe Mouron, better known under the pseudonym 'Cassandre'. Renowned for his contribution to bridging the gap between commercialism and poster design, Cassandre is arguably best known for his advertisements of overseas travel. One can examine the works "L'Atlantique" (1931) and "Normandie" (1936), two posters that encapsulate the key features of the Art

Deco movement through their clear embracement of commerce and modernity. Cassandre demonstrates the methods within Art Deco through his symmetrical, simple layouts which create a strong visual hierarchy - we're drawn to the grand image first (which often dominates the main space of the poster), followed by the titular and subtitle text.

Typography plays a large role within the Art Deco

movement, and exceptionally so within advertising; the way it is positioned, scaled and the overall style of it is used to represent the modernity of the era. Titular text is often capitalised with each letterform matching cap-heights, creating a majuscule effect, whilst subtitles are often stylised to reflect the product sold - products aimed towards upper class individuals would more than likely feature serif and script-style typography, for example.