

Futur

GRAPHIC
DESIGN

ISM

CHAOS

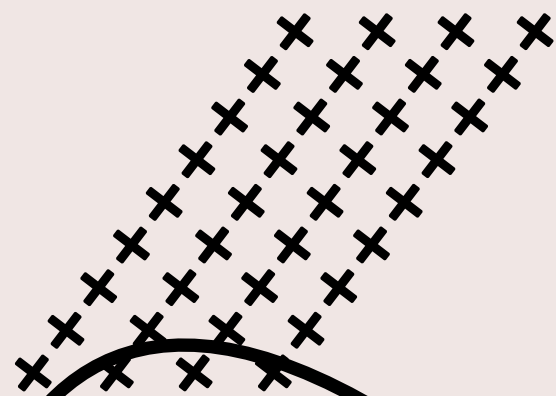
1913
1912

1910

1908

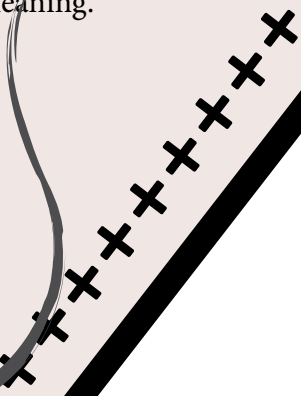
brok e n

Futurism was born at the turn of the 19th century in pre-WWI Italy. It is comprised of colliding planes, violence, industrialism, and seeks to "free the verse." In text, Futurist authors refused to use verbs and composed with only nouns in a hierarchical scale to convey meaning.



Key Artists include:
Filippo Marinetti
Ardengo Soffici
Carlo Carra
Fuillaume Apollinaire
Fortunato Depero

VIOLENCE

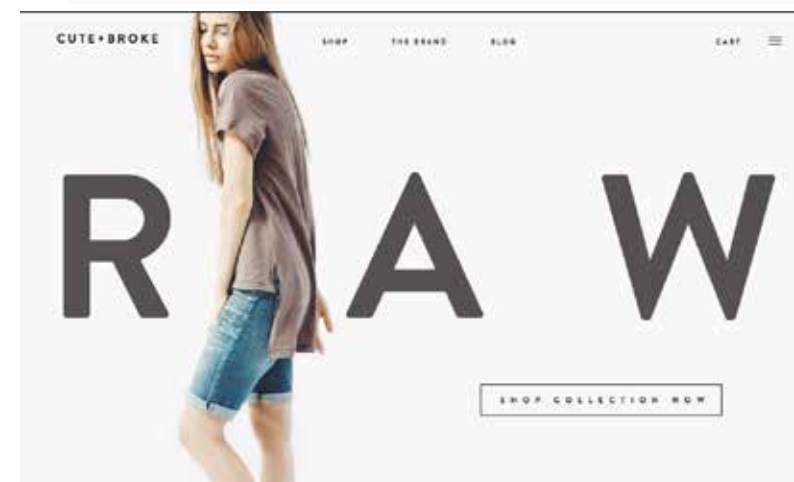


VERSUS

Minimalism has many origins. Some of the first instances of this movement have been found in traditional Japanese design, the De stijl art movement from 1917-1930, and architectural design from the post-World War I era.

The key elements of minimalism are a limited color palette (often just black and white), sans-serif typography, and the use of negative space.

MINIMALISM



Both movements employ high contrast and feature multiple design elements such as shape, line, and a combination of typography and images. While Minimalism thrives on structure, Futurism is based on chaos. Despite the jumbled look

of Futurist posters, they still use negative space to give hierarchy to the featured elements. In the Futurist painting below, you can see a limited color palette using primarily earth tones and an accent of blue. Minimalism also employs a

limited color palette. But generally gives preference to white more than any other color.