

1. Students should be aware of, and able to discuss, how key historical design styles, design movements and influential designers that have helped to shape product design and manufacture.

1	Arts and Crafts 1853 - 1907	<p>Background Information: Arts & Crafts was a movement set up by a small number of Artists and Designers including William Morris, they wanted to put the power of selling products and Art back into the hands of the original makers, this was successful for a time but eventually made their products only affordable for the higher earning, which was against what they had originally set out to do.</p> <p>Key Designers: William Morris</p> <p>Key Features or Patterns: floral imagery, bible references, handmade items, wood carving, copper, pewter and ceramics often used, patterns made using printing blocks.</p> <p>Colours: traditional dark brown hardwoods, deep greens and blues.</p> <p>Line Styles: flowing natural lines for natural imagery, contrasting with straight lines of material.</p>
2	Art Nouveau 1890 - 1905	<p>Background information: Art Nouveau was born out of a backlash to the increase in industrial style products, its use of natural, free flowing curves and shapes contrast with the angular, solid, start of mass produced products. Art Nouveau - literally meaning New Art, was either loved or hated by the public when it was first revealed in a Paris exhibition.</p> <p>Key Designers: Emile Galle</p> <p>Key Features or Patterns: Flowers and plants, the female form, long flowing hair. Natural imagery. Pewter and Bronze metals.</p> <p>Colours: subtle colours, sage greens, light violets, medium brown woods.</p> <p>Line Styles: free flowing curves and lines, floral and plant influences - look like vines, roots, steam and petals.</p>
3	Art Deco 1920 - 1939	<p>Background Information: Art Deco is said to be influenced by the world at the time, skyscrapers began to spread across Americas skylines, cruise-liners and planes were becoming more accessible to the average person and Tutankhamun's tomb had just been discovered. All these influences filtered into the elegant design of Art Deco products. The rise of mass production in this era made it possible for all to style their home and selves in this fashion.</p> <p>Key Designers: Eileen Gray</p> <p>Key Features or Patterns: geometry features heavily, influenced by transport and skyscraper shapes. Chrome, satin, animal products (e.g. furs, tortoise shell), high gloss woods.</p> <p>Colours: Silver, black and chrome, gold, bronze, mother of pearl.</p> <p>Line Styles: geometric, circles, arcs and curves, mathematically drawn. Straight lines. Streamlined shapes.</p>
4	Bauhaus 1919 - 1933	<p>Background Information: The Bauhaus Design School was founded by Walter Gropius in Germany, the idea was to move away from student and teacher style teaching and more into communities teaching each other with their skills. The school was closed in 1933 due to pressure from the Nazi political party. The movement was about simplified products with simple functionality.</p> <p>Key Designers: Marcel Breuer, Mies van der Rohe</p> <p>Key Features or Patterns: tubular steel bent into curves or angles, simple looking designs with high quality finishes.</p> <p>Colours: very monochrome, if colour is used usually just one, which is offset with the steel or chrome plated metal.</p> <p>Line Styles: gemometric- either very angular or curves that are not free formed.</p>



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5	De Stijl 1917 – 1931	<p>Background Information: Literally translates as “The Style”, the movement was formed by a collection of Dutch artists and designers. The design focuses on simplicity and contrasts with the over styled Art Deco period. The idea being to create simply designed products and artwork that deliver basic function.</p> <p>Key Designers: Gerrit Reitveld, Piet Mondrian</p> <p>Key Features or Patterns: very easy to spot as they have the distinctive black lines and use of colour.</p> <p>Colours: black lines with white free spaces, some areas filled with primary colours; yellow, red and blue.</p> <p>Line Styles: vertical or horizontal thick and thin lines, some diagonal.</p>
6	Memphis 1981 – 1988	<p>Background Information: The Memphis Design Movement was another collection of designers and artists that wanted to create something to break the rules of traditional design and still function in the sense of traditional design. The idea was for the products to be, bright, colourful, playful and something that hadn't been seen before – as a result it was either loved or hated by the general public.</p> <p>Key Designers: Ettore Sottsass</p> <p>Key Features or Patterns: crazy patterns – some loosely based on animal print, some geometric, pinstripes. Strange shapes all thrown together that all contrast with each other.</p> <p>Colours: bright, bold and stand out primary and secondary colours that all contrast with each other.</p> <p>Line Styles: very geometric, rectangles, triangles, square and circles, arcs.</p>
7	Modernism 1924 – 1945	<p>Background Information: Modernism covers over some of the design movements already listed, e.g. Bauhaus and De Stijl, but after those movements their influence continued and developed. The ideals of simplicity and clear and easy functions were developed and the idea of nature started to develop through the looks of the product.</p> <p>Key Designers: Alvar Alto</p> <p>Key Features or Patterns: use of new materials</p> <p>Colours: often neutral or pale colours, light coloured woods, golds or very dark browns and greens.</p> <p>Line Styles: looking back towards the curves and arcs of nature, some geometry used.</p>
8	Post Modernism 1945 – Present Day	<p>Background Information: This movement looks at style over function, for example Phillipe Stark's Juicy Salif, the object is made to stand out and be highly aesthetic (whether it's to people's taste or not!) however in terms of function it doesn't operate as easily or efficiently as other juicers.</p> <p>Key Designers: Michael Graves, Phillipe Stark, Alberto Alessi</p> <p>Key Features or Patterns: shows off sleekness of materials – e.g. high shine metals and the gloss of plastics.</p> <p>Colours: a lot of steel and chrome, sometimes contrasted with one pure colour e.g. white.</p> <p>Line Styles: sleek lines, often flowing lines but the objects often have a line of symmetry.</p>

