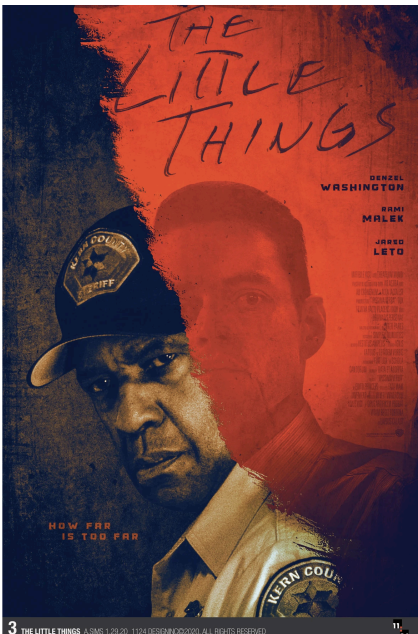


The Foundation

There is no doubt that the influences of history carry on through time, but have you noticed it in the

artwork? The essence of that time has been captured in sculptures and paintings for centuries. It allows us to imagine what it must have been like to live in that period of time because we can see the history frozen in time experiencing historical moments and movements throughout the piece. In our role as artists, sculptures and paintings are not the only means of traveling through history. With visual communication, we take you on a journey through history, addressing social and political issues of the era. As a cultural movement, the Avant-Garde developed early in the 20th century, setting new traditions we still follow today. You can see traces of the structural fundamentals established during the New Typography Era in posters and



advertisements. There are some very obvious similarities between the two, but the untrained eye might not notice them. In order to show how history travels through art, I chose to examine Art Sims' designs, particularly his poster "The Little Things" for evidence of the foundation laid by the early Avant-Garde designers. Keeping with the fundamentals Art Sims uses his designs to express his appreciation for the early Avant- Garde Swiss Modernism movement.

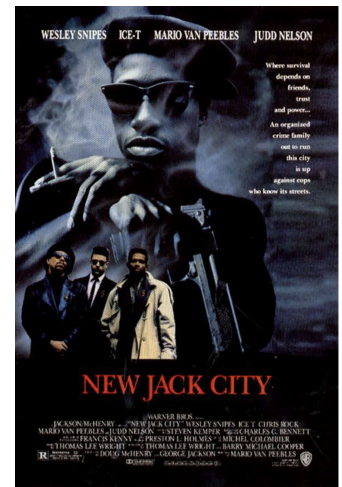
In the modern world, art plays a significant role in shaping society and influencing the public. Artists of the early Avant-Garde participated in larger art movements, like Swiss Modernism. They brought artists, writers, and thinkers together from a wide variety of disciplines. As a result, they emphasized

experimentation and pushing the boundaries of what is intended to be art. A key characteristic of this movement was the exploration of new expressions and challenges to the established norms of art. These works are distinguished by their rejection of traditional artistic conventions, such as realistic representation, perspective, or naturalistic color schemes. Having strong emotions that motivate one to address contemporary social and political problems, such as racism, police brutality, and environmental destruction. It was also the aim of avant-garde artists to challenge the boundaries of different art forms and to involve themselves in a wide range of cultural movements, including literature, theater, and film. “Newspaper advertisements (Munich Neue Nachrichten) bad because, unnecessary ornaments, too many kinds of type and type sizes (7), centered design, which makes reading difficult and is unsightly.” (Armstrong #36) As a result, it can be seen that this is an example of what the avant-garde stood against, thus challenging the conventional norm and creating something new. As a result of their collaboration with other avant-garde designers, new constructive designers adopted the trend.



Art Sim's art work displays an appreciation of the early Avant-Garde designers' foundation. Several elements of his work are derived from constructivism. It is possible to interpret his use of the grid structure as supporting the Avant-Gardes' interests in geometry and abstraction. In "The Little Things," the grid is used to organize the images and create a sense of order and structure that recalls the formalism of the Avant-Gardes. As a Swiss graphic designer, Josef Muller Brockmann popularized the grid while spreading Swiss typography principles abroad through lectures, publications, and graphic design. The grid was a fundamental element in

the work of many Avant-Garde artists, and simple geometric shapes dominated their work. It was so influential, innovative, and influential in design that we have incorporated it into the rules of good design to this day. By offsetting his design from the center axis, Art Sims revealed his appreciation for conformity from symmetrical to asymmetrical. The concept of asymmetry expresses the initiative of the individual as well as the modernization process. As part of his type treatment, Sims also uses the element of square span. The Square concept was developed by Robert B. Andrews. It involves grouping words into short lines that make reading easier for the eye. Utilizing typography skills developed in Bauhaus, creating an aesthetically pleasing visual through the overlap of images and colors. An aesthetically pleasing appearance is accompanied by a minimal amount of font sizes, clear legibility, and primary colors. With Sims' work, we are contributing to the movement of history by implementing the rules of the early avant-garde designer.



The art of time travel provides us with a window into history and a deeper understanding of human experience across time, allowing us to connect with the past in a unique and powerful way. Other artists following this road map, Avant-Garde history has been able to travel and remain relevant in modern society. In the 21st century, we are still using the Avant-Garde Swiss Modernism to combat social and political issues, such as racism, police brutality, and environmental degradation. With advances in technology, we will continue to evolve the rules and push the boundaries. In this way, art operates like a Time Machine, tracing back and forth through history to give the viewer a glimpse of what once was, what is, and what may be.

Works Cited

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