

Student Name:

Futurism Assignment

DIRECTIONS: Predict what form the next big movement in graphic design will take. Think about the cultural, political, and historical forces that will shape this new design aesthetic, and which elements from earlier artistic movements will influence it. Then create an original design that shows what this new movement will look like.

Question 1: What is the name of the next big artistic movement, according to your prediction? Where does this name come from?

Question 2: What social forces (including politics, technology, history, and culture) will influence your design movement?

Question 3: What previous artistic movements (such as Art Deco, Expressionism, Heroic Realism, etc.) will most strongly influence this new artistic movement? Why will these influences appeal to artists of the future?

Question 4: What features will help define this artistic movement of the future? What kinds of design choices, styles, and color schemes will be used?

Now, in a separate document, create a design that could be part of this future movement. Your design can take any form you like. It can be a drawing, a digital composition, or a composite of photos and text. It can be an advertisement, an album cover, a T-Shirt, a political poster, or an artistic creation: as long as it combines images and text and demonstrates your idea of the future of design.
