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Art and Design Basics

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2019

### Semiotics

Don Wightman  
*Sheridan College*

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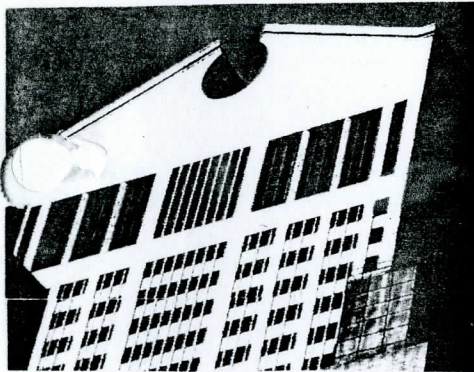
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POST-MODERN: THE INTERNATIONAL SEMIOTIC IDEAS.  
THE EARLY BIO-TECH AGE, LATE 20TH c IMAGES.

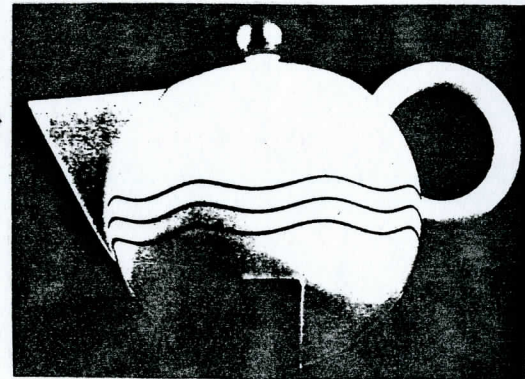
- Semiotics conceived by American philosopher C.S. Peirce (1839-1914).
- From the Greek *Sēmeion* (Sign). Index, icon, symbol.
- Robert Venturi, (1925). "Learning from Las Vegas." Pop supergraphics. Grand Restaurant, Philadelphia (1962).
- Rosemarie Tissi (New Graphics 1964). April Greiman (1948), after Basel went to Los Angeles (1978)
- Basel. Armin Hofmann. Wolfgang Weingart. April Grieman.
- Memphis (Formed in the winter of 1980-1981) created by Ettore Sottsass and a group of Milanese architects and designers. In 3 years overturned the premises on which modern design is based and became the symbol of "New Design."
- Introduced furniture and accessories at Milan Furniture Fair (September 1981).
- Connected to graphic design / product design studio Alchymia. De Lucchi and Sottsass left.
- December 11th evening at Sottsass's House, Bob Dylan record on "Stuck Inside of Mobile with the Memphis Blues Again." All but Sottsass under 30 years old.
- 7 months later, technical drawings, produced furniture, ceramics, laminates, fabrics, photographs, graphics, posters, invitations, catalogue, press package, letterhead, designed the display. All had full-time jobs.
- Does not deal with historicism.
- Mississauga Civic Centre (1981 Historicism) Edward Jones.
- David Cronenberg's Movie "Dead Ringers".
- Eisenstein. Montage. "Battleship Potemkin," Baby carriage scene in "The Untouchables".
- "Cocoon," Semiotics in logo and movie.



Philip Johnson: A.T. & T.  
skyscraper, New York, 1978-83.



April Greiman, exploratory logo for Rose,  
1979.



THE BIG DRIPPER

Michael Graves

- Modern coding (signs) together with transcending codes (signs). double coded.
- An age of information/communication because of electronics.
- An age of saturated entertainment, CBC Evening News, Prime Time.
- Slave labour now (Robots and Computers). Space Age. Planetary Awareness.
- Conflicts of different interest groups. Global economy and styles.
- Few of the older models work.
- Social unrest and adjustment, conflicts of interest, work changes, family and education changes.
- Bio-Technical research.
- Einsteinian terms used in art and design discourse.
- A return to colour and decoration. Found in 3 major post-modern approaches to designing. Double coded objects.
  - Historicism - (Classical Roots)
  - Memphis - (Pop Art Roots)
  - Conceptual - (Dada Roots)
- All presented as double coded signs (I know that you know that I know). A natural outcome of an information overloaded society, getting tricky with its communication in designing.