

The Computer Age

- **Graphic Design**
 - **Gunter Rambow (1938, Germany)**
 - Little textual information but symbolic and thought-provoking →
 - **Takenobu Igarashi (1944, Japan)**
 - Architectural alphabet



(1976)



The Computer Age

- **Graphic Design**
 - **Lynda Benglis (1941, USA)**
 - **Magazine ads satirizing pin-up girls and movie stars**



(1974)

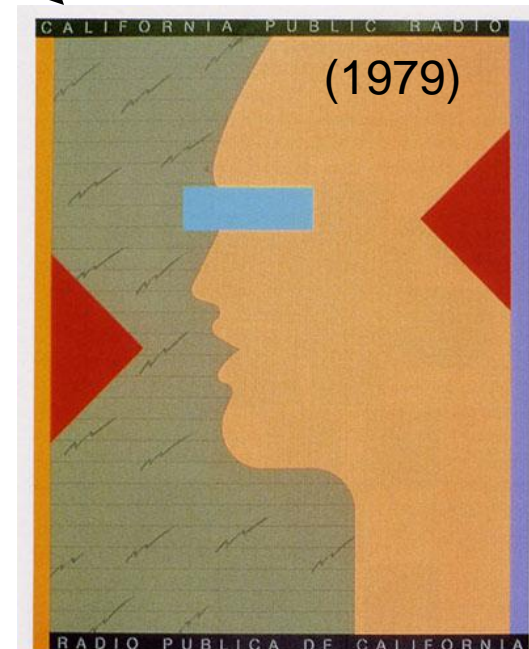
The Computer Age

- **Graphic Design**

- **Julius Friedman (1943, USA)**
- **Michael Vanderbyl (1947, USA)**
- **Paula Scher (1948, USA)**

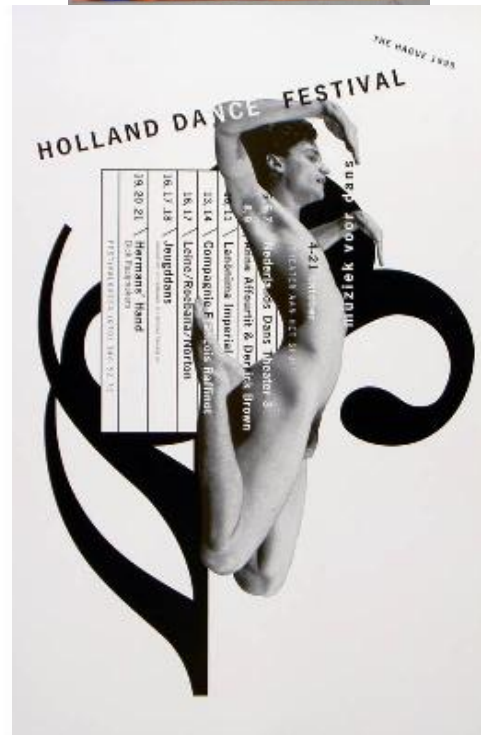
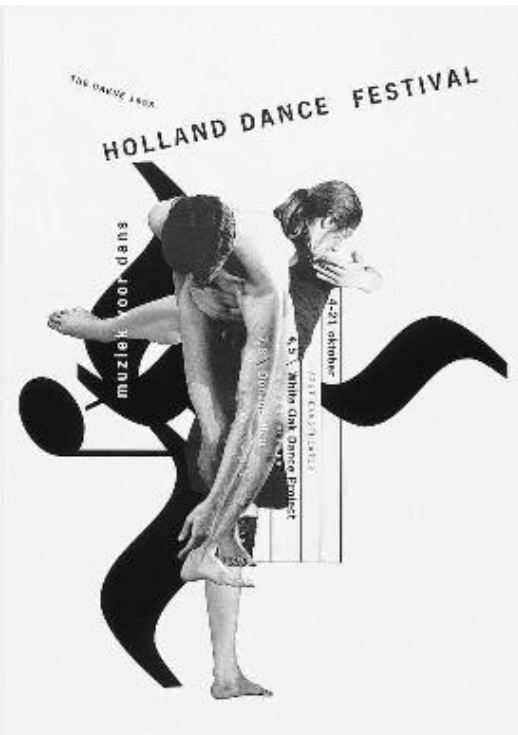


A remix of Matter's poster (1984)



The Computer Age

- Graphic Design
 - Anthon Beeke (1940, Holland)
 - Gert Dumbar (1940, Holland)
- (1995)

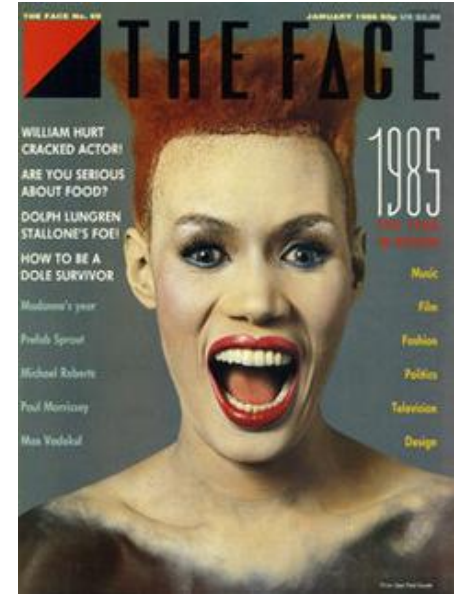


The Computer Age

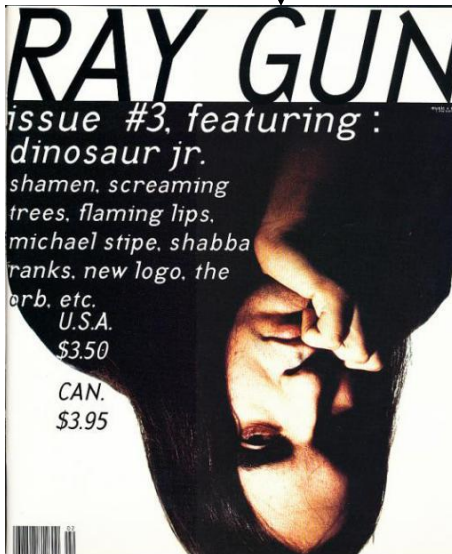
- Graphic Design/ Magazines

(The Face, 1985)

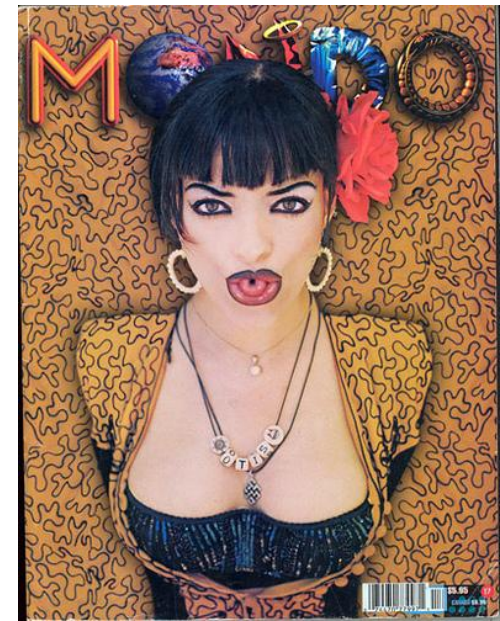
- Neville Brody (1957, Britain)
- Tibor Kalman (1949, USA)
- David Carson (1954, USA) : deconstruction (chaotic abstract style)
- Bart Nagel (1954): cyberdelic aesthetic



(Mondo 2000, 1989)



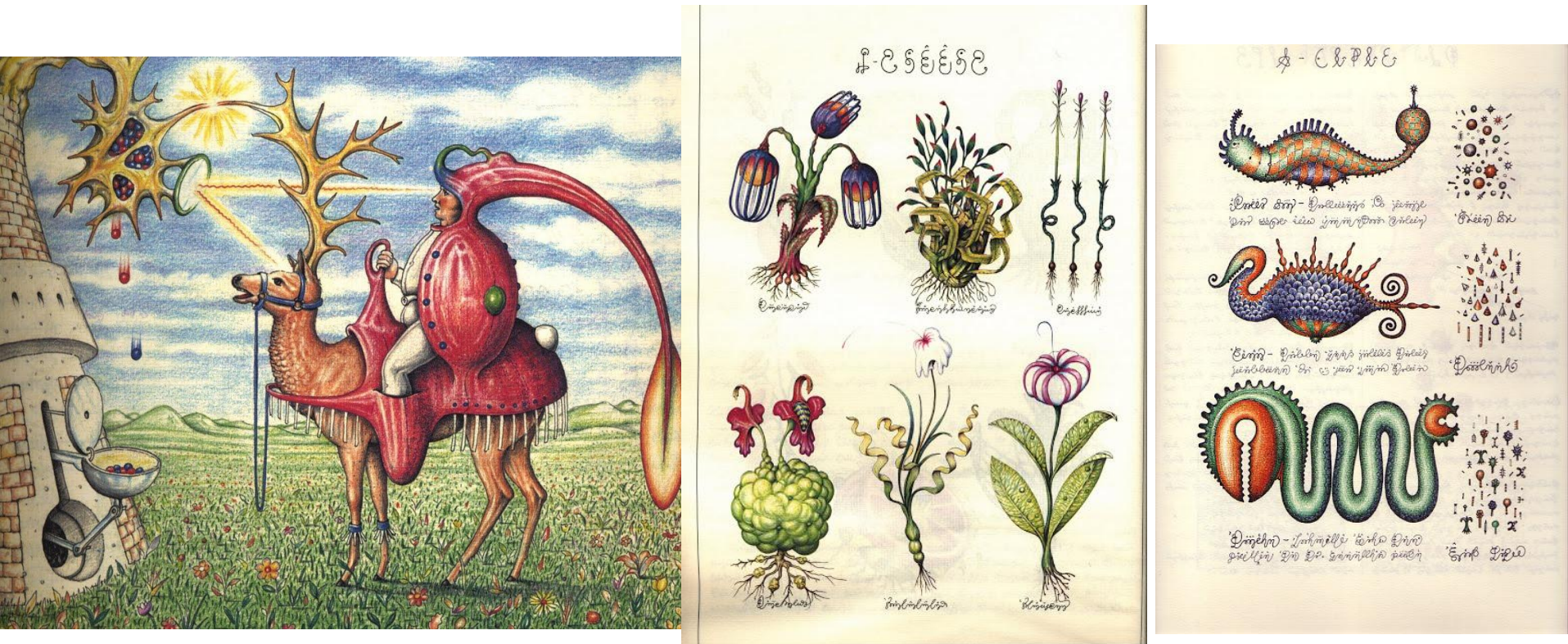
(Colors, 1991)



(Raygun, 1992)

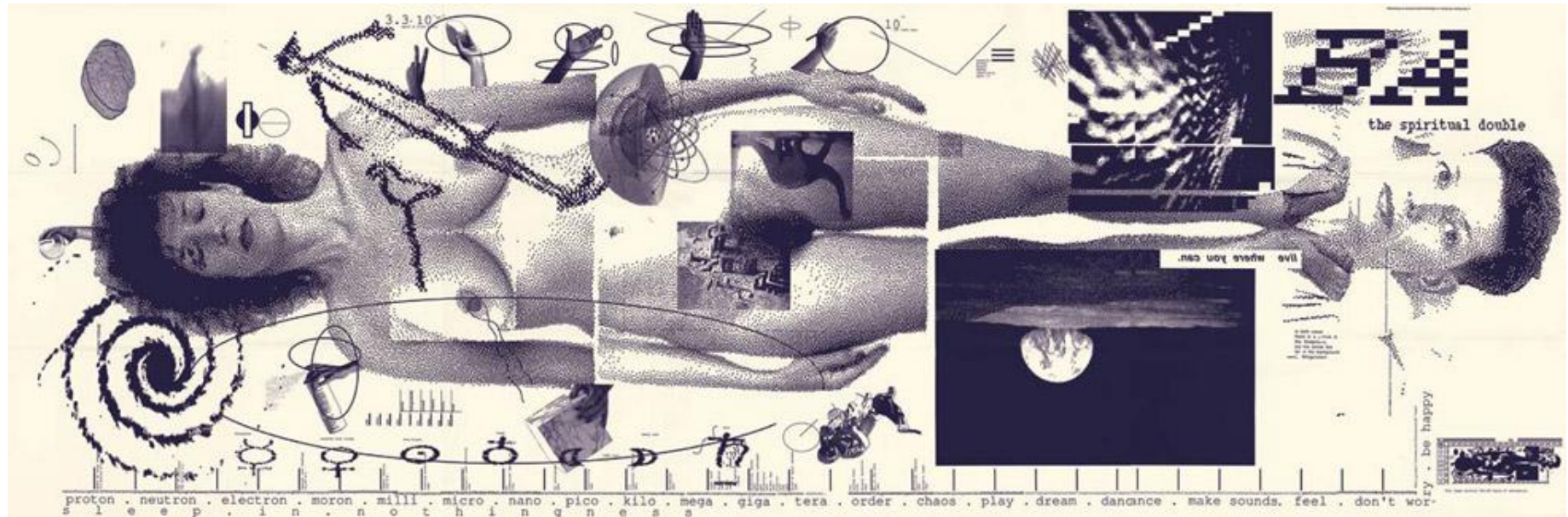
The Computer Age

- Graphic Design
 - Luigi Serafini (1949, Italy): "Codex Seraphinianus" (1981), an encyclopedia of imaginary objects described in an imaginary language.



The Computer Age

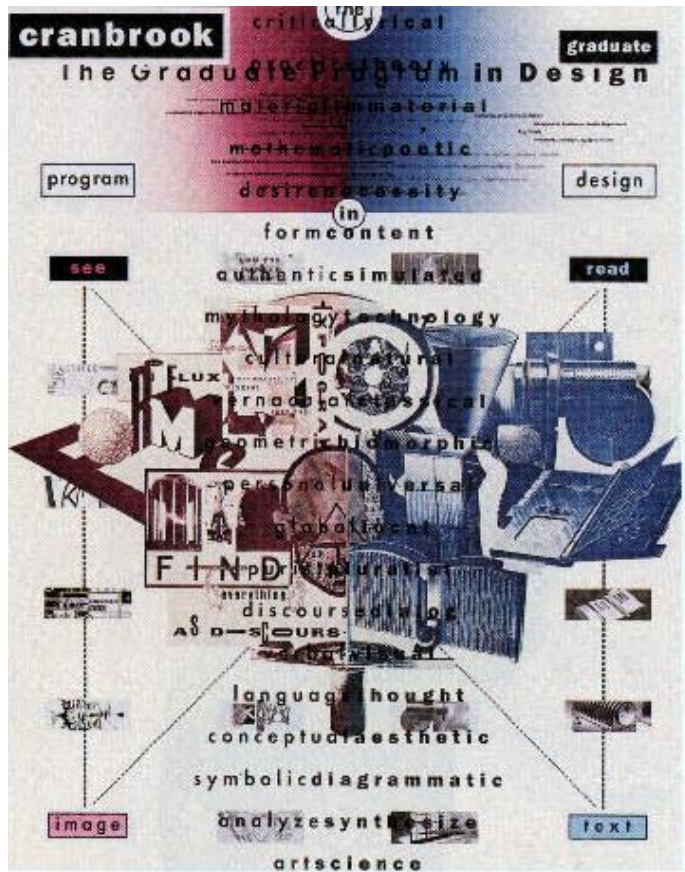
- **Graphic Design/ Digital Design**
 - **The Macintosh (1984):** desktop publishing
 - **Emigre (1984)** first major magazine to use the Macintosh
 - **April Greiman (1948, USA):** computer-aided design



(1986)

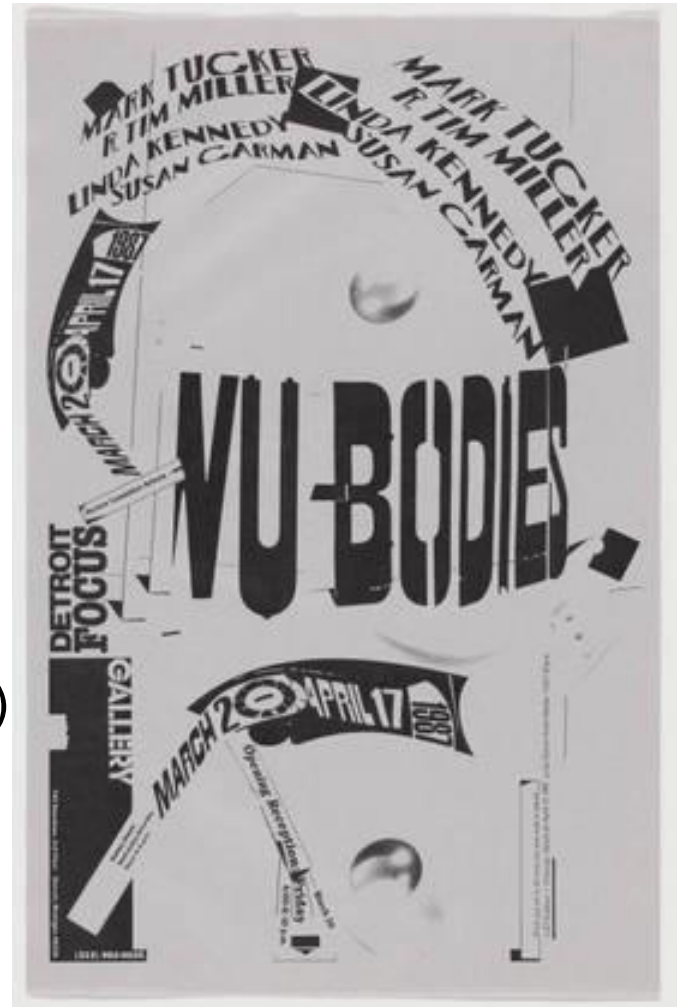
The Computer Age

- Graphic Design/ Digital Design
 - Katherine McCoy (1945)
 - Edward Fella (1938) —————>



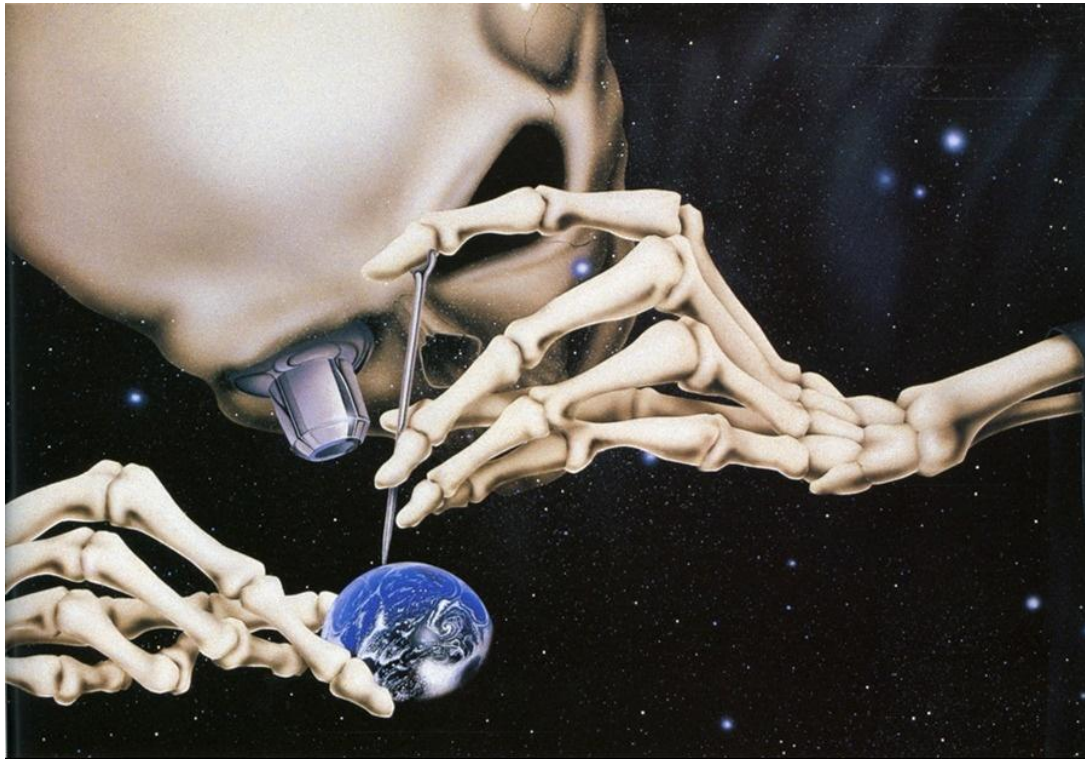
(1989)

(1987)



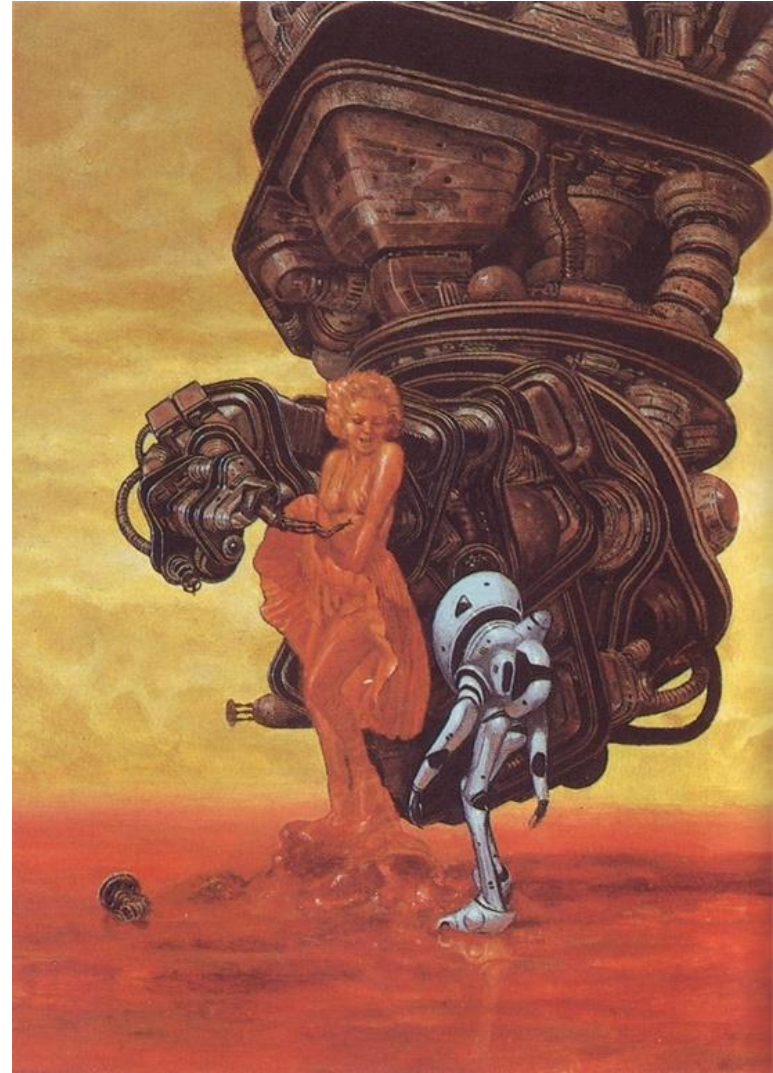
The Computer Age

- **Graphic Design/ Digital Design**
 - Naoyuki Kato (1952, Japan)
 - Takuro Kamiya (???, Japan)



(1981)

(1980)



This is a chapter in piero scaruffi's "A Visual History of the Visual Arts": <http://www.scaruffi.com/art/history>