

Fiona Fraser

El Lissitzky was Russian born but travelled around Europe mainly to Berlin once he was established. He had created many exhibition and propaganda pieces for the Soviet Union. The designs were all incredibly unique for his time. Lissitzky's work all has a tremendous feeling of energy and experimentation both in his graphic design with photomontage and his rare 3D work. It was because of his work that many up and coming artists felt the need to inspire change across their own countries.

CONSTRUCTIVISM

GRAPHIC DESIGN

Constructivism was created in Russia at the end of world war one. At the time Russia had to deal with invasions and later the dethronement of their tsar. This all led up to a civil war and then the Russian revolution. While the country was in the civil war artists began to break free from the traditional illustrative posters the western cultures used. They used geometric shapes to promote the joining of the ever dividing country. All the art work had a same colour schemes, which included black, white and red. These colours could be seen as representing the different armies and their political stance. The "white" army - also known as the Volunteer Army - had ideals that their country could become more eastern, which was why this group had the support from the British forces. The "Red" army - also known as the Bolsheviks - had the opposing view creating the tension within Russia. The final colour black could symbolise the despair and death of the monarch or the victims throughout the civil war.

The artists would steer away from the classical serif typefaces and use the modern sans serif fonts to show the public that the society is capable of change. Although the words are in a different language you can sense the real emotion of the word due to the style and potency of the graphics. The typefaces usually all vary in size as they could be shouted across the page. A very common design to do is use perspective and each letter gradually builds in size and weight.