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History and Analysis of Design

April 27, 2017

John Maeda is a popular contemporary American graphic designer of Japanese origin. Besides he is also a renowned author, computer scientist and academic scholar. The Laws of Simplicity is considered to be a landmark in graphic designing. In his work, he explored design, technology, and leadership and pinpointed the area where they all come together (Graphic Designers).

Surrealism, movement in visual art and literature, flourishing in Europe between World Wars I and II. Surrealism grew principally out of the earlier Dada movement, which before World War I produced works of anti-art that deliberately defied reason; but Surrealism’s emphasis was not on negation but on positive expression. The movement represented a reaction against what its members saw as the destruction wrought by the “rationalism” that had guided European culture and politics in the past and that had culminated in the horrors of World War I. According to the major spokesman of the movement, the poet and critic André Breton, who published The Surrealist Manifesto in 1924, Surrealism was a means of reuniting conscious and unconscious realms of experience so completely that the world of dream and fantasy would be joined to the everyday rational world in “an absolute reality, a surreality.” Drawing heavily on theories adapted from Sigmund Freud, Breton saw the unconscious as the wellspring of the imagination. He defined genius in terms of accessibility to this normally untapped realm, which, he believed, could be attained by poets and painters alike (Britannica).

The Treachery of Images is painted when Magritte was 30 years old. The picture shows a pipe. Below it, Magritte painted, "Ceci n'est pas une pipe" French for "This is not a pipe." The painting is not a pipe, but rather an image of a pipe. This masterpiece of Surrealism creates a three-way paradox out of the conventional notion that objects correspond to words and images. The Treachery of Images belongs to a series of word-image paintings by Magritte from the late 1920s. He combined images and text in a style suggested both by children's books, and by Magritte’s early career in advertising. The artist laid out his rationale for word-image paintings in an illustrated text called Words and Images.” (Renne Magritte).



For the execution of the spread, I decided to choose Parisienne, because a want to use a typeface that will look similar to the Renne Maritte hand write on the paint above. Parisienne is a script, calligraphy font designed by Astigmatic. Parisienne besides of being a beautiful typeface, I believe that it will look great combined with Renne Maritte hand write on the painting. Here is a sample of Parisienne:



John Maeda once said, " Simplicity is about subtracting the obvious and adding the meaningful. " (AZ Quotes). The Surrealist artists sought to channel the unconscious as a means to unlock the power of the imagination. Disdaining rationalism and literary realism, and powerfully influenced by psychoanalysis, the Surrealists believed the rational mind repressed the power of the imagination, weighting it down with taboos. (The Art Story).

**Citation**

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