

GRUNGE IN GRAPHIC DESIGN

The origins of grunge in graphic design can be traced back to the early 1990s, coinciding with the rise of the grunge music movement. This music genre emerged in Seattle, Washington, and quickly gained popularity due to its raw, alternative sound and its non-conformist ethos. Bands like Nirvana, Pearl Jam, and Soundgarden became the face of grunge, influencing not only music but also fashion and visual arts.



CHARACTERISTICS OF GRUNGE DESIGN

- Distressed Textures
- Dark and Moody Colour Palette
- Layering and Collage
- Handwritten and Irregular Typography

DESIGNERS

David Carson is a prominent contemporary graphic designer and art director. His unconventional and experimental graphic style revolutionized the graphic designing scene in America during 1990s. He is nicknamed the "Godfather of Grunge".



Neville Brody is an English graphic designer, typographer and art director. He is known for his work on The Face and Arena magazine, designing record covers for artists such as Depeche Mode. He has also designed several popular typefaces including Arcadia, Industria, Insignia, FF Blur, FF Pop, FF Gothic, and FF Harlem.



Shaun Stussy is famous for creating the clothing brand Stussy. Originally a surfboard designer he began printing t-shirts and shorts to sell alongside the surfboards as a form of promotion; his surname written in a graffiti-influenced hand style was to become a company logo.



KEYWORDS

Grunge Design Collage Layering Typography Typeface Font Scale

TYPOGRAPHY DESIGN

Typography is defined as **the style or appearance of text**. **Typography** is also the art of arranging type to make written language legible, readable and appealing when displayed.

Type design is the art and process of designing typefaces. A **typeface** is the design of letters, numbers and other symbols. Most typefaces include variations in size (e.g., 24 point), weight (e.g., light, bold), slope (e.g., italic), width (e.g., condensed), and so on. Each of these variations of the typeface is a **font**.

4 MAIN TYPEFACE/FONT STYLES

- Serif Typeface** - Serif typefaces have little attachments or small extensions on the letters. These letter styles look formal.
- Sans Serif Typeface** - "Sans" means without. You will see that Sans Serif font does not have the little attachments on the letters. Sans Serif fonts are modern looking and are often used for titles.
- Script Typeface** - Script fonts look like handwriting and is used to give personal feeling.
- Decorative Typeface** - Decorative font should be used sparingly as it can be hard to read and can be overpowering.



ADOBE TOOLS



Selection tool: Select drawn objects/ Move objects.



Sub selection tool: Edit shapes.



Shape tool: Creates shapes; rectangles, ellipses, polygon's stars etc.



Paintbrush Tool: The Brush tool creates a line or stroke. Great for drawing with and using like a real paintbrush.



Gradient tool: Adds a gradient fill or stroke.



Shape Builder tool: that allows you to create complex shapes from simple ones.



Type tool: Creates letters.



Type on a path tool: Lets you type on a drawn line or around a shape.



Layers allow you to move, edit, and work with content on one layer without affecting content on other layers.



Pencil Tool: The Pencil tool is used for drawing freestyle line.