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DESIGN MOVEMENTS - POP ART

WORLD ASSOCIATION OF TECHNOLOGY TEACHERS

<https://www.facebook.com/groups/254963448192823/>

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PASTE OR SKETCH AN EXISTING OR NEW DESIGN IN THE SPACE OPPOSITE.

**NAME AND DESCRIBE THE DESIGN / PRODUCT.
USE THE NUMBERED CRITERIA / FEATURE LIST TO ANALYSE THE DESIGN.**

Here are the key features of the Pop Art design movement:

Influence of Popular Culture

1. Consumer Goods: Incorporation of imagery from consumer products, such as Campbell's soup cans, Coca-Cola bottles, and comic strips.

Mass Media: Use of images and themes from advertising, television, and magazines.

Bold and Vivid Colours

2. Bright Palettes: Use of intense, eye-catching colours like red, yellow, blue, and green.

Contrasting Tones: High contrast and bold colour combinations.

Repetition and Patterns

3. Repetitive Imagery: Repetition of motifs and images, often in grid patterns.
Ben-Day Dots: Use of dot patterns to create shading and texture, mimicking printing techniques.

Irony and Satire

4. Humour and Irony: Playful and ironic commentary on consumerism, culture, and mass production.

Satirical Elements: Critique of the superficiality and materialism of modern society.

Found Objects and Mixed Media

5. Collage: Combination of different materials and media, including photographs, prints, and everyday objects.

Assemblage: Use of found objects and ready-mades in artistic compositions.

Simplified and Flat Forms

6. Flat Imagery: Simplified, flat forms without traditional shading or perspective.

Graphic Style: Strong lines and graphic quality, resembling commercial art and cartoons.

Famous Artists and Iconic Works

Andy Warhol: Known for works like "Marilyn Diptych" and "Campbell's Soup Cans."

Roy Lichtenstein: Famous for comic strip-inspired works like "Whaam!" and "Drowning Girl."

Jasper Johns: Known for incorporating flags, targets, and numbers in his art.

PRODUCT / DESIGN DESCRIPTION

FURTHER NOTES
