



ART

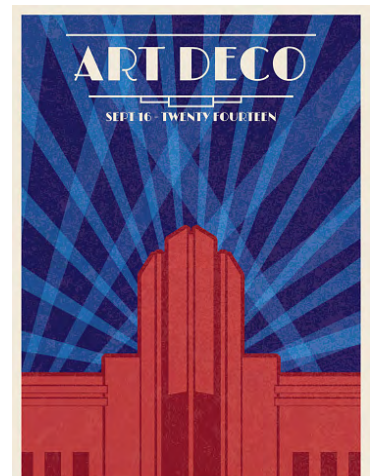
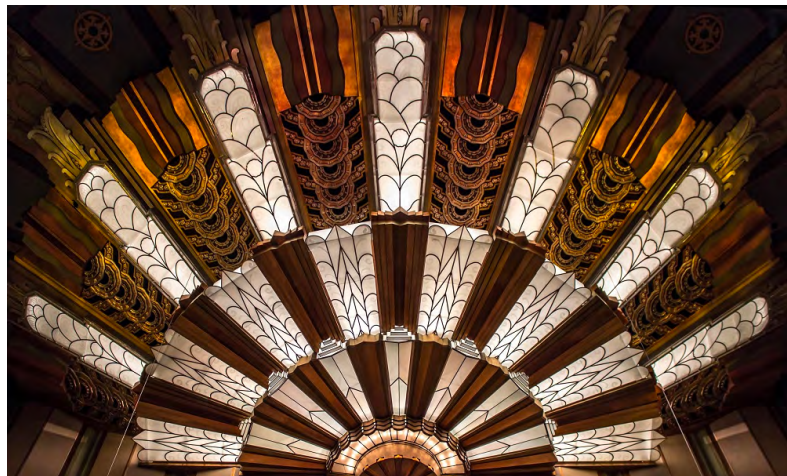
DECO

BY : DESHAWN  
ALLEYNE



# THE HISTORY

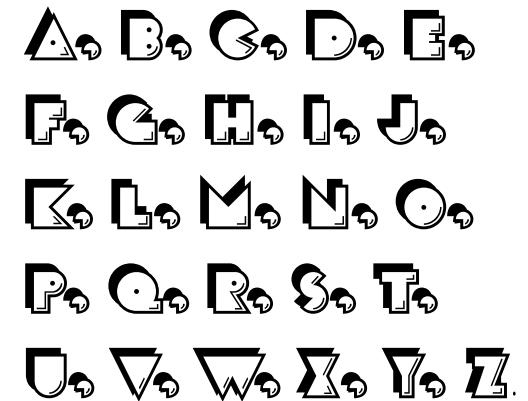
Art Deco are symmetrical, geometric Font style most often seen on architecture. This style is in contrast to avant-garde art of the period, which challenged everyday viewers to find meaning and beauty in what were often nontraditional images and forms ,1920s and 30's, or the period between the wars. There was an overlap and transition from one movement to another and, in general, had it not been for the First World War, the Art Deco period would have begun earlier Art Deco sometimes referred to as Deco, is a style of visual arts, architecture and design that first appeared in France just before World War I. It influenced the design of buildings, furniture, jewellery, fashion, cars, cinemas, trains, ocean liners, and everyday objects.



# FONTS FEATURES

HandDeco is a family of four sans serif display fonts inspired by geometric typefaces of the early 20th century Art Deco era. It was designed by Gerren Lamson and combines historic display styles with hand-drawn lettering. The font file contains approximately 130 glyphs and comes in a standard. Some of the most common elements of Art Deco graphic design include geometric shapes (triangles in particular), strong lines, zigzags, and thick stroked typography, lots of unused

space, and chevron patterns. One of the most famous Art Deco posters was created for the movie *The Great Gatsby*. Art Deco type is immediately recognizable for its unique visual characteristics its geometric rounded shapes combined with elongated letters and vertical decorative line details. Unlike other type movements, Art Deco as a style was created by one designer only, A.M Cassandre.



- Heavy geometric influences.
- Triangular shapes.
- Zigzags.
- Trapezoidal shapes.
- Straight and smooth lines.
- Loud, vibrant, and even kitschy colors.
- Streamlined and sleek forms.
- Sunburst or sunrise motifs.

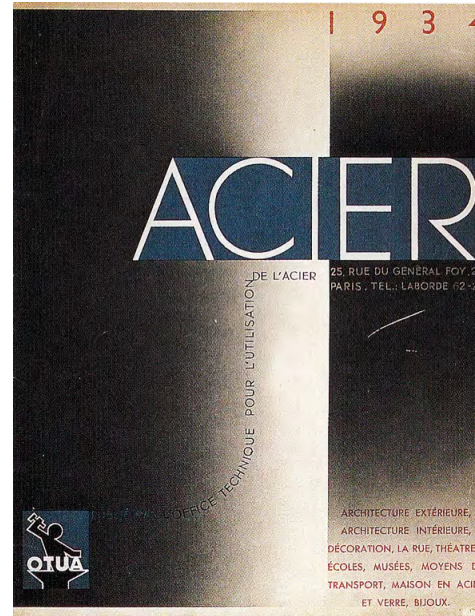


# A.M. CASSANDRE



A.M.Cassandre is best known for his posters advertising travel, for clients such as the Compagnie Internationale des Wagons-Lits. He was a pioneer on airbrush arts. His creations for the Dubonnet wine company were among the first posters designed in a manner that allowed them to be seen by occupants in moving vehicles. A.M Cassandre is an exceptional French artist, painter, and designer in the Art Deco era.

Art Deco, as defined, is an elegant style of decorative art, design and architecture which began as a Modernist reaction against the Art Nouveau style. It is characterized by the use of angular, symmetrical geometric forms. He studied at the Académie Julien where he mostly painted in the 'academic' style of Cezanne.



# ART DECO

BETTY NOIR

12

GRACEMAN

BETTY NOIR

16

GRACEMAN

BETTY NOIR

24

GRACEMAN

BETTY NOIR

36

GRACEMAN

BETTY NOIR

48

GRACEMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !,;.:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !,;.: