How Nationality Reflects In Design

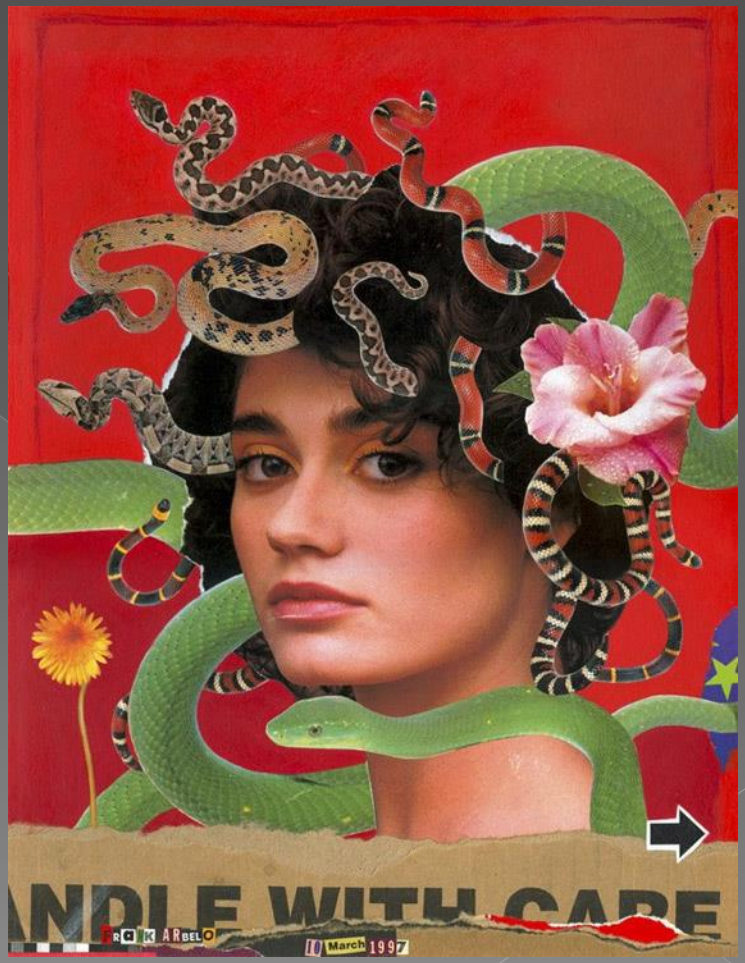
Latin America

- Latin America has produced energetic and vibrant forms of graphic expression.
- Latin America is one whole continent and stretches more than 21 million kilometers, but we see a common theme for all Latin American design:
  - **the Latinos love for life, dance and celebration**
- Building exteriors filled with graffiti & stencil art.
- **Latin American design is a reflection of the rampant street art scene: colorful, tantalizing, soulful, and a bit naive.**

by Jorge Alderete

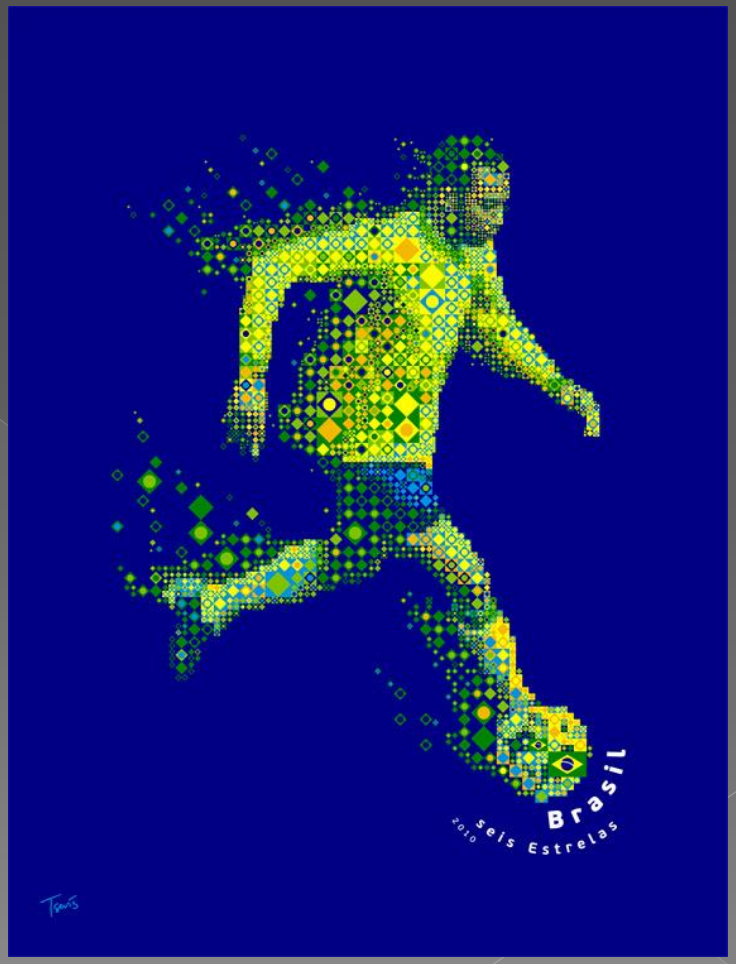
Most Latin American posters have evident pop art and art deco influences. It makes use of contrasting colors, wacky typography and energetic shapes.

by Jorge Alderete



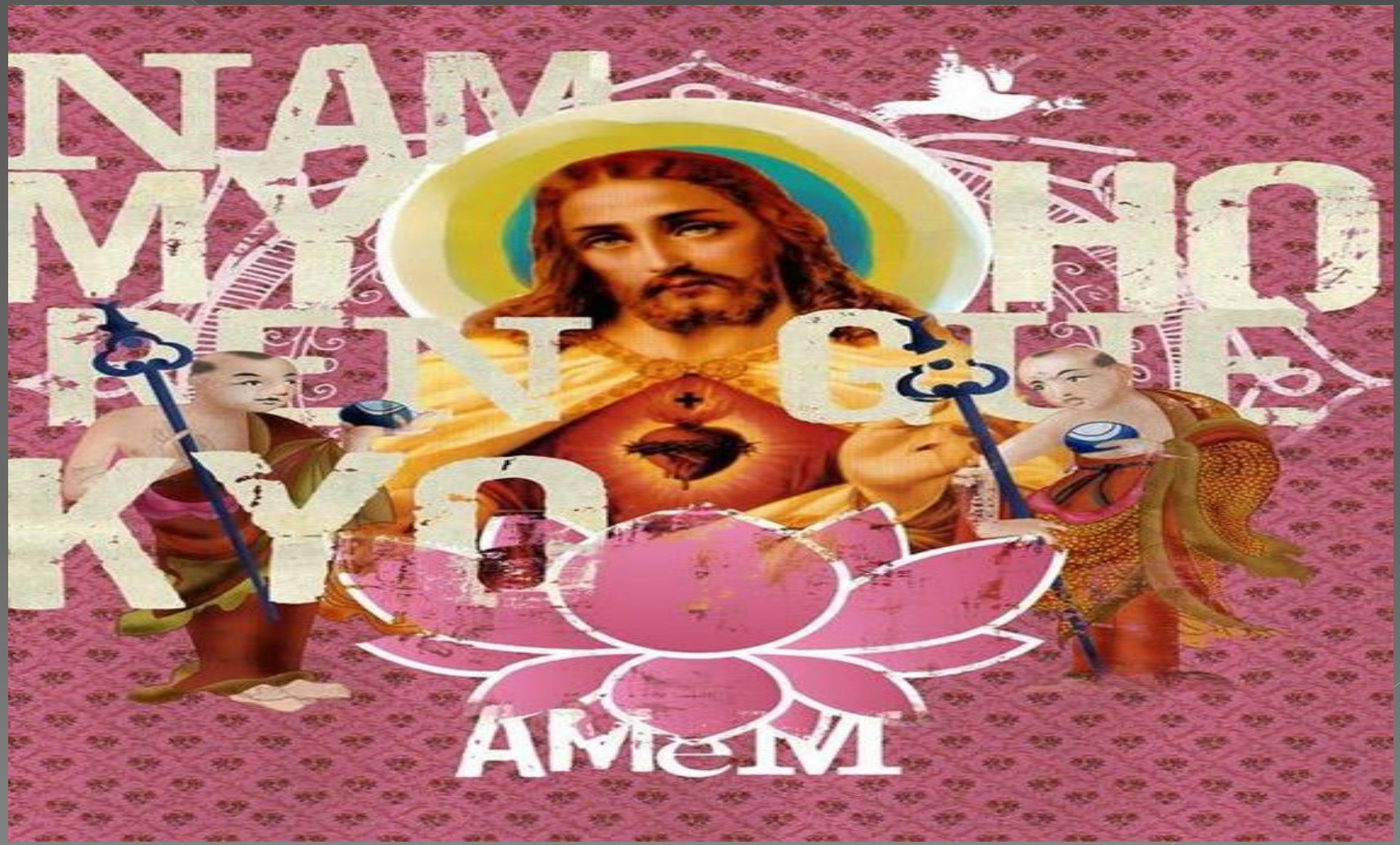
by Frank Arbelo

By Daniel Aviles



By Charis Tsevis

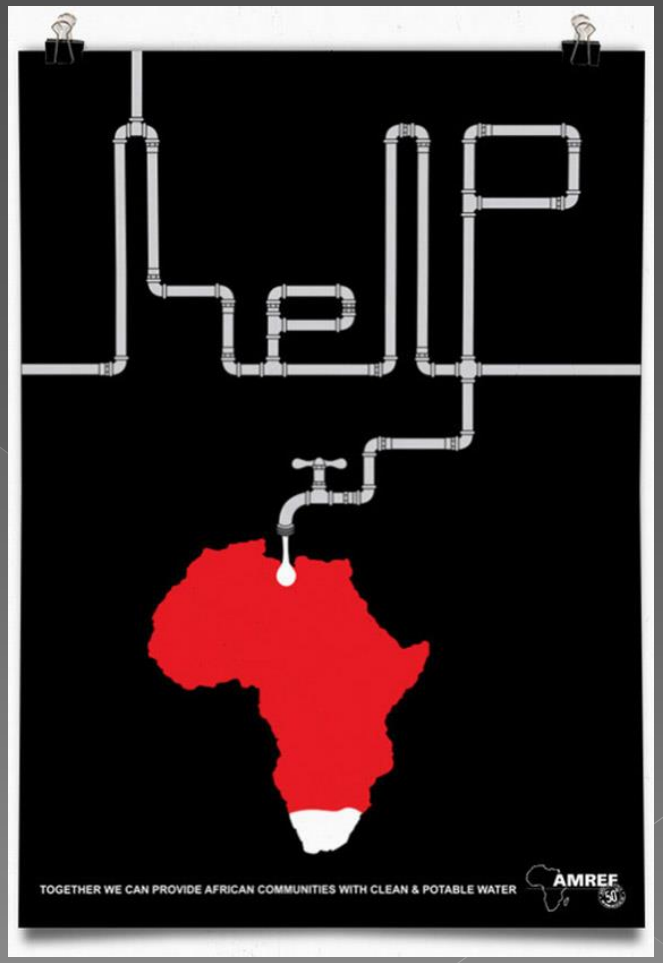
The Latino's piousness is evident with the use of religious themes and Roman Catholic symbols.



by Thiago Barros

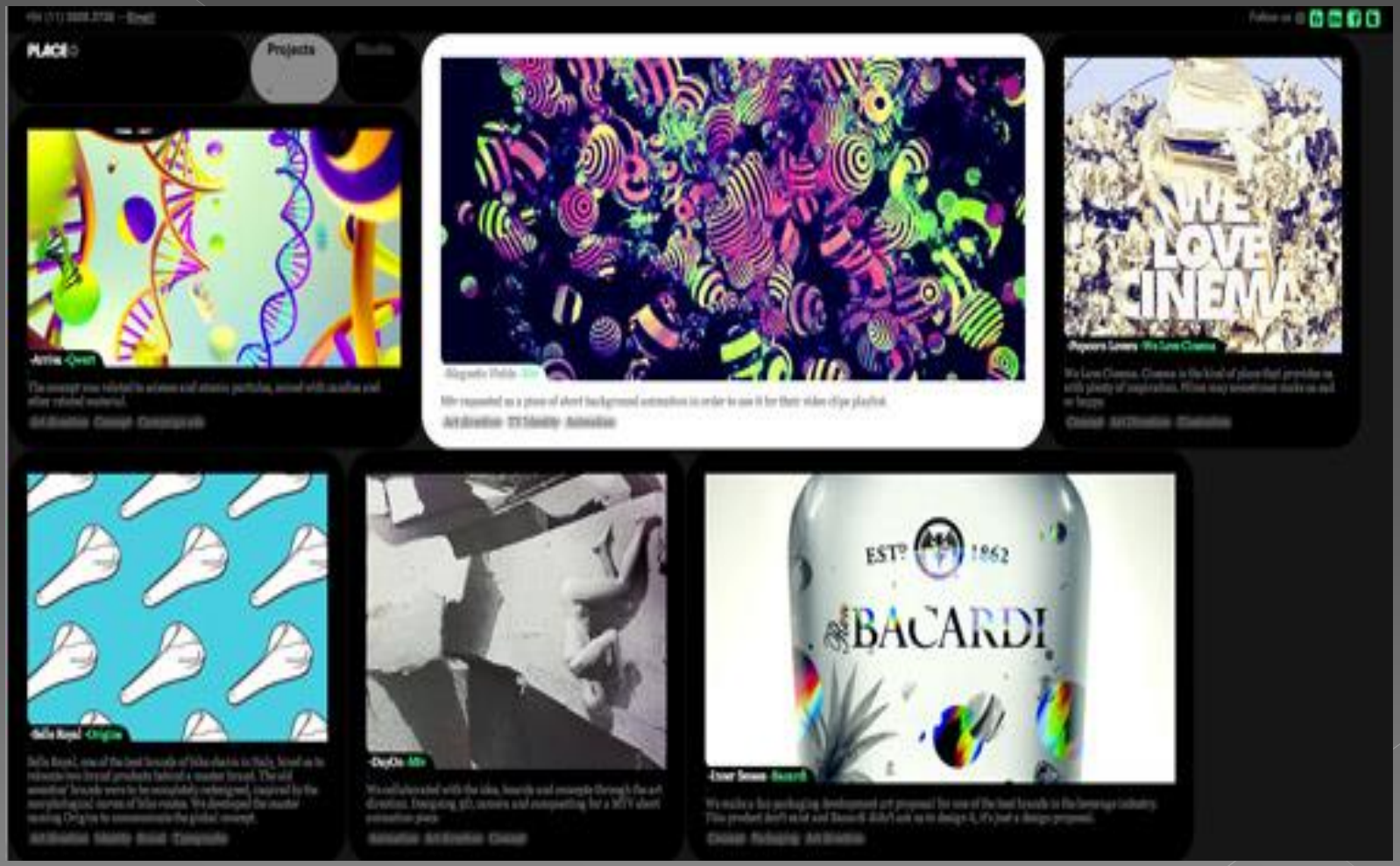
Propaganda, nationalism and revolution are also common themes in Latin American graphic design (especially in the Caribbean islands).

by Ernesto Garcia Peña



by Juan Camilo Rojas

Latin American Web Design



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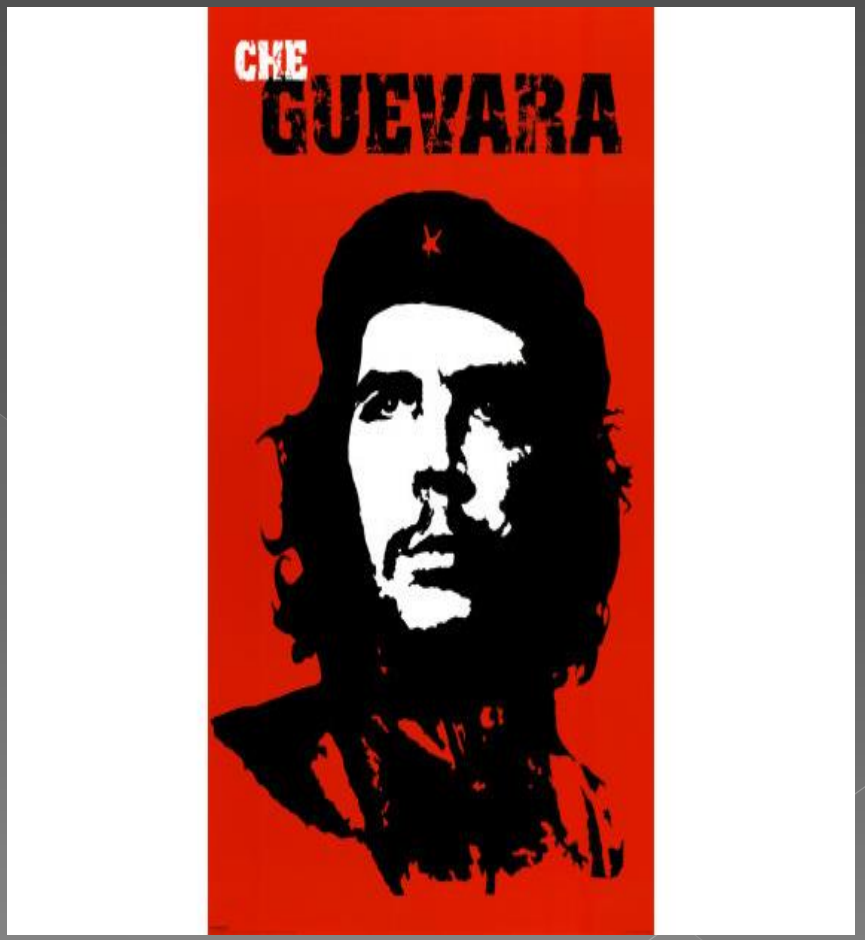
Estudio Monitor

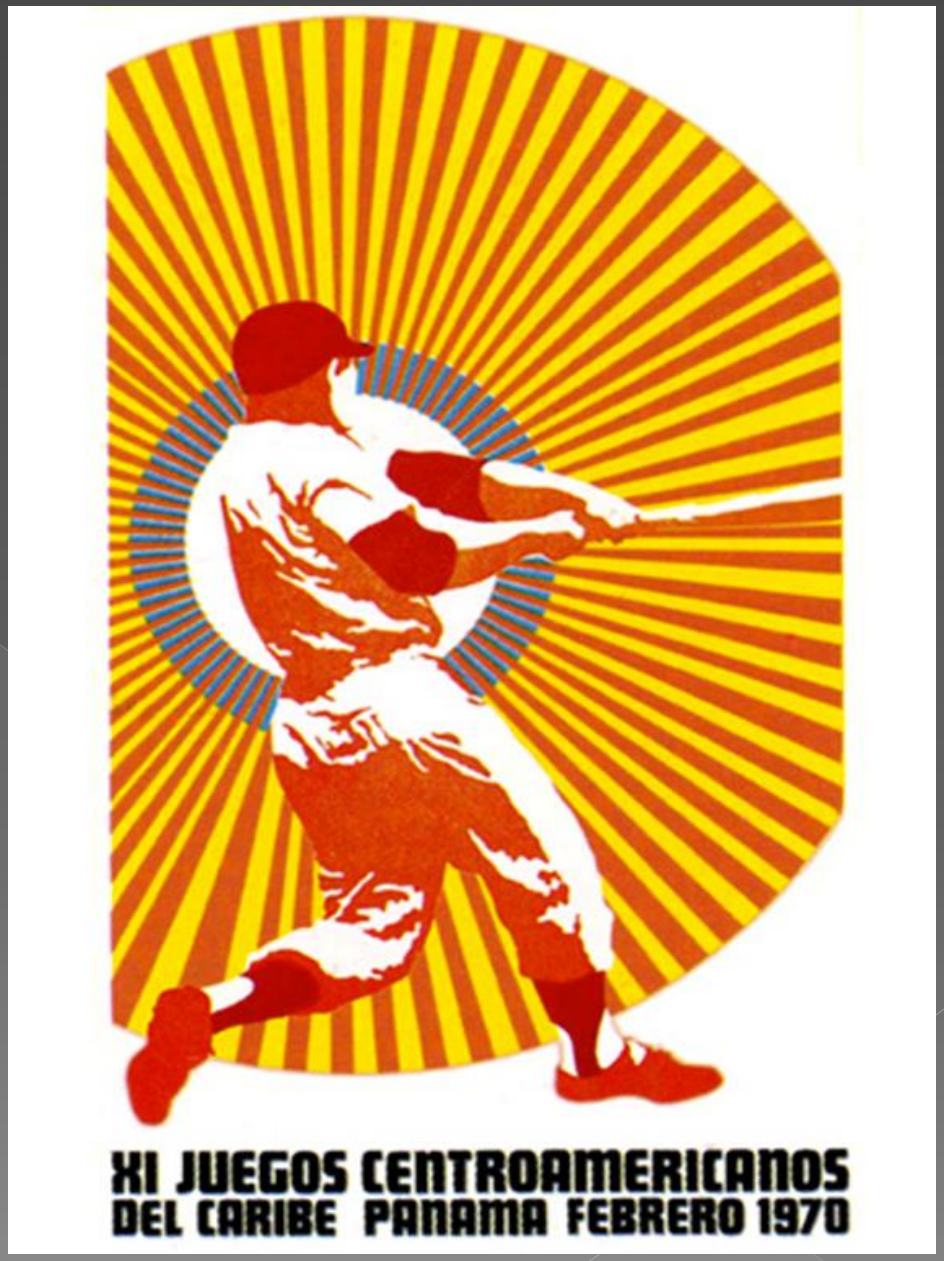
Cuba

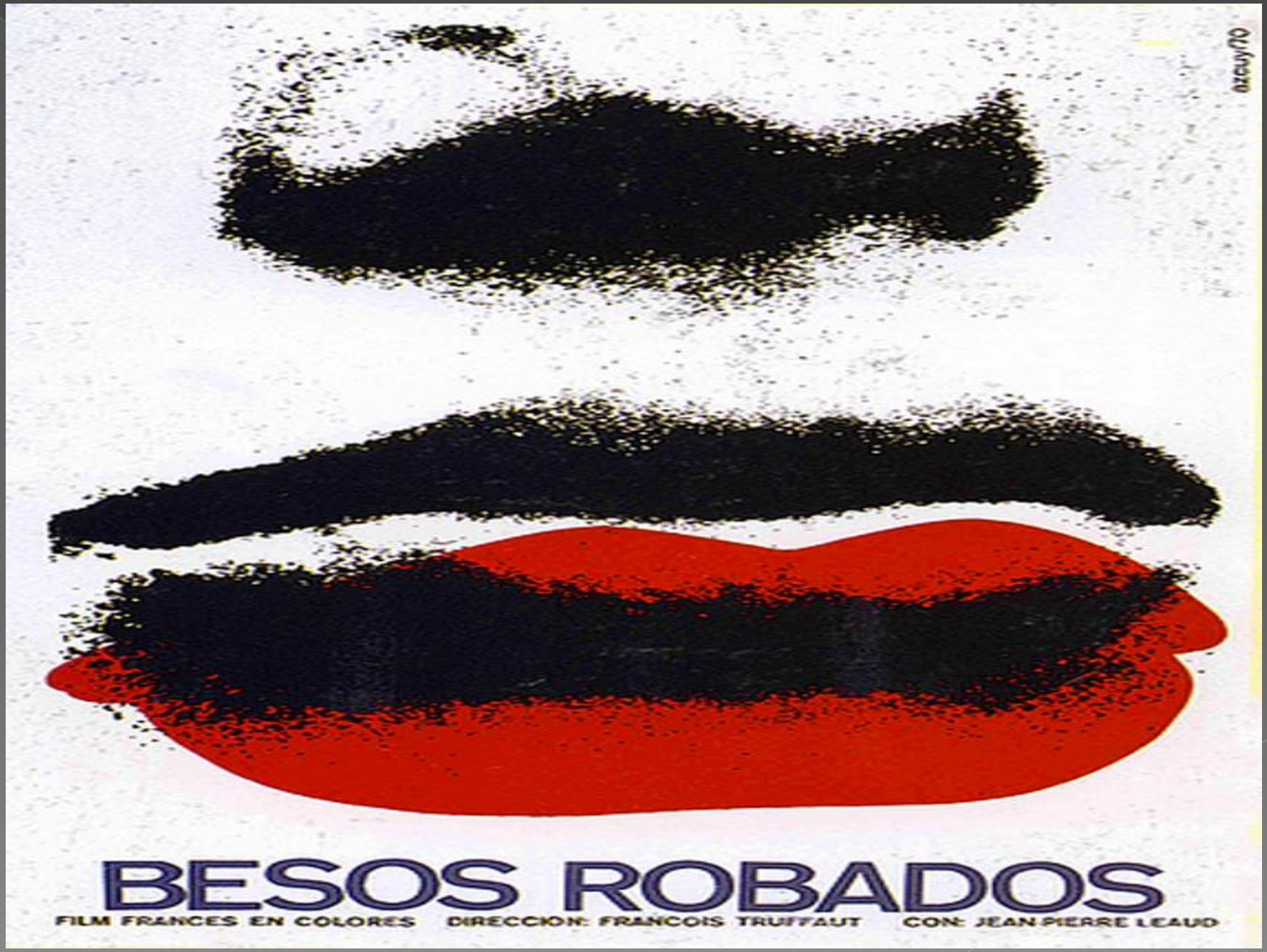
- Cuban graphic artists combined elements of various art styles such as art deco, Bauhaus and art nouveau with its own Cuban distinct style.

- Silkscreen was a popular medium for designers during its golden age– (1965-1975) because of the function of being able to reproduce posters and designs, a necessity back then.



NORMA DE CORTE CUMPLIDA
NORMA ESTABLE EN LA MOLIDA

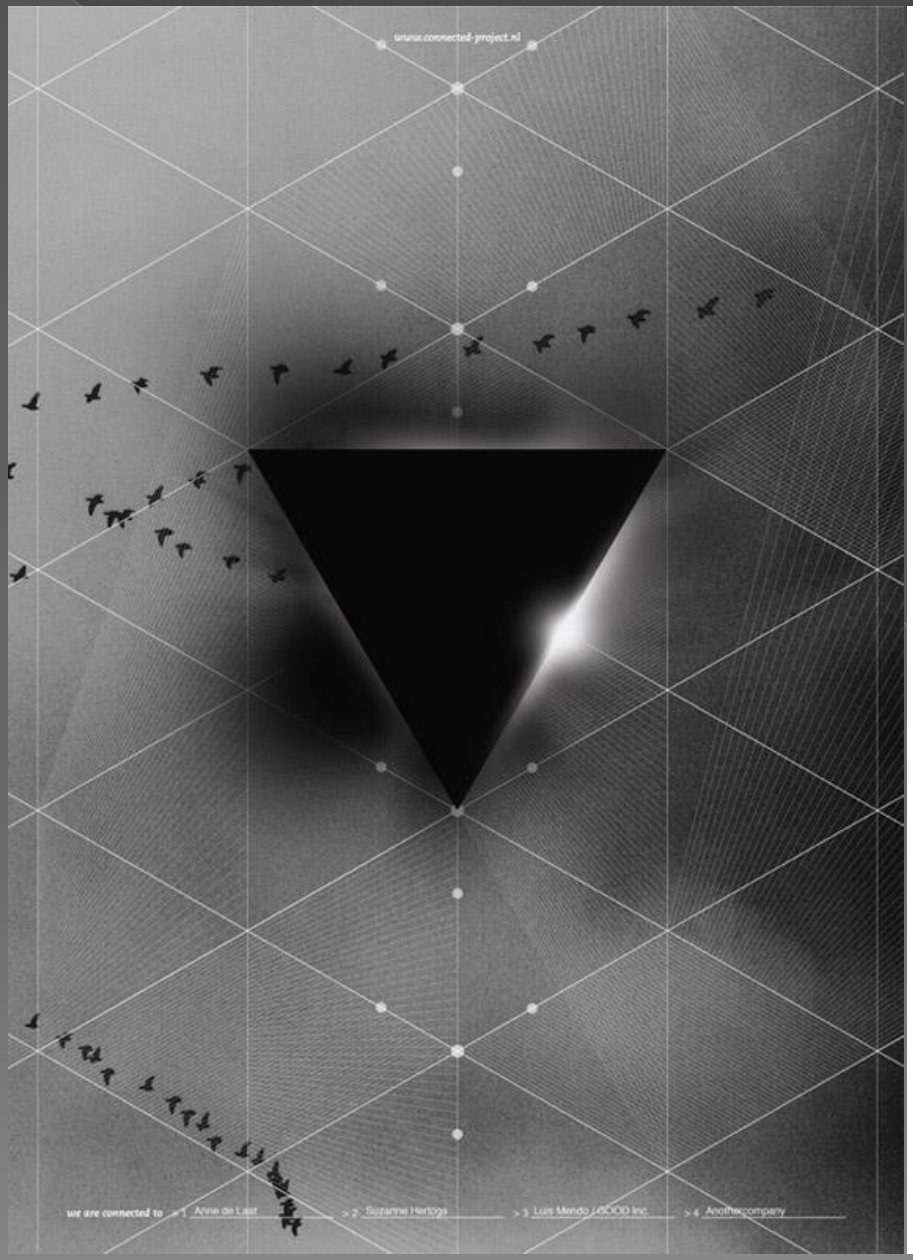

XI JUEGOS CENTROAMERICANOS
DEL CARIBE PANAMA FEBRERO 1970


BESOS ROBADOS
FILM FRANCES EN COLORES
DIRECCION: FRANCOIS TRUFFAUT
CON: JEAN PIERRE LEAUD

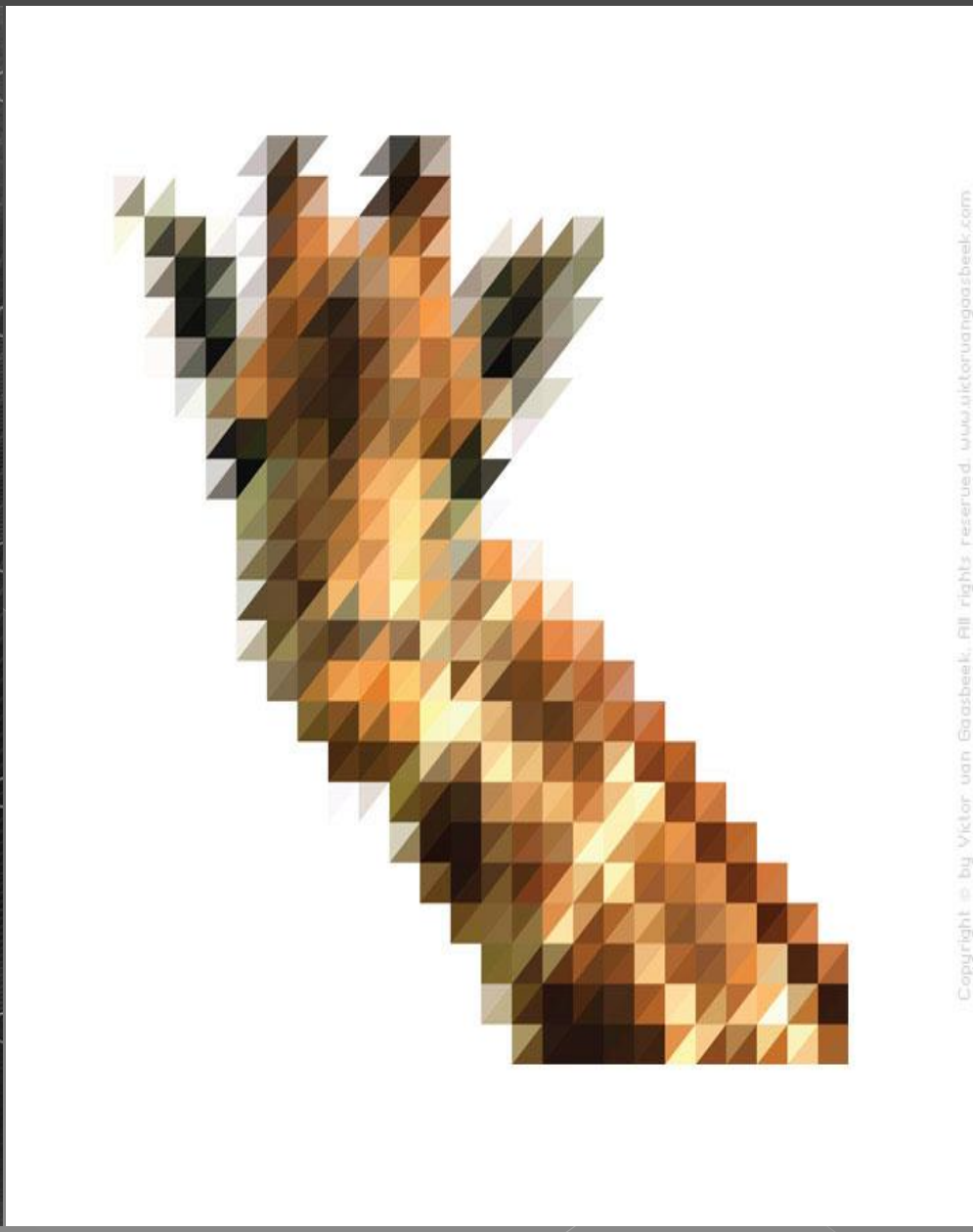
Netherlands

- Dutch graphic design tend to be individualistic, if not anarchic.
- They prefer clean, minimalist designs–this is where the De Stijl movement, precursor of the Minimalist movement, started.
- The Dutch are inclined towards conceptual art and contemporary themes.
- Simplicity is appreciated, and 'undesign' is a common design strategy here.

by Studio Dumbar



by Another Company



by Victor van Gaasbeek

Dutch Web Design

[Marius Roosendaal]

ZwarteKoffie

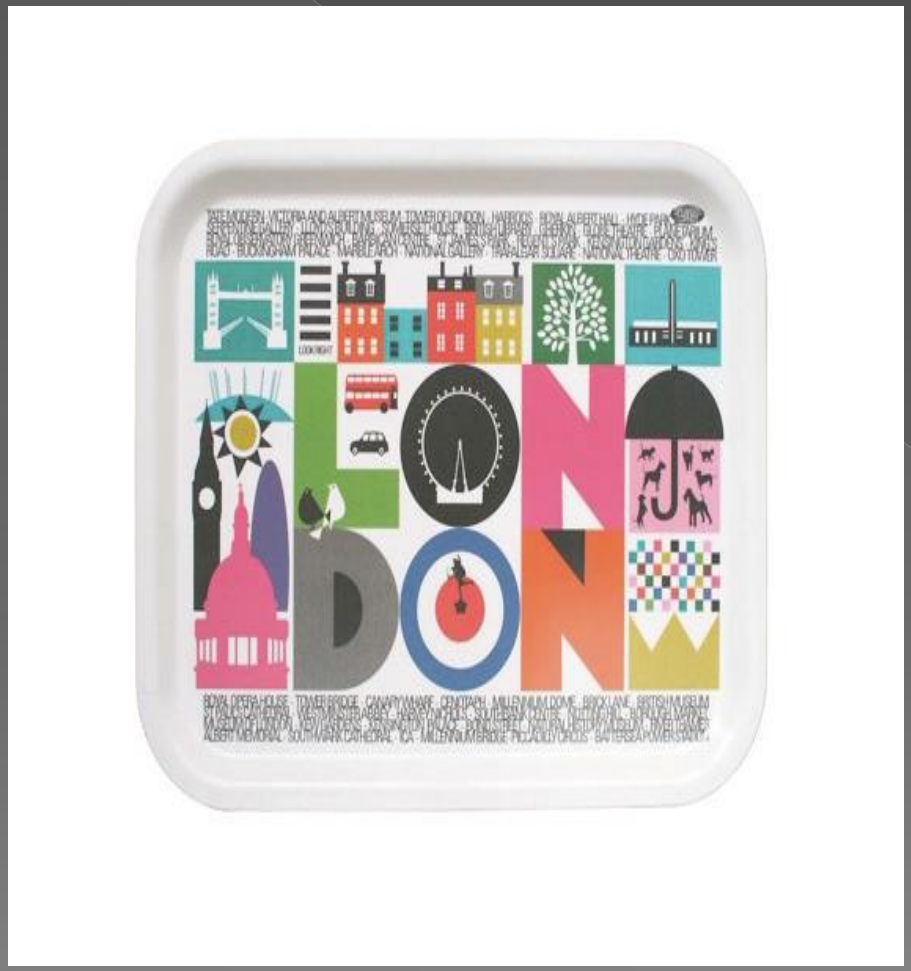
- The Netherlands and her neighboring countries create the trend when it comes to graphic and web design.
- Their art is clean, conceptual and smart. It doesn't mean that it's all serious and minimalist though–
  - Dutch design can also be playful.

Ewout van Lambalgen

Scandinavia

- Scandinavia includes Denmark, Sweden and Norway and sometimes Greenland, Finland and Iceland.
- Scandinavia is relatively advanced in the field of graphic and web design.
- They are in fact the leaders of design in this generation.
- Minimalism is a common theme. From architecture, furniture, advertising, to graphic design

Homework by Jack Dahl



London Tray by Maria Dahlgren

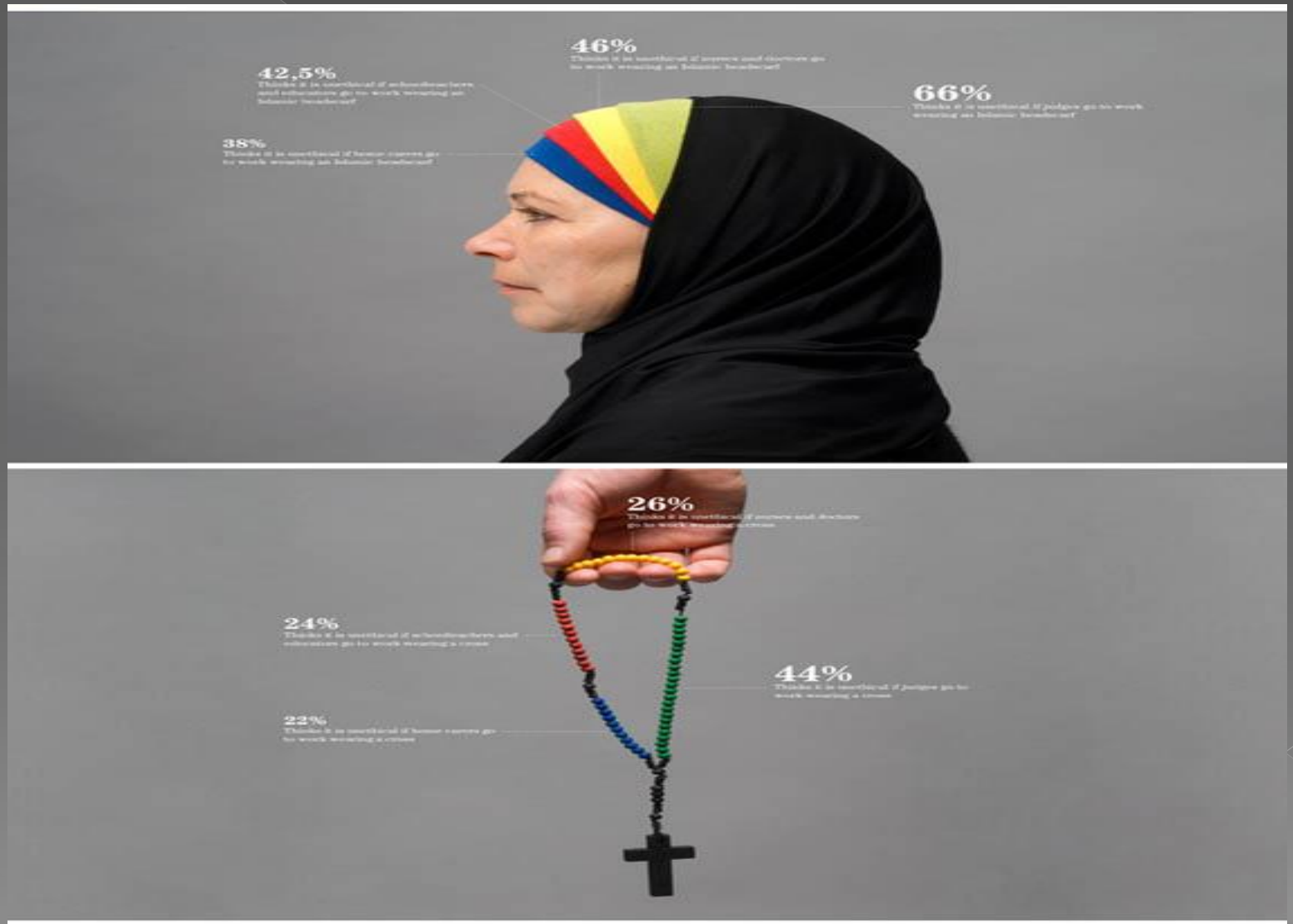
Vacation in Europe by Erik Wingquist

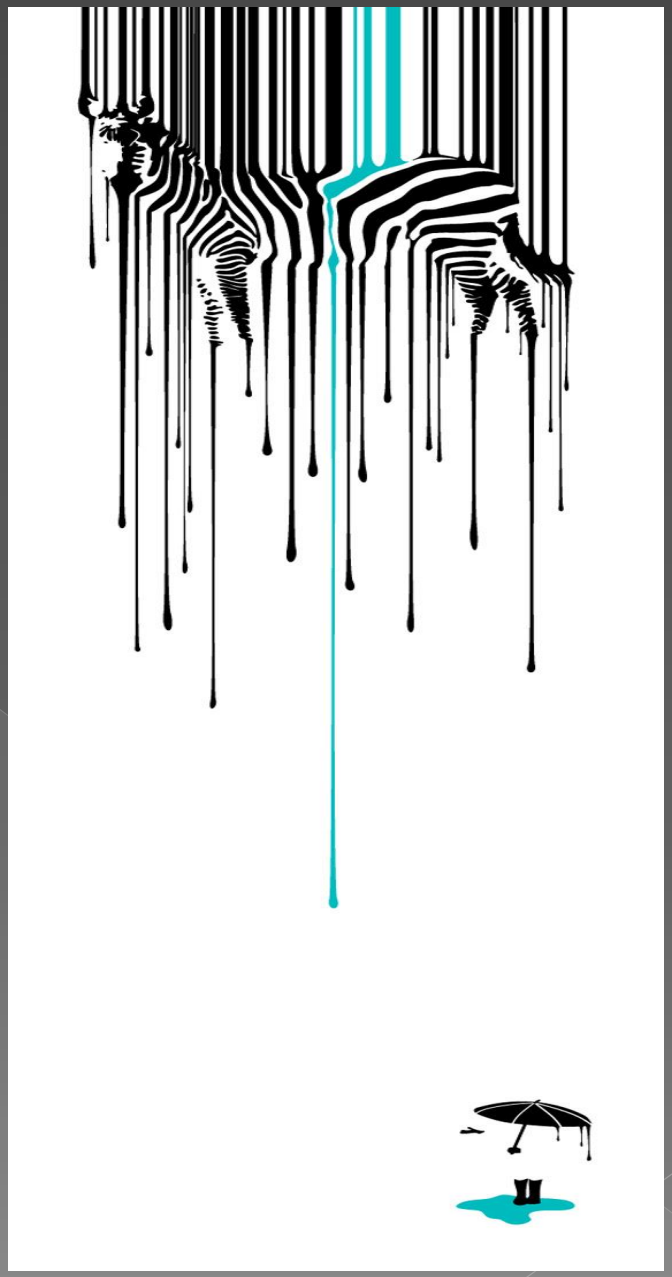
- Scandinavian graphic design is chic, bold and modern.
- They keep their heritage intact, and at the same time they do not ‘try too hard’ to keep up with other countries.
- This is what makes Scandinavian design beautiful: it is cool, but doesn’t try too hard.

Peter Orntoft

Information Graphics in Context

Aleksi Hautamäki





Måns Wikström

Russia

- Russian Constructivism has a huge impact on Russian graphic design today.
- The art movement is a form of abstract art;
  - rejecting pictorial representation and instead evoking emotion through color and shapes against negative space.

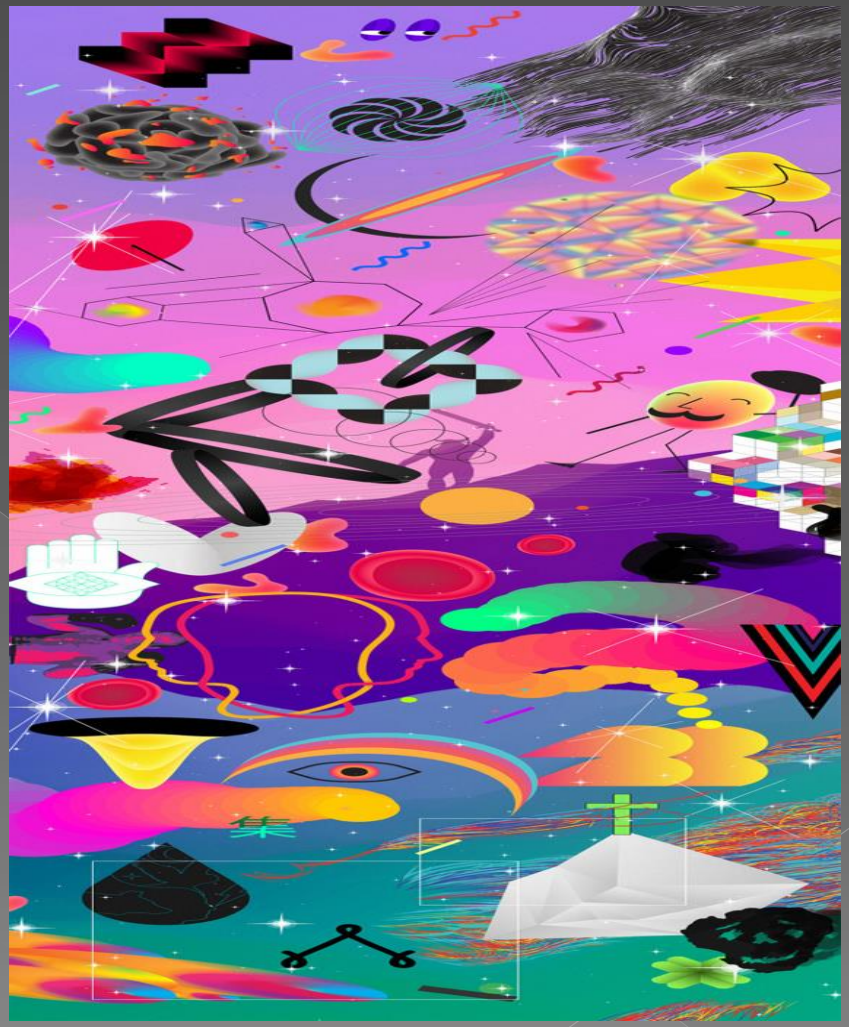
by El Lissitzky

- a work by Alexey Frolov, a Russian designer, who is obviously inspired by Russian constructivism.
- Today the art movement is still used by many designers with equal zest and energy.

Alexey Frolov

As for Russian web design, layout is always smooth and dynamic. It doesn't use as much Flash as other cultures, preferring Javascript and xHTML.

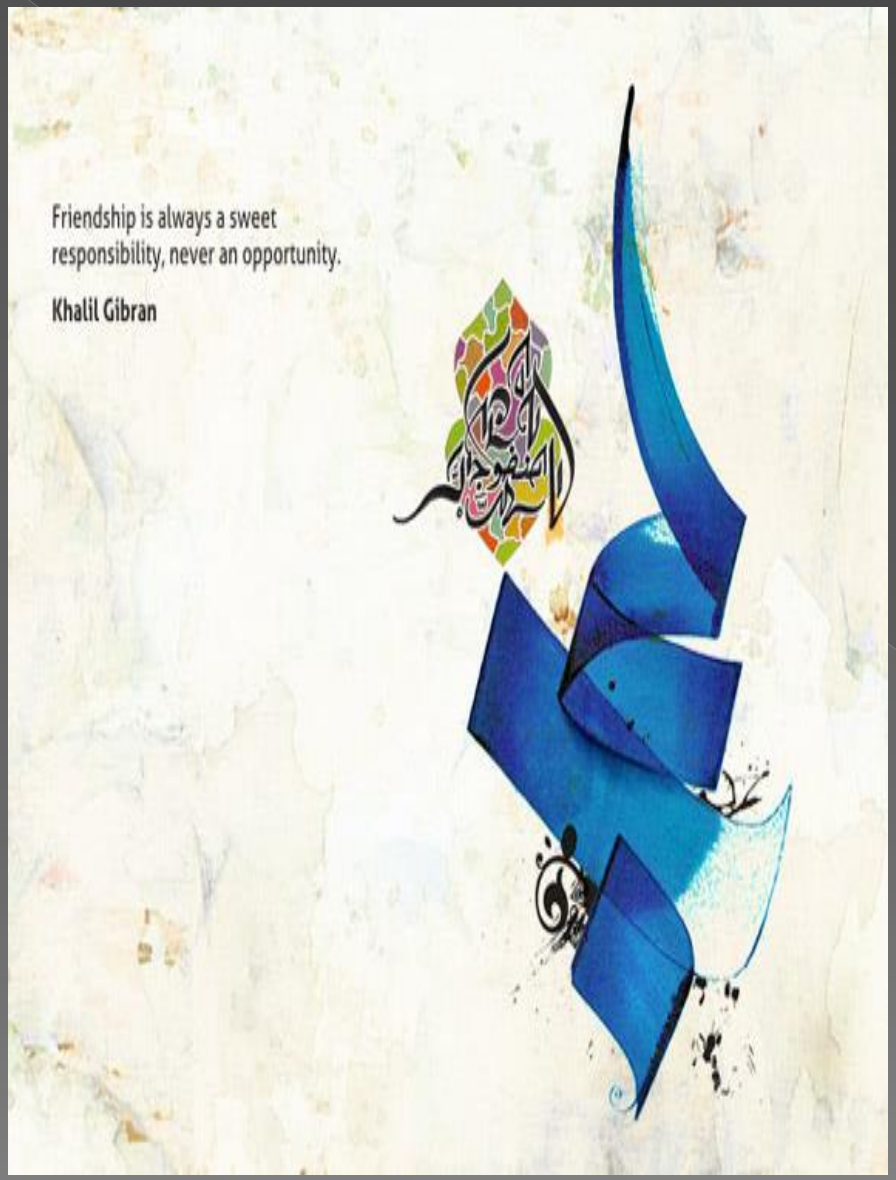
Tot Samyi Shrift



Roma Lubimov

Middle East

- The Middle East is seen by the west as mysterious, alluring and mystifying: it's the land of sands, flying carpets and magic lamps,
- The Middle East is a paradox–this culture is wealthy with some of the oldest and most extensive art in history, boasting thousands of years of art
- Yet, graphic design in the Middle East is still pretty recent.
- Middle East graphic design is just as alluring and mystifying. It is strongly influenced by old calligraphy and arabesque, or the repetition of forms and patterns.



by Khawar Bilal

by Fayez Al Harti

by Mohanad Shuraideh

by Samhar Khuzam

Middle Eastern Web Design

DU.ae

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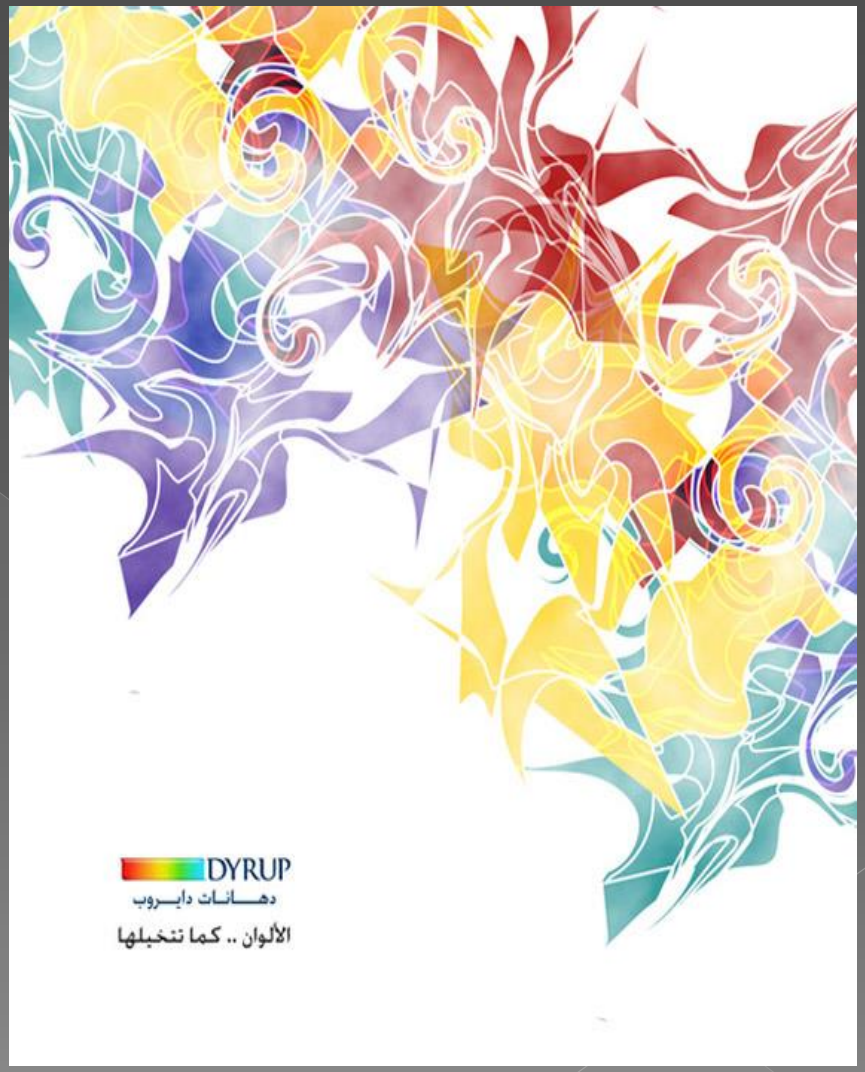
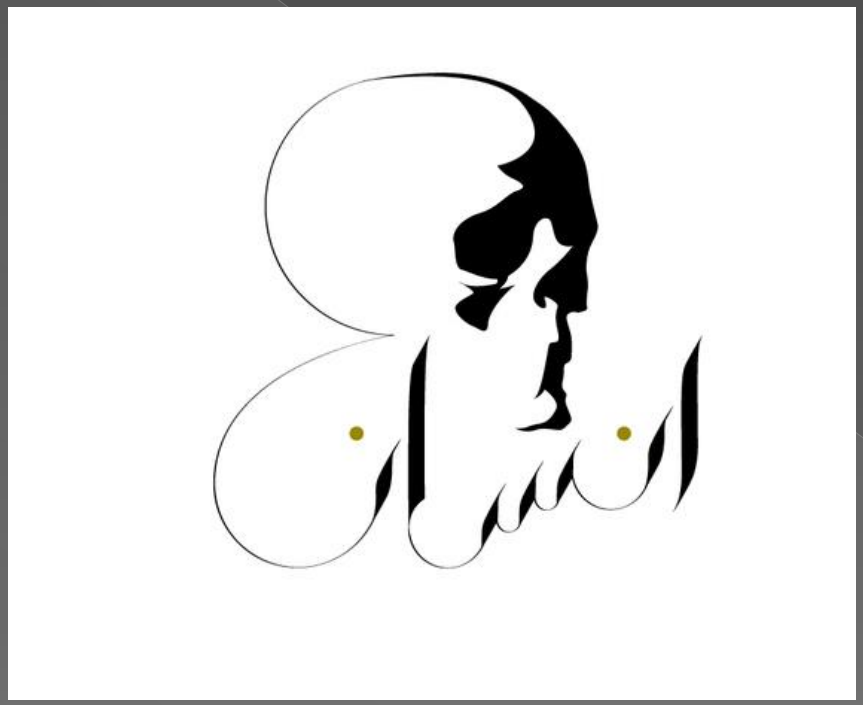
Cocolicious

- Middle Eastern design is rich in color and culture.
- the Middle East prides herself in beautiful symbols and calligraphy.
- In some aspects, the region is still conservative in many matters



by Fayez Al Harti


انشاران

The 3rd. Festival of Conceptual Arts of Students All Over the Country
Ferdosi University of Mashhad
سومین جشنواره سراسری هنرهای مفهومی دانشجویان سراسر کشور
۲۰-۲۳ اردیبهشت ماه ۱۳۸۹
مشهد- دانشگاه فردوسی

Turkey

- Turkey is now borrowing political, cultural, fashion and technological ideas from the west.
- This meant that Turkish graphic design changed radically to meet the expectations from the west.
- **The biggest change brought to this modernization is the change from Arabic script to the Latin alphabet.**

Tamer Koseli

Ali Emre Dogramaci

Egypt

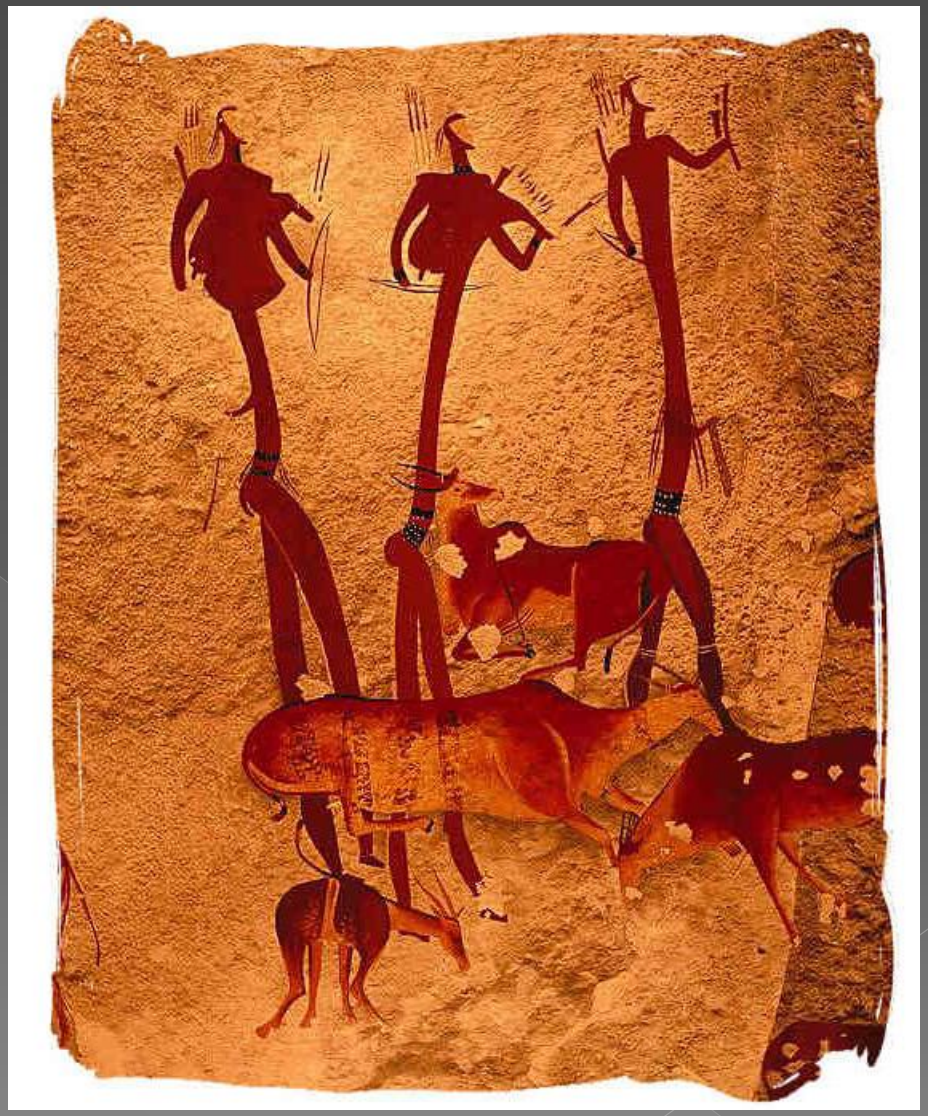
- Modern graphic design of Egypt showed a renewed national patrimony.
- **They returned to the ancient Egyptian art that is most well-known to them,**
  - **detaching themselves from any Arab, African, or other foreign influences.**

[Mohamed Nabil Labib]

[Soha El Nassag]

South Africa

- South Africa is a little different than the rest of the places mentioned because there is no single culture here.
- It has been dubbed as the 'Rainbow Nation', referring to its rich cultural and ethnic diversity.

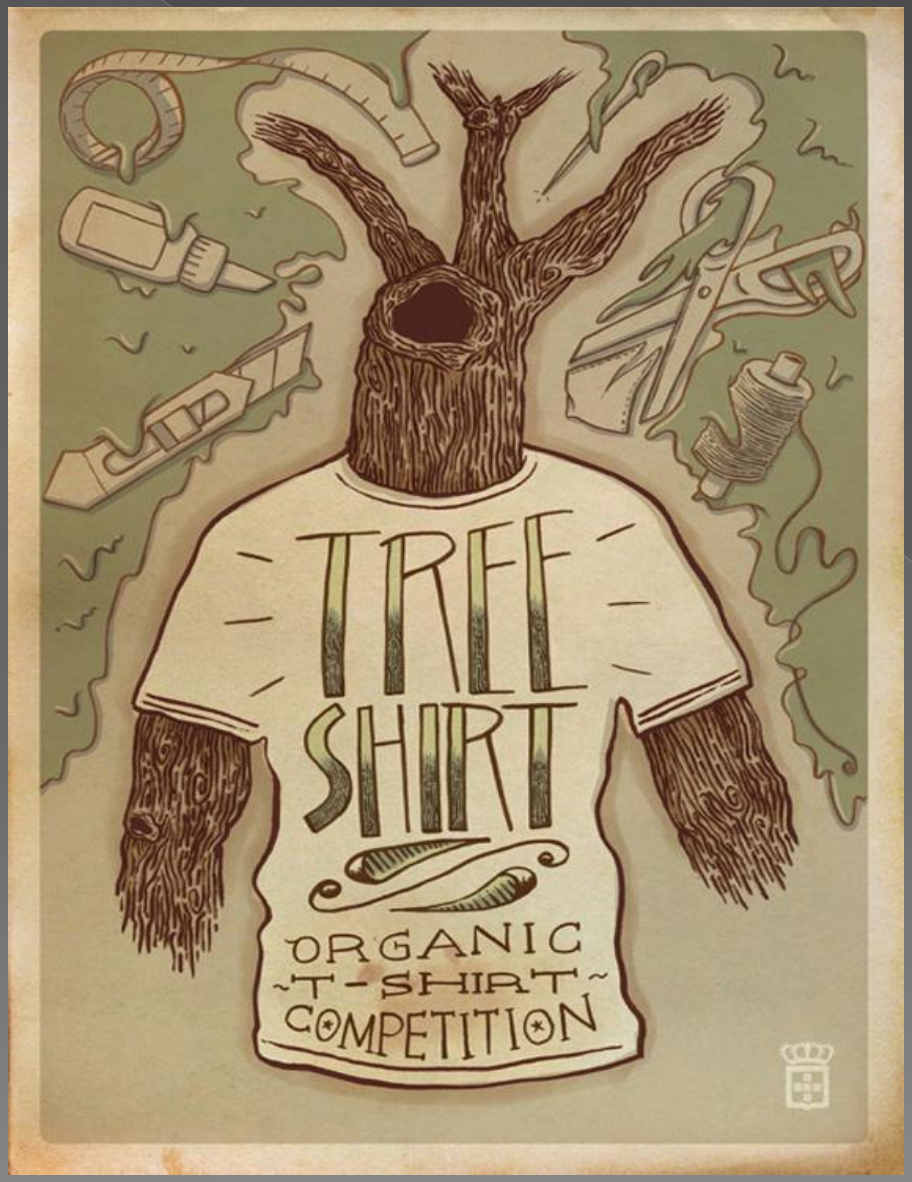


Primitive Ancient Art by the San People

- South Africa is a lot like Latin America when it comes to their passion for music, festivities, sport and football.
- Throw in a bit of the African vibe to it and you'll get a visual fusion that is fun, unique, soulful and otherworldly.

Design for a Board Game, by Carel de Beer

Garth Walker



[Jordan Metcalf]

South African Web Design

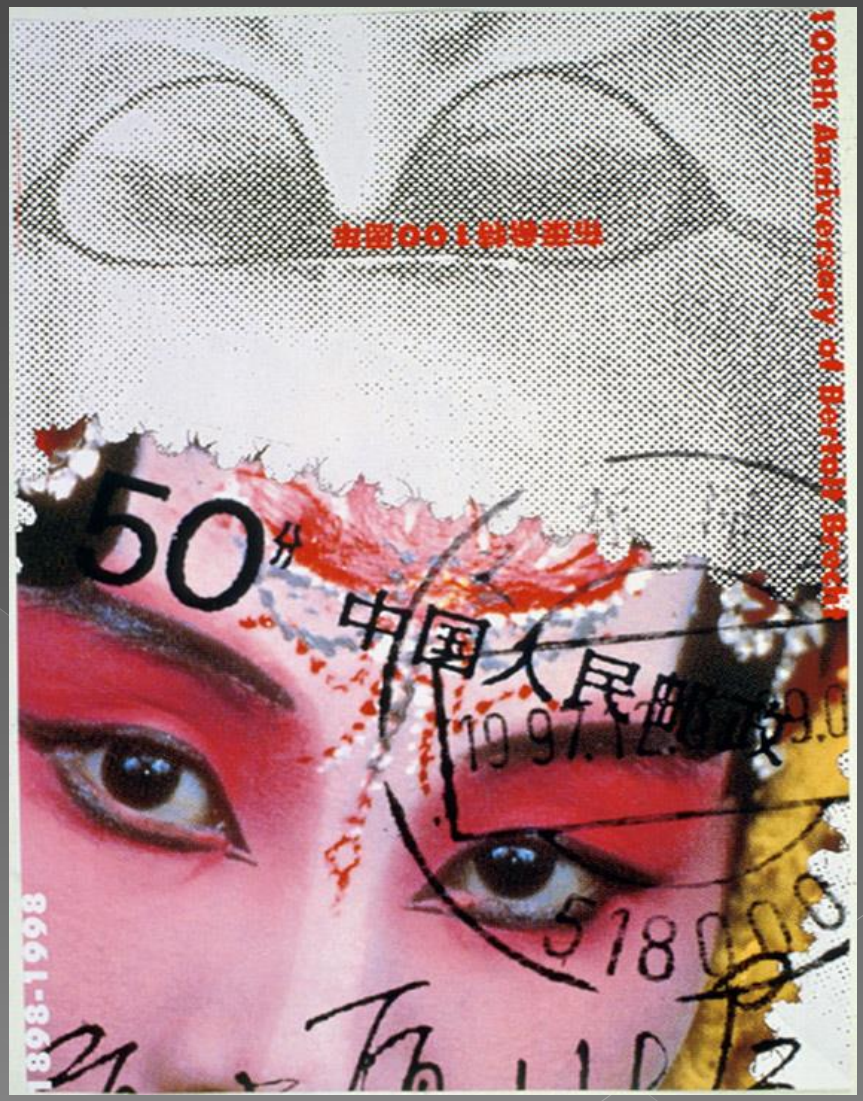
Ian Jepson

China

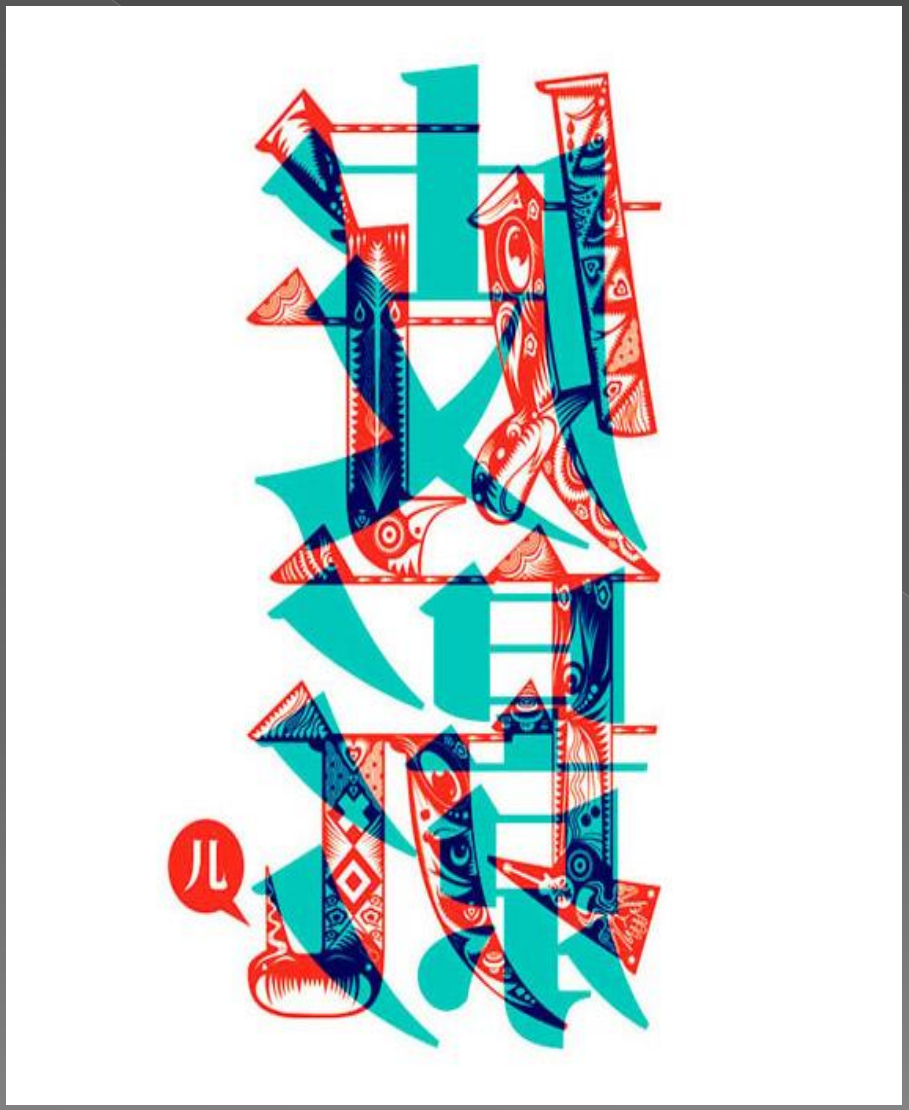
- Chinese graphic design is fairly new as compared to the west.
- It wasn't until recently, in 1979, that China reopened their doors to the world again, welcoming new ideas and the latest technologies.
- The country is making a slow but sure move to democratic ways, becoming more liberal with new ideas, especially in art and design.
  - **modern graphic design still employs the same design elements found in traditional Chinese art.**

by Nod Young

by Wu Zhen



by Jiaying Yan

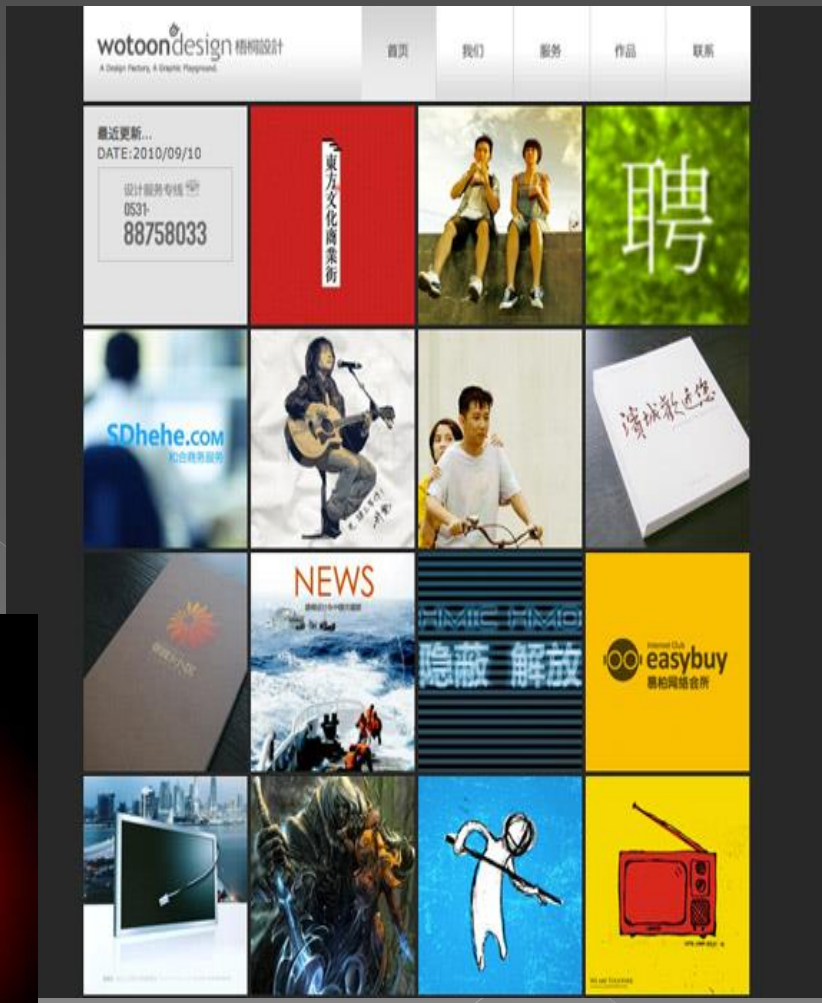


by Qian Qian

by Nod Young

Chinese web design

- Chinese web design is addicted to using Flash.
- Web sites from China are highly interactive and playful. Some elements in graphic design are copied from other cultures.
- In the recent decade, Chinese graphic design is heavily influenced by the west, but still retains its own Chinese drive and soul.
  - For example, design makes use of feng shui symbols, calligraphy, cultural festivities, etc.



Chinese Web Design

Shizixiu

清美9点設計
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A LITTLE BIT NEW
A LITTLE BIT SINGLE-MINDED
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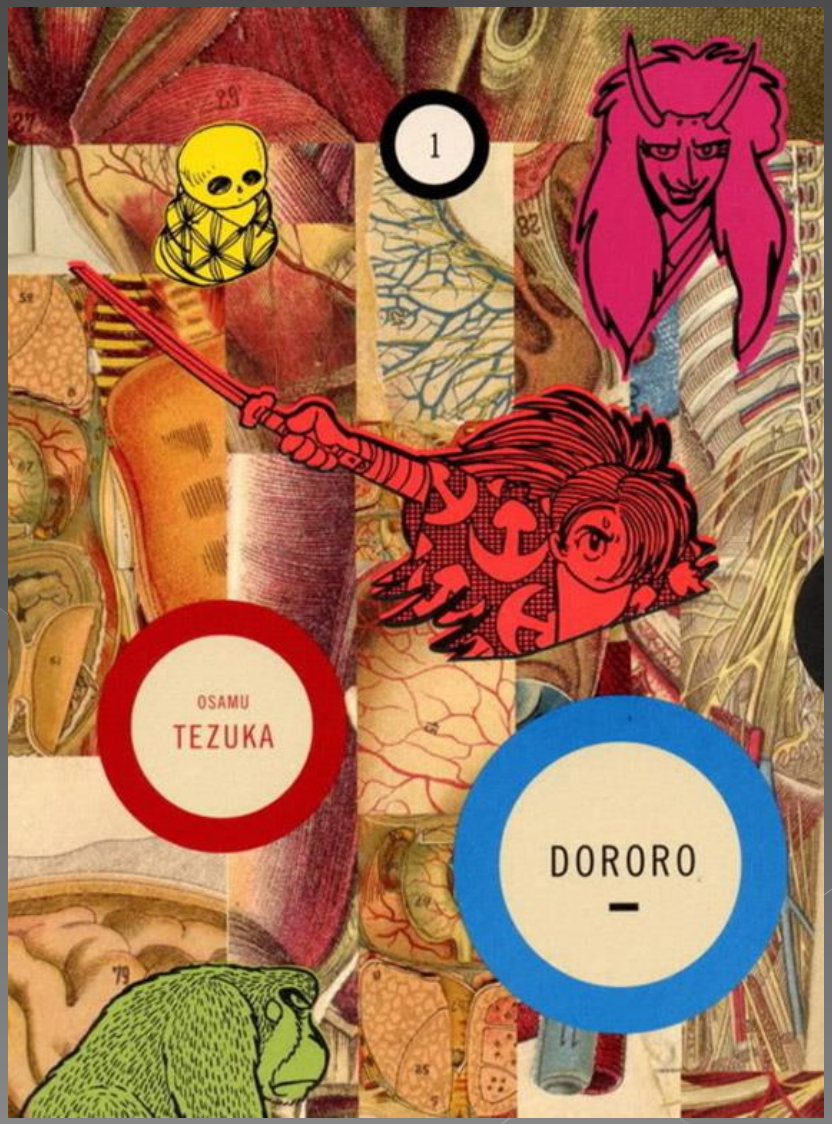
Conceives

Japan

- Japanese contemporary design takes many forms:
  - architecture, advertising, video games, anime and graphic design.
- Japan's influence in art is immense, contributing many ideas in graphic design and modern art in general.
- **Japanese graphic design is urban and offbeat.**
- **They show an affinity for neon colors, simulating the lights we see in downtown Tokyo at night.**

Neji Shiki Poster (Photo Courtesy of Gurafiku)

by Shigeru Mizuki



by Peter Mendelsund

by Mitsuteru Yokoyama

by Keisuke Nagatomo

Japanese Web Design

Idemitsu

[Ryuichi Sakamoto]

- Japanese graphic design is extremely varied, and an infusion between the old and the new.
- On one side of the spectrum, it's sleek, futuristic and very minimal.
- But on another, it is super cute, childish and wacky.

by Takeo Nakano

Thailand

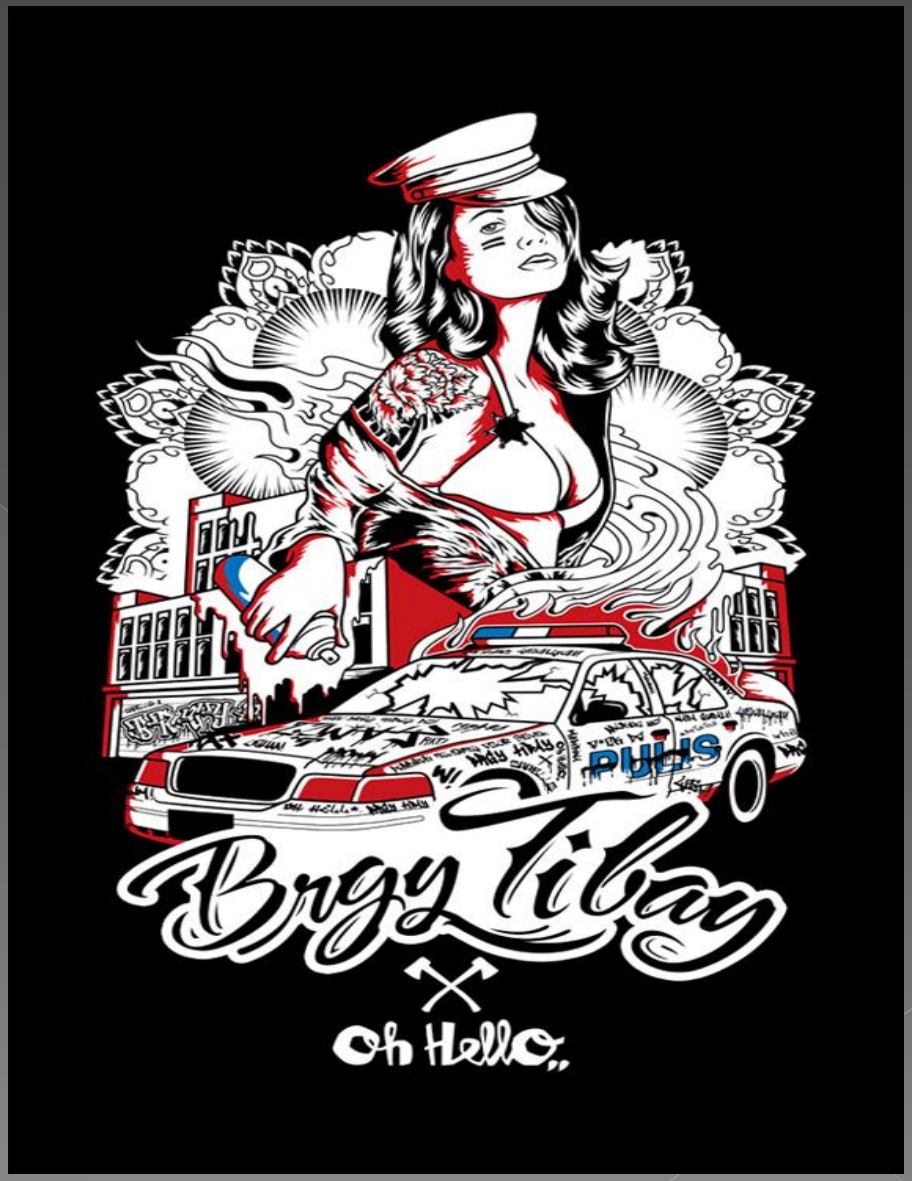
- Patterns are a common element in the works, as well as diversity in uses of color and texture.
- **Despite that, Thai graphic design seems to shy away from using too much saturated colors as compared to its other Southeast Asian neighbor, the Philippines.**
- Graphic design is full of diverse textures and structure, and these elements are obviously inspired by the architecture of the Thai structures and temples.

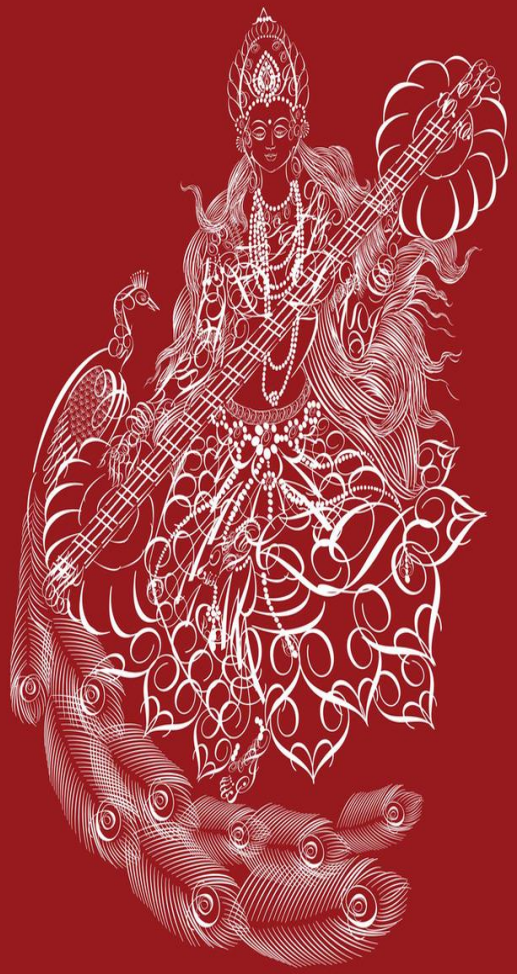
www.thisisthailand.tv
ประเทศไทย

"THAI HANUMAN"
BY TARIN YUANGTRAKUL

The Philippines

- Philippine graphic design is characterized by rich colors, fine lines and festive elements.
- Philippines is indeed festive by heart, they know how to have a good time.
- Maybe a characteristic the country got from their forefathers after more than 300 years of Spanish occupation.
- A perfect example to describe the Philippines aesthetic is the Philippine jeepney.


PULIS
Brgy Tibay
Oh Hello,,



It's surprising how little things that
usually escape the human eye can come together and
create something larger than life. Truly, for us, God lies in the details.

SUPER CREATIVE
TYPOGRAPHY & MORE

India

South Korea

Hispanics USA