Graphic Design from Around the World

How Nationality Reflects In Design
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.
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
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

We are place
Estudio Monitor

Noticias
LATIN AMERICAN DESIGN

Proyectos recientes
Subliminal - The Money Collector -
Visuales de identidad de marca para Subliminal.

Casino Slut Bar - Hazme Sentir Again -
Videoclip parte del lanzamiento del primer disco de esta banda independiente.

Reel

Contacto

MAS DE MEXICO CON MEXICANA
Mexicana TV AD
Spot para Mexicana de Aviación, pautado en cadena nacional.

Marina Riviera Nayarit
Video promocional de la Marina Riviera Nayarit, como parte de la apertura de este complejo.
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.
BESOS ROBADOS

FILM FRANCÉS 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.
Dutch Web Design

Marius Roosendaal
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.
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
The quick brown fox jumps over the lazy dog

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.
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.
Тот Самый Шрифт

Tot Samyi Shrift

Roma Lubimov
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.
Friendship is always a sweet responsibility, never an opportunity.

Khalil Gibran
by Mohanad Shuraideh
Middle Eastern Web Design

DU.ae
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
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.
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.
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.
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.
South African Web Design
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
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
Conceives
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.
by Shigeru Mizuki

by Peter Mendelsund
Japanese Web Design

Idemitsu
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
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.
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.
South Korea