New Century (2000-present)

**NEW CENTURY (also called “CONTEMPORARY”)**

Building off of New Simplicity, New Centruy is comprised of thematic genres, rather than traditional styles.

Style is no longer determined—as in previous eras—by commerce on one hand and ideology on the other.

This design period is also not about a “design culture war.”

Designers experiment but don’t rock the stylistic boat.

Designers are more individual but curiously more conformist as well in selection of type and ornament.

Late Modernism influences New Century, particularly Paul Rand and Lester Beall.

The grid is reintroduced..without dogma and rigidity and a “lack of joy,” but enabling intricate ornamental structures.

As more information gluts the media, more information visualization is produced…using visual methods to convey both detailed and simple data

New Century is identified with graffiti art (e.g., Shepard Fairey, Bansky)

Graphic design has become more about telling stories—narratives—than decorating.

A mosaic of variegated approaches…graphic design is in flux.

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| **THEMES**  Grunge is out, Handicraft is in  Ugly is passee, but raw and naïf is accepted.  Drawing inspiration from history: particularly Late Modernism  Swirling tendril motifs made from baroque designs | **DESIGNS**  The grid  Handwritten lettering and typography  Brush and pen-scrawling  Neo-modern: Helvetica has made a comeback  Information: ISOTYPES, family trees… |