Psychedelic: 1960-1975

**Psychedelic (1960-1975)**

An honest reflection of American 1960s youth culture, and then taken over by mass marketers

“The hippie movement’s return to communal living, its attempt at arts and crafts production, and its union of art, music, and literature,” p. 210

“Psychedelic art was a visual code: those who could perceive the layers of symbolism to read the message, either with the naked eye or with the aid of hallucinogens, became member of the “underground” family.,” p. 210

Influences: Art Nouveau ornament; Victorian typography, drug-inspired palette, comic-book iconography (underground comics)

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| **THEMES**Appropriating imagery that had nothing to do with the messageXerox artComic book sensibility Visual code“We do what we like to do and if you don’t like it, too bad.”Peace sign | **DESIGNS**Clashing colors; bright, contrasting colorsTurning color theory upside down to create “color discord” (butting up colors with similar intensity)Loud texturesOptical vibrating effectCurvilinear shapes (Art Nouveau is back in again!)Borders (Victorian is back in again!)Making type as illegible as possibleForcing letter forms to fit into curved shapes |