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Modern Art Chart

Community based Art

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The legacy of modern art:

On a political basis, aesthetic production was distinguished from bourgeois image production during most of the twentieth century

Modern art has always incorporated elements of commercial design (and vice-versa, graphic design has always incorporated elements of modern art)

MODERNIST IDEOLOGY

Fine arts

High art

Art for art's sake (aesthetic value)

Elitist/aristocratic

Original

Symbolic

Visual language

Author/Artist

Individual

Cultural capital

Representation

code for ideas, events, feelings

Painterly mark

Photography – the optical original

Commercial arts

Low art

Bourgeois capitalist production

General population/everyday

Copy

Sign / message

**Illustration for text-based
language**

No author/Company/Brand

Masses

Money capital

Communication

code for messages and words

Typography

Photography- Document-Record

Historical periodizing

modernity
premodern
modern
postmodern

Particular style or movement

Circa 1850-1945 **Modern Art**

Modernism

Circa Post 1945 **Post-Modernism**

Ideal or ideology

modernist :

Avant-garde, original, authentic, one of a kind, objective, individualist – I think therefore I am, heroic, art for arts sake, masculine, lineage/heritage

postmodernist:

Rear-guard, Kitsch, mass-produced, common, subjective, no-author, I am embodied, therefore I am, the meek not the heroic, art for society's sake, non-gendered, specific for our time

