



1915 - 1930

# CONSTRUCTIVISM

# MOVEMENT

## Typography

Typography had an important role in the graphic design area of the movement as the movement main aim was to inform people with social issues or advertisement offers so the text that had to be used would have to be formal and easy to see by viewers, the typefaces that used for the posters were mainly sans serif that had more of a twist on it with geometric blocky looking this was to show the freedom in their work. Russian's alphabet was used in typography in the movement this played a big role in the posters because having Russian own language it meant the country could understand the meaning of the poster better in their own language than any others.

## Designers

Two graphic designers Brothers that worked together and designed in the Constructivism movement was Georgii and Vladimir known as the Stenberg's Brothers, even though the two brothers weren't born in Russia they had a Russian mum and moved to Russia for a couple of years. Both brothers went to engineering school then later onto applied art, both brothers had jobs working in theatres making sets, costumes and products but they had a bigger interesting on making posters for the theatres and films this linked them to the constructivism movement this is what they came to be known for. Throughout the years the brothers worked hard making hundreds of posters but sadly Georgii died in an accident in 1933 leaving Vladimir the only Stenberg brother he kept working doing the posters till the end he died in 1982.

## History

The constructivism art and design movement that was formed in the early 1900's in Russia by artists but didn't start properly till 1920 when Vladimir Tatlin work called "The Monument To The Third International" was on shown in an exhibit where people seen the work that was created in the movement, that required to change the idea and rules of art, they wanted to have freedom within their designs and not be stuck with traditional rules and ideas. The aim of this movement at the start was to express artists freedom in the work and it was also to get politics and social messages across to middle class people of Russia as throughout this time there was a civil war that was taking in Russia, the government were trying to get a social community back up and not going to war however the Constructivism movement was used more further in the time artist went on to using the constructivism elements on advertisement designs such as posters for theatres, product covers and many more.

