https://grygomarcin.one/kea/basicweb/russianconstructivism/

PAGE CREATED FOR DEVCES WIDTH 360px – 400px

My work manners:

I started editing the structure of the provided text. When I knew what is it about I searched the internet for information/images that I can use in this project. I got acquainted with the Russian constructivism style to resist my design in those years (colours, fonts, style).

I imagined the website in old style – noisy background, simple colours, straight sans-serif font.

Then I created a prototype using Adobe Xd to recreate my imagined design, segregate the text and create groups (header, sections, footer) to facilitate the work and planning of the HTML structure.

The next step was to create HTML and CSS files and recreate the page from Adobe Xd.

I wanna keep my site quite simple. A design resembling the antiquated page we would expect to see in their days (if only such pages existed). With colours, fonts and style acquainted from Russian constructivism days.

TYPOGRAPHY

Firstly I was started looking for fonts for the **graphics.** I found the website With Free Personal use fonts stylized as Russian Cyrillic.

https://www.dafont.com/russian.font?text=russian+constructivism&back=theme

For the **Headings** I use

https://www.dafont.com/russian2.font?text=russian+constructivism&back=theme

Those Fonts seem to be very similar to those used in Russian constructivism posters.

Next, I was looking for **the main font for the text**. I found on google fonts sans-serif type of font that is straight, has good readability and captures the spirit of simplicity from the Russian Constructivism type of art.

https://fonts.google.com/specimen/Rajdhani?category=Sans+Serif&preview.text=In%20the%20early%201900s,%20several%20revolutionary%20directions%20in%20art%20and%20design%20began,%20for%20later%20to%20develop%20into%20modernism&preview.text_type=custom&thickness=6

The font is 18px (size proper to reading) making around 40 letters in one line.

COLORS

```
:root{
    --white: #F5F5F5;
    --red: #E94623;
    --black: #1B1B1B;
    --gray: #BCBCBC;
}
```

The colours I used are inspired by Russian constructivism art. I choose colours with decreased saturation to help viewers experience washed old colours (washed white and red colour).

Background color was made as linear gradient to add a noise.

rgba(224, 201, 166,0.5)

GESTALT LAWS & CONTRASTS

Law of figure-ground phenomenon – Increasing height of the text inside first graphic ->similar shapes. Shape along with photo create feeling that the girl scream the word "RUSSIAN" and get response.

•Law of Closure – Equal margin/space between sections/text/photos.

•Law of Common region – Some pictures are settled in one line. Changed background share space with the text inside of it.

•Law of Proximity – Almost each text and image in centered

•Law of Similarity – The same font for headings/text | Using only 5 colors / colors similar to images.

•Law of Continuity – Layout was created to simplify reading for the user (around 40 characters in line, clear gaps between paragraphs/ simple construction)

•Law of Common Fate – First heading and two <hr> above and under create feeling at they belong together. The same is with images in <figure> element with their descriptions in <figcapttion>. And some shapes created in the background of the text seems to be together with text.

SIZE- Change between headings and text / Difference in image size.

POSITION- Mainly centered for better user experience.

COLOR- Styling on the old days.

TEXTURE- Noisy background resembling old sheet of paper.

SHAPE- Inspired by posters.

ORIENTATION- Different orientation of shapes taken from most popular posters

IMAGE FORMAT

I used images found on the internet with Creative Common license in PNG format of the pictures because of transparency and still small weight. I use also JPG images provided with the assignment but I resize them for faster page loading.

IMAGE FORMAT

09.02.2022

I imagined my page, made prototype and wrote HTML.

10.02.2022

I added css and wrote this file.

XD PROTOTYPE

EL LISSITZKY

El Lissitzky (1890 - 1941) is one of the most influential and famous designers of the period. He uses primary colours and geometric shapes in the belief that this would be the new universal visual language that would be understood by everyone."One of our utopian ideas is the desire to overcome the limitations of the substructure, of the earthbound.

We have developed this idea in a series of proposals. [...] The idea of the conquest of the substructure, the earthbound, can be extended even further and calls for the conquest of gravity as such. It demands floating structures, a physical-dynamic architecture.

"(El Lissitzky (1929), in 'Basic Premises' in 'Rußland: Die Rekonstruktion der Architektur in der Sowjetunion', Moscow 1929, in Interrelationships Between the Art, in An Architecture for World Revolution, transl. Eric Dluhosch - MIT Press, Cambridge, MA: 1970)Lissitzky saw the square as the source of all creative unfolding. He is especially known for his famous propaganda poster: "Beat the Whites with the Red Wedge" where a red triangle, symbolizing the Communist rebel movements, pierces a white circle that would symbolize the Bolsheviks.

El Lissitzky - Beat the Whites with the Red Wedge, 1919A poster that would encourage the people to revolution against the ruling regime. A revolution that come later, that today we denote 'The Russian Revolution'.Lissitzky later travelled to the West, where he moved the constructivist ideals into the art group 'De Stijl'.

ALEXANDER RODCHENKO

Alexander Rodchenko (1891-1956) is another famous artist in Russian constructivism. He started his career painting, then he worked with graphic design, and later he worked with photograph. His photographs were socially engaged and innovative. He often shot his photos from an unusual angle – high above or below to shock the viewer.

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He wrote: "One has to take several different shots of a subject, from different points of view and in different situations, as if one examined it in the round rather than looked through the same keyhole again and again."In his work on graphic design, he sought the unambiguous universal form. His work is characterized by its dynamics and energy.

GUSTAV KLUTSIS

Gustav Klutsis (1895 - 1938) is claimed to together with Hannah Höch, Raoul Hausmann and El Lissitzky to have created the subgenre 'Political photomontage'. A subgenre that originated in 1918. The ongoing theme in his works is propaganda and revolution.

His first remarkable piece of work was a series of removable kiosks that were installed on the streets of Moscow in 1922. The kiosks were equipped with radio speakers, screens showing movies, and newspapers. The installation should mark the 5th anniversary of the Russian Revolution.

DESIGN HARACTERISTICS

The typefaces of Russian constructivism are typically geometric, clean and straight forms. Ie. within the classification, it will typically be a sans serif: no feet, ornaments or swung curves and no contrasts in the line, which means that the line has the same thickness throughout the letter.

Headings can be crooked in an often diagonal expression. One sought for a universal and pure expression, where all ornaments were removed.

Clean colours - and especially the primary colours - were to be preferred.In Russian constructivism, we especially see the red colours which became a symbol of the people's revolution.

In addition, black and white, where the white is not a pure white but a cracked white, due to the fact that it did not print the white colour but let the paper shine through.The paper was not bleached white as we know it today but was more like a cracked white we know today from, for example, natural paper. There were often only two colours in a design used together with the black and chopped white.

Strong graphic layout, simple and powerful in their expression.The layout can be both static in its structure ie. almost symmetrical or have dynamic and diagonal compositions. Sharp and geometric shapes characterize the design.

Illustrations are not used in Russian constructivism, but on the other hand, photographs are used as a collage element.

Posters often have strong messages.

The street artist Shepard Fairey and the band Franz Ferdinand are some of the contemporary artists who have clear and direct references to Russian Constructivism in their visual arts. But the term in today's context receives a different content and message than the highly propagandist and revolutionary message it had at that time of its origin.