When Movements Became Moments



Designed by George Theodorakakos

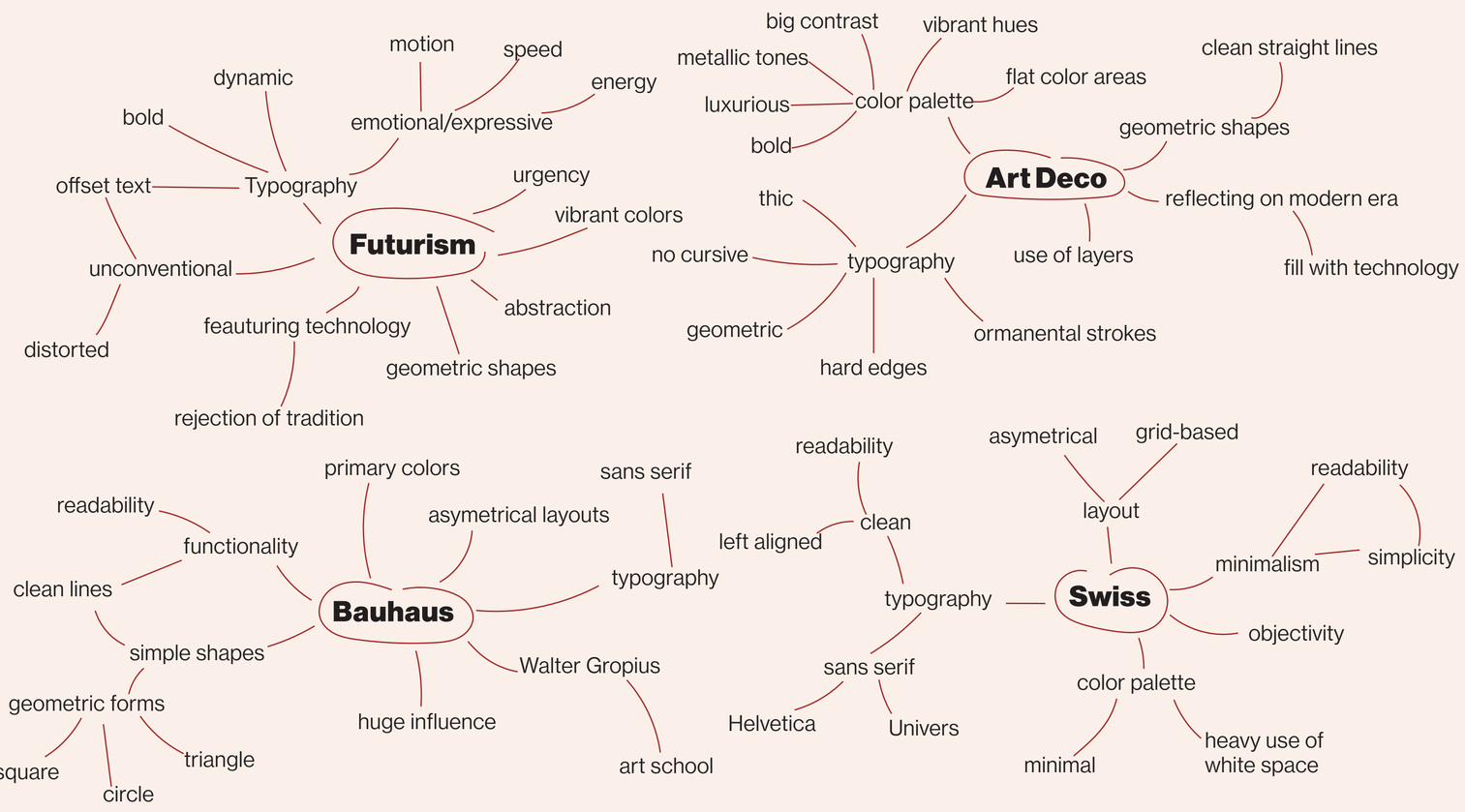
PROJECT DESCRIPTION

Design has always been a conversation between form and meaning, maker and viewer, past and future. Each movement shaped their own visual language to communicate their message and ideals.

How lines, colors, and structures became languages of belief, progress, and rebellion. Every era found its own voice, and through them, design learned to tell its story.

RESEARCH

Brainstorming theme categories
Conducting target audience **interviews & questionnaires** to identify user preferences and demands
Mindmapping for each different Design movement



PERSONAS



Alex

Age: 20 years old
Occupation: 1st year Graphic Design Student
Location: Athens Greece

- Desire to learn about History
- Knowledge in History
- Auditory Learning
- Visual Learning

Pain Points:
- Eager to develop as a Designer but he lack the knowledge
- Find theory heavy resources hard to follow
- Lacks confidence to ask questions during the class
- Has trouble retaining information without visuals or stories



Justine

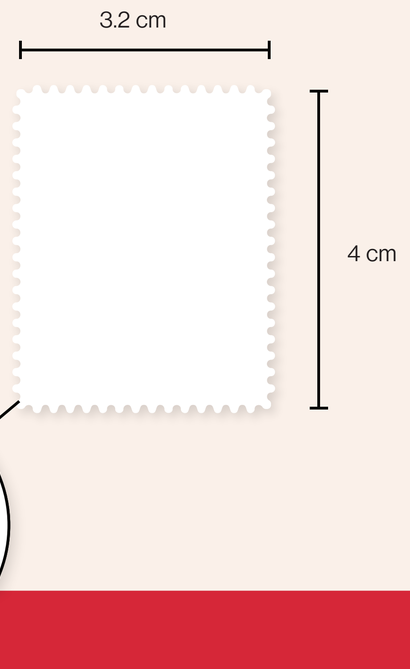
Age: 25 years old
Occupation: Visual Arts student & Collector
Location: Athens Greece

- Desire to learn about History
- Knowledge in History
- Auditory Learning
- Visual Learning

Pain Points:
- Finds traditional design history too academic
- Struggles to find materials that blend storytelling with visuals
- Wants to learn more fascinating details about design history
- Can't find easily really unique collectables items

PROTOTYPES



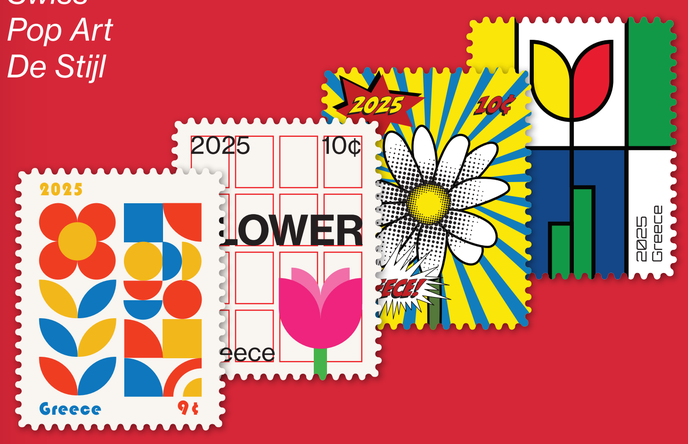




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