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| **Mentor Albert Young Choi’s BRAND DESIGN Worksheet** |
| **Style Classification** |
| **Use this Style Classification Chart** to determine a style for your brand **with your team.** |

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| --- | --- | --- | --- |
| Category | Art Movements | Techniques | Designer/Artist |
| Selections | Art NouveauArt DecoChaosClassicismComic stripConstructivismImpressionismMemphisMinimalismModernismNostalgiaPop art PsychedelicPostmodernismRetroSemioticsStreet ArtVernacularOther:  | BrushCollageColor theoryConjunctureConfigurationGridRareLine artPhotomontagelocal situationRubbing downSilk screenSketchStampStencil screenTransparencywatercolor paintingPastel Other: | David CarsonJean-Michel BasquiatJonathan Van BrookHerbert BayerAlexey BrodovitchAdolph Mouron CassandreFrank GehryMilton GrazerKeith HaringRoy LichtensteinPiet MondrianClass OldenburgPablo Picasso Robert RauschenbergMan RayBradbury ThompsonVincent van Gogh Andy WarholOther: |
| Your Picks |  |  |  |
| Descriptions(Show images and text) |  |  |  |
| Reasoning(Support with the strategy) |  |  |  |

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