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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 Nouveau Art Deco Chaos Classicism Comic strip Constructivism Impressionism Memphis Minimalism Modernism Nostalgia Pop art  Psychedelic Postmodernism Retro Semiotics Street Art Vernacular  Other: | Brush Collage Color theory Conjuncture Configuration Grid Rare Line art Photomontage local situation Rubbing down Silk screen Sketch Stamp Stencil screen Transparency watercolor painting Pastel  Other: | David Carson Jean-Michel Basquiat Jonathan Van Brook Herbert Bayer Alexey Brodovitch Adolph Mouron Cassandre Frank Gehry Milton Grazer Keith Haring Roy Lichtenstein Piet Mondrian Class Oldenburg Pablo Picasso  Robert Rauschenberg Man Ray Bradbury Thompson Vincent van Gogh  Andy Warhol  Other: |
| Your Picks |  |  |  |
| Descriptions (Show images and text) |  |  |  |
| Reasoning  (Support with the strategy) |  |  |  |

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