Abstract

The basic idea behind Modernism is to isolate all associations with the past, it discourages the use the symbols and archetypes of history. The label attached with Nostalgia is that it is known as the “hypochondria of the heart.” Over time, nostalgia has begun to be typified as the porous romanticism of bygone eras. Has nostalgia become a common experience in the postmodernist world? And has graphic design has become a medium of expression for nostalgia which then plays an active role in simulating such experiences to the viewer? Nostalgia is directly related to the change we see in society. This research is based on the tangible elements of Pakistani culture and, intends on contributing to the discourses that cater to the point where graphic design meets nostalgia and then the ideas and feelings connected with nostalgia that correlate with graphic design. Nostalgia could either be deliberate choice or an unconscious sentimentality for designers, the main question lies in whether they actively play a role in exploiting the past to create successful communication.
Contents

1. Introduction 1

2. Literature Review 5
   i. The Idea of Nostalgia 5
   ii. Modernism and Postmodernism 8
   iii. Nostalgia in Graphic Design 10

3. Research Methodology 14

4. Discussion 19
   i. Philosophical Foundations of Nostalgia 19
   ii. Distinguishing Nostalgia From the East and West 20
   iii. Modernism 23
   iv. Nostalgia in Consumer Culture 26
   v. Nostalgia as an Imagined Past 29
   vi. Negative Impact of Nostalgia 30

5. Conclusion 34

6. References 36

7. Appendices 39
   i. Appendix A 39
   ii. Appendix B 58