

## **Shiseido Lesson Vocabulary**

### **Art Deco**

The predominant decorative art style of the 1920s and 30s, characterized by precise and boldly delineated geometric shapes and strong colors; used most notably in household objects and in architecture.

### **Art Nouveau**

A style of decorative art and design prominent from 1890 until World War I, characterized by intricate linear designs and flowing curves based on natural forms.

### **Bauhaus**

A school of design best known for its designs of objects based on functionalism and simplicity.

### **Evolution**

The process of slow but significant change over time.

### **Image**

A representation of the external form of a thing in print.

### **Marketing**

The act of advertising or promoting something; offering something for sale.

### **Modernism**

A style or movement in the arts that aims to break with classical and traditional forms.

### **Promotion**

Publicizing a product, organization, or venture so as to increase sales or public awareness.

Propaganda – Information, chiefly derogatory and often of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.