

**MODERNISM**

# Traditional Japanese Art & Design

Edo period 1603—1868

# Traditional African Textiles & Sculpture

## European Colonial Expansion 1700's—1900's

# Avant Garde

# movements

1900—1920's



# Bauhaus

1919—1933

# Swiss Design

# Curriculum

late 1800's—1900's

**World War 1**

**1914—1918**

**337 billion dollars**

**37 million casualties**

**World War 2**

**1939—1945**

**over 1 trillion dollars**

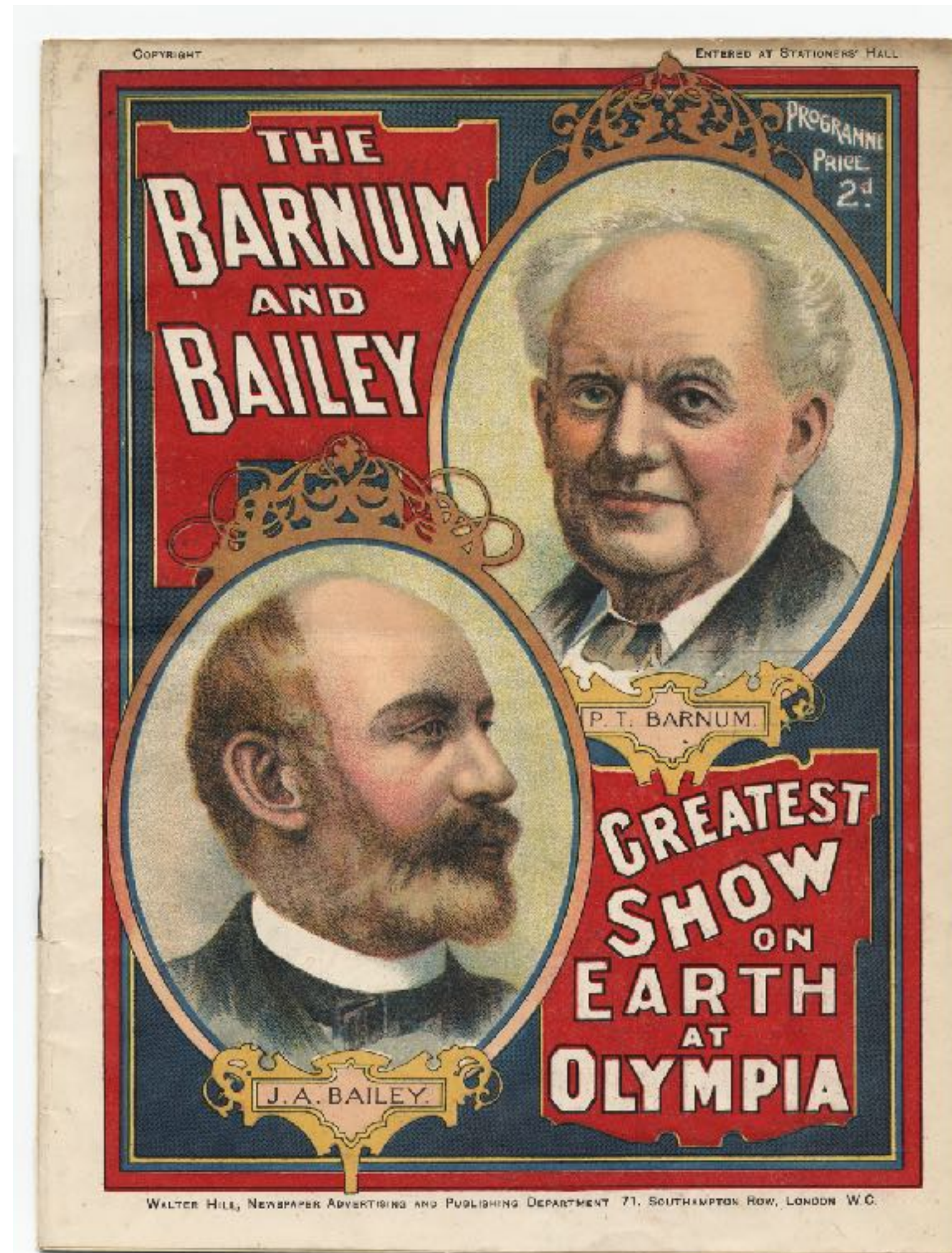
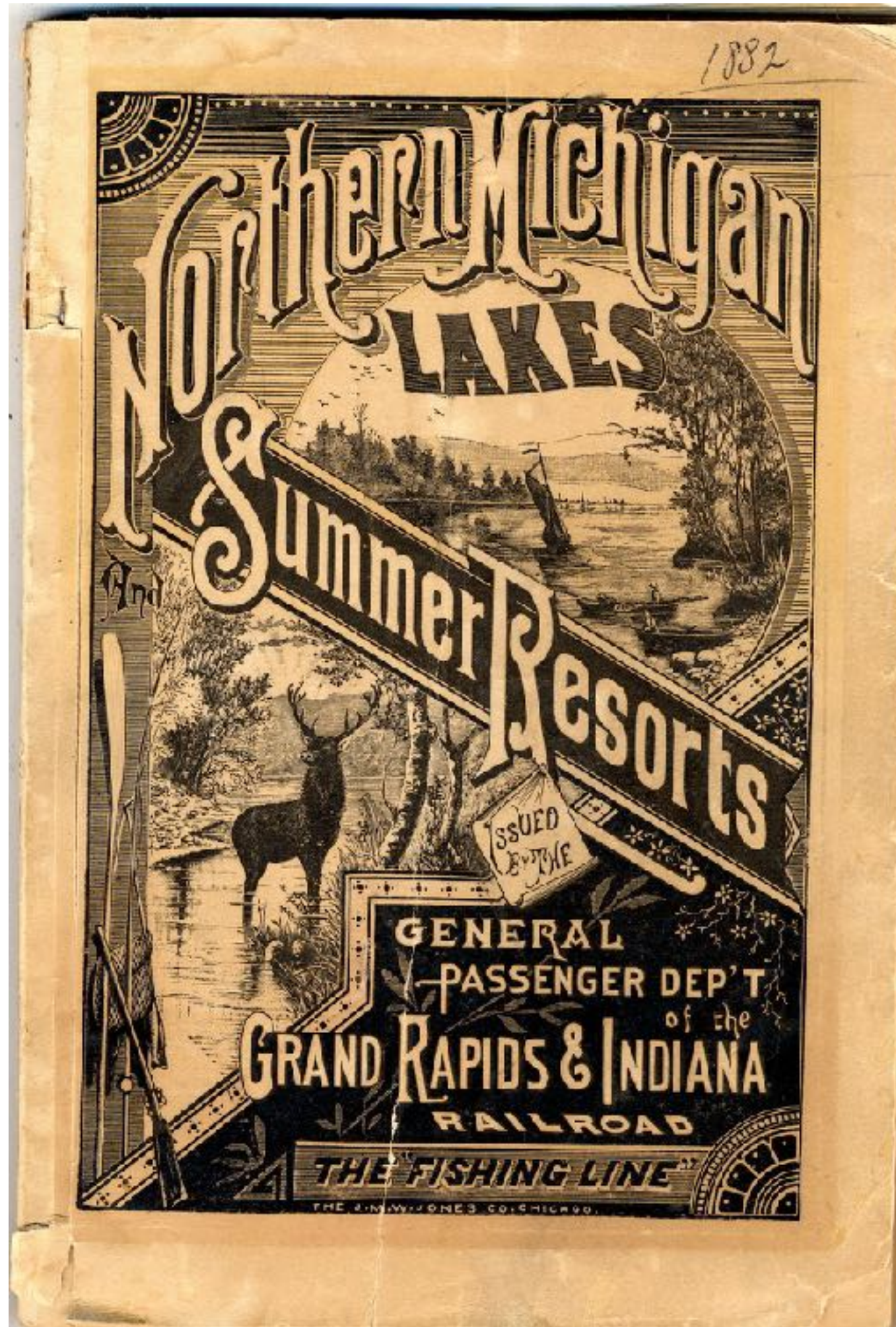
**over 80 million casualties**

**atomic bomb droppped on  
Nagasaki and Hiroshima in  
August of 1945  
over 220,000 casualties**

# Global influence

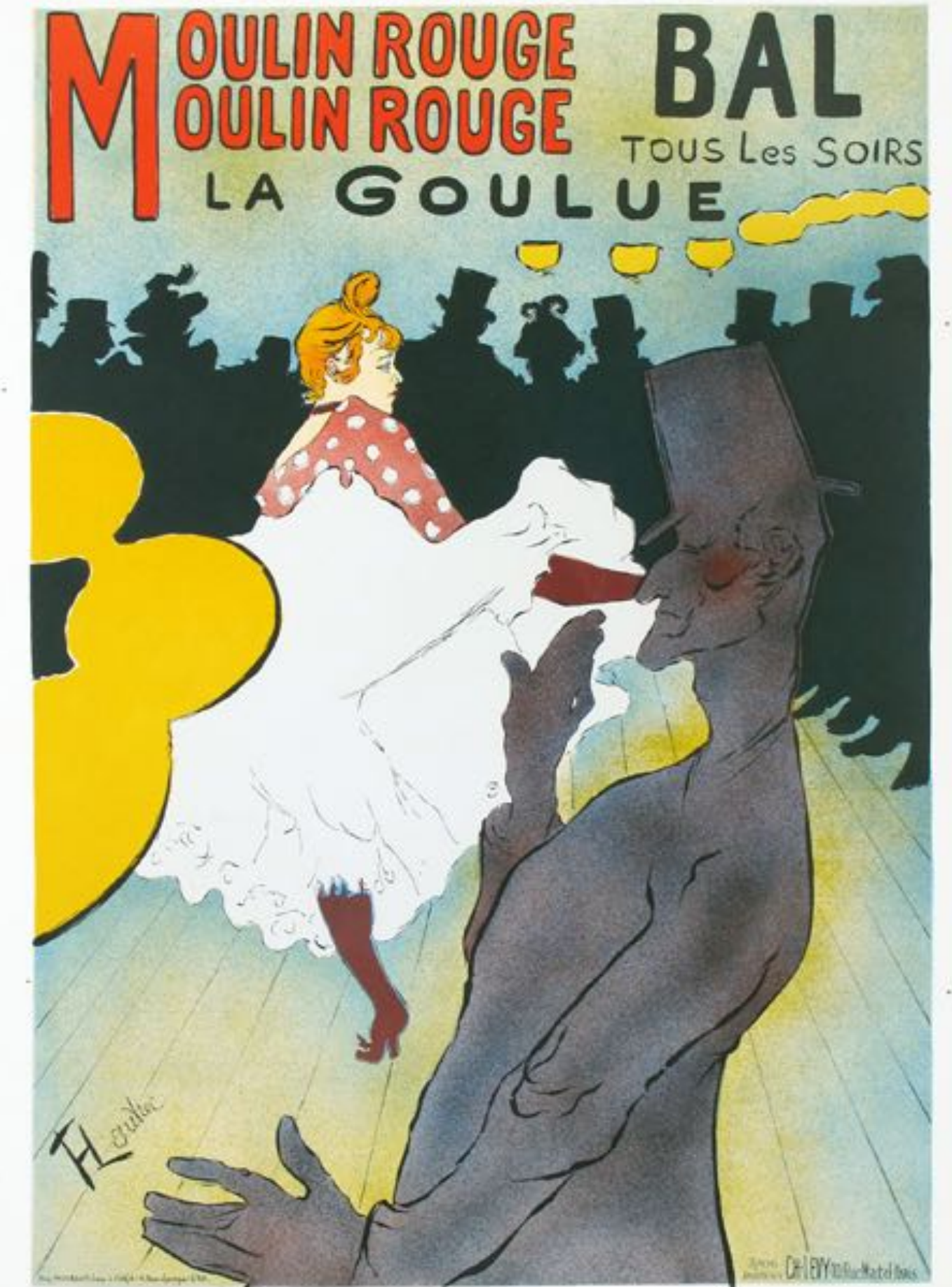
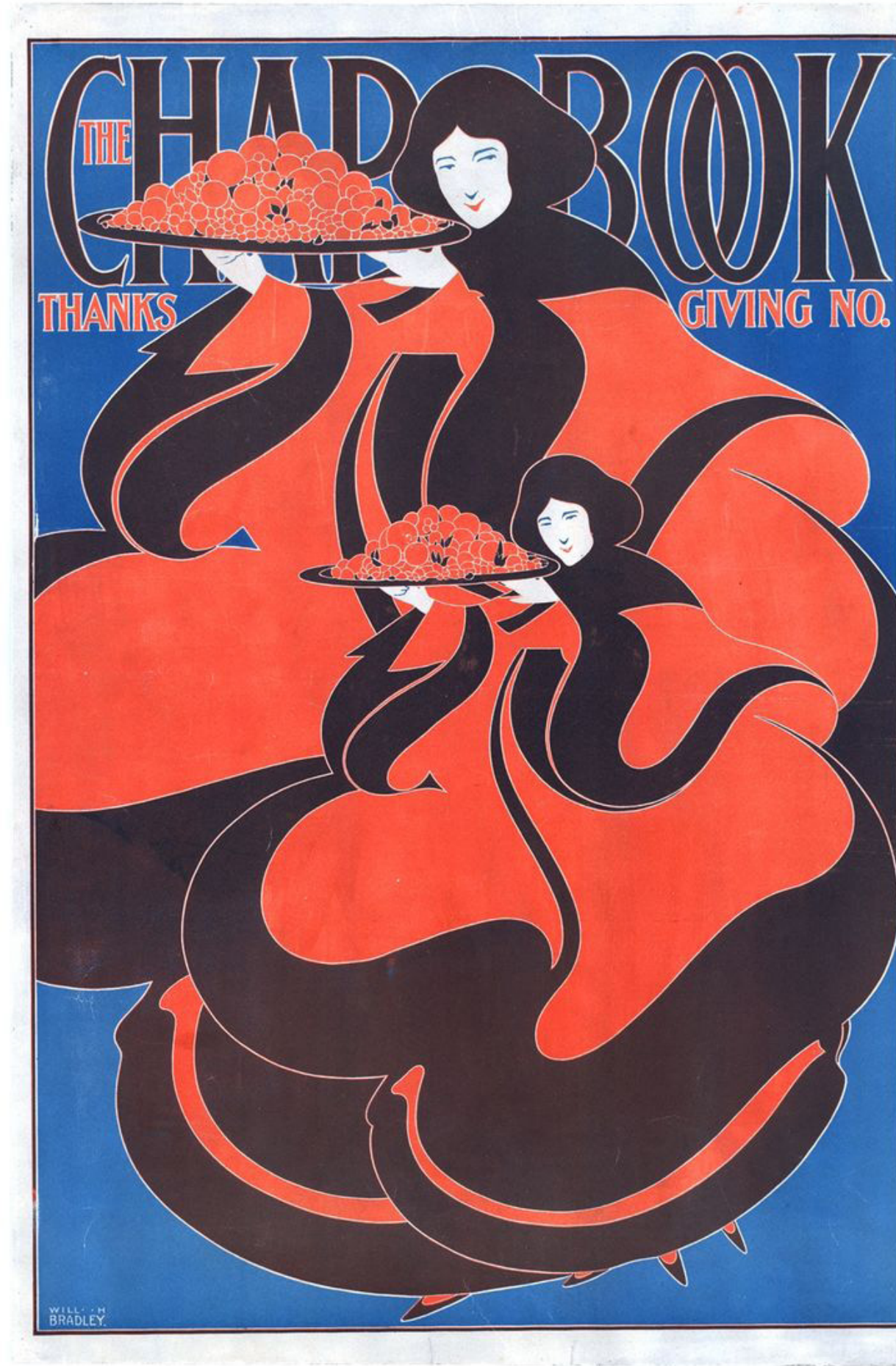


# Victorian



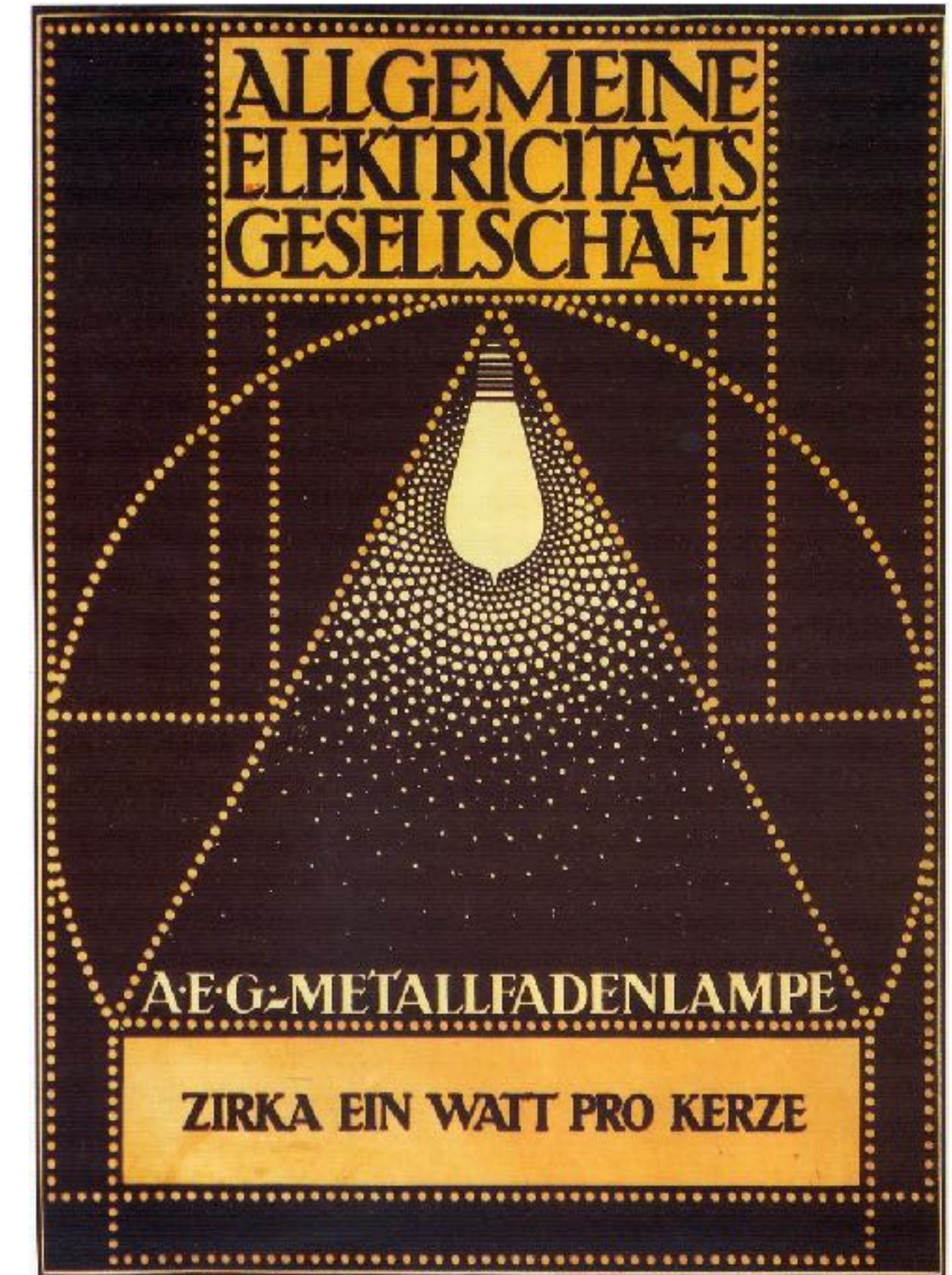
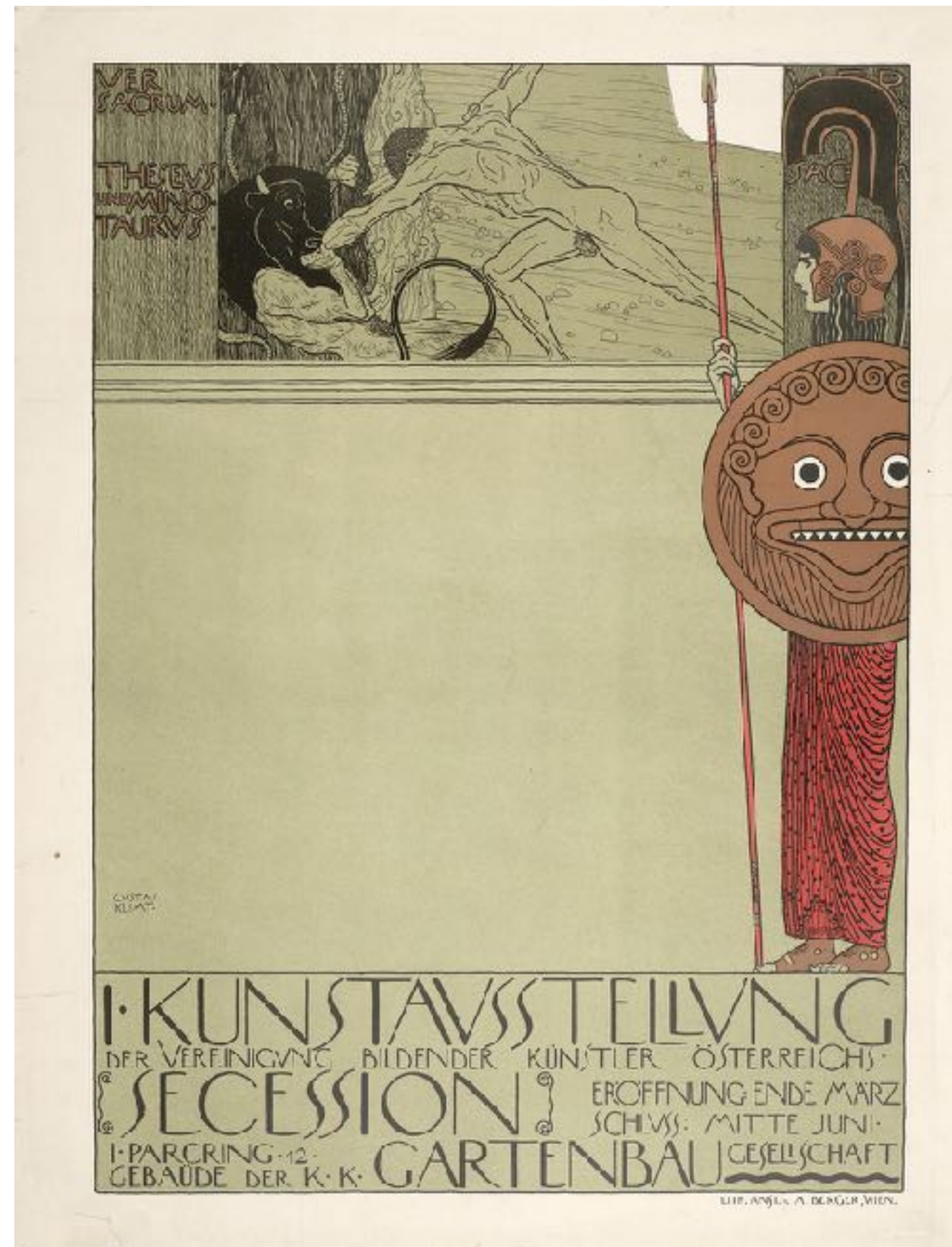


# Art Nouveau





# Art Nouveau



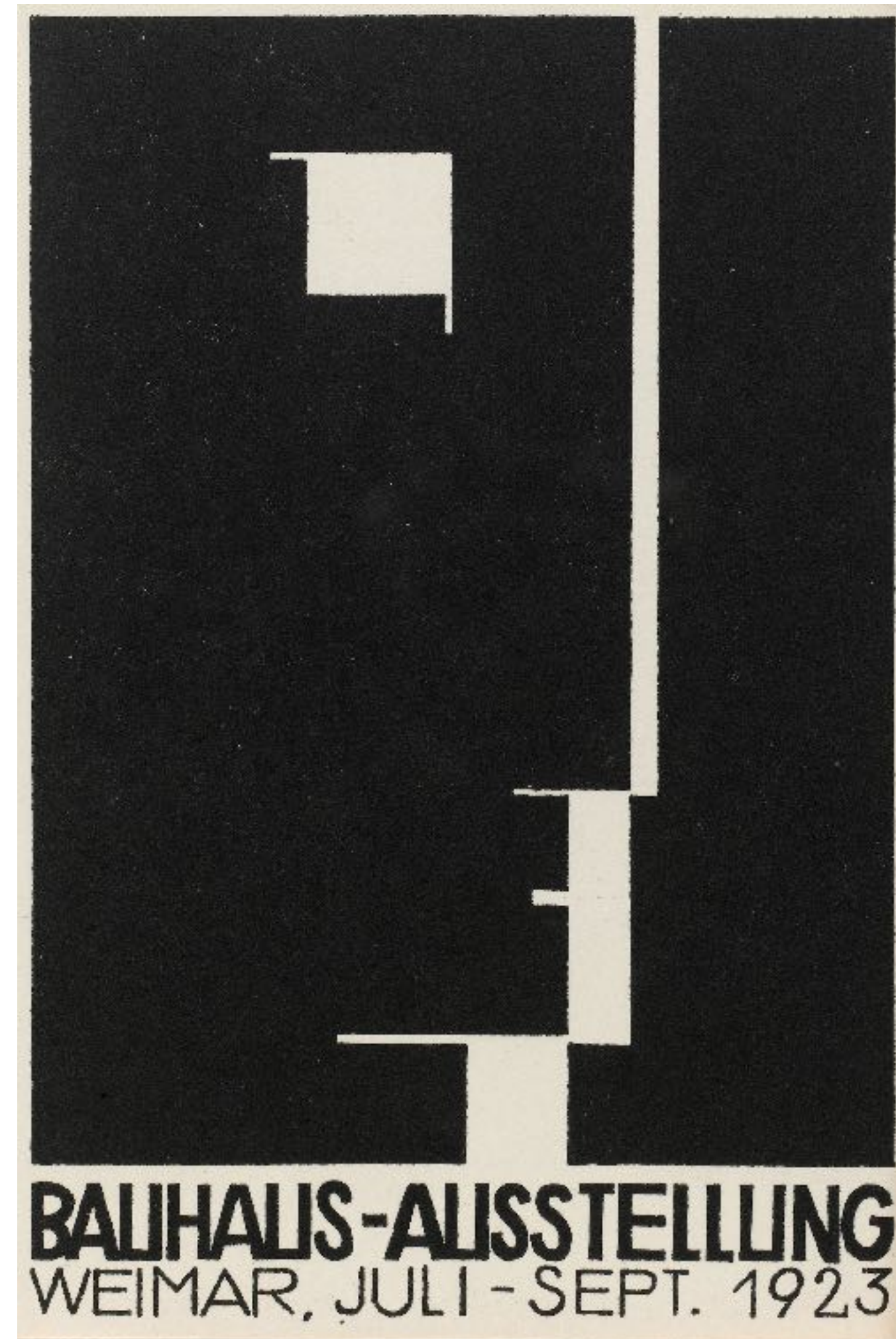


# Art Deco





# Bauhaus





# THE NEW TYPOGRAPHY

san serif letterforms

asymmetrical layouts

grid based layout

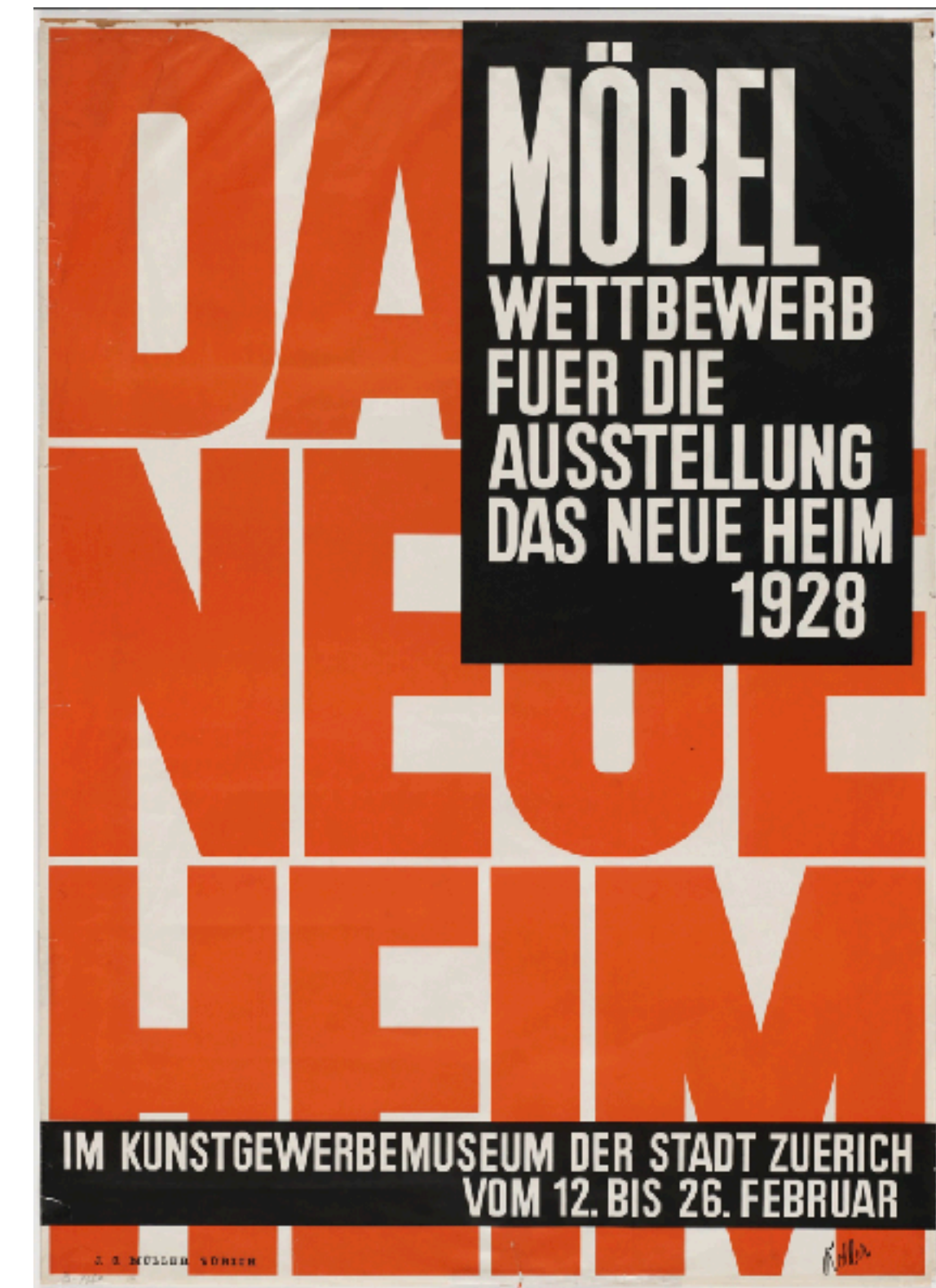
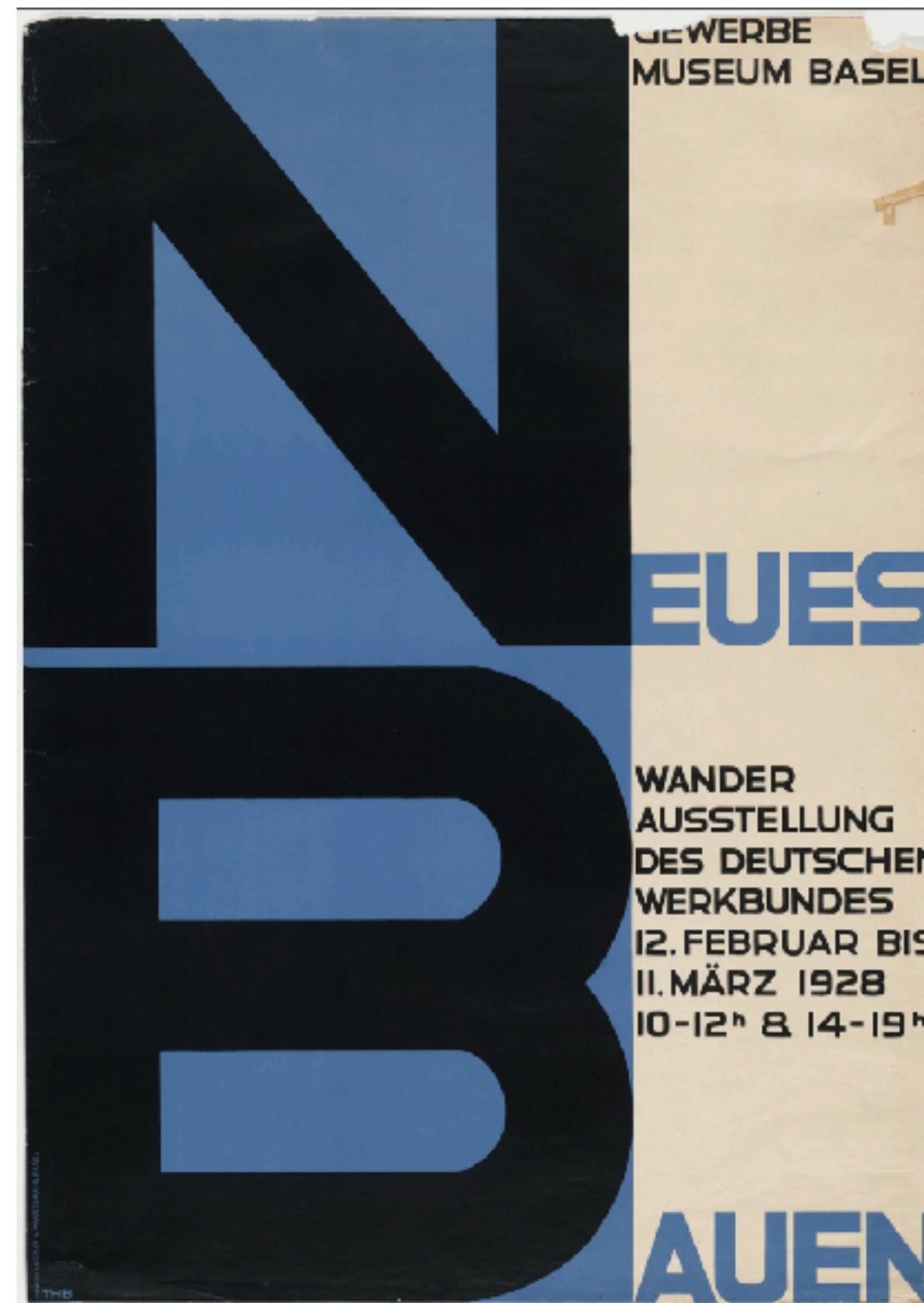
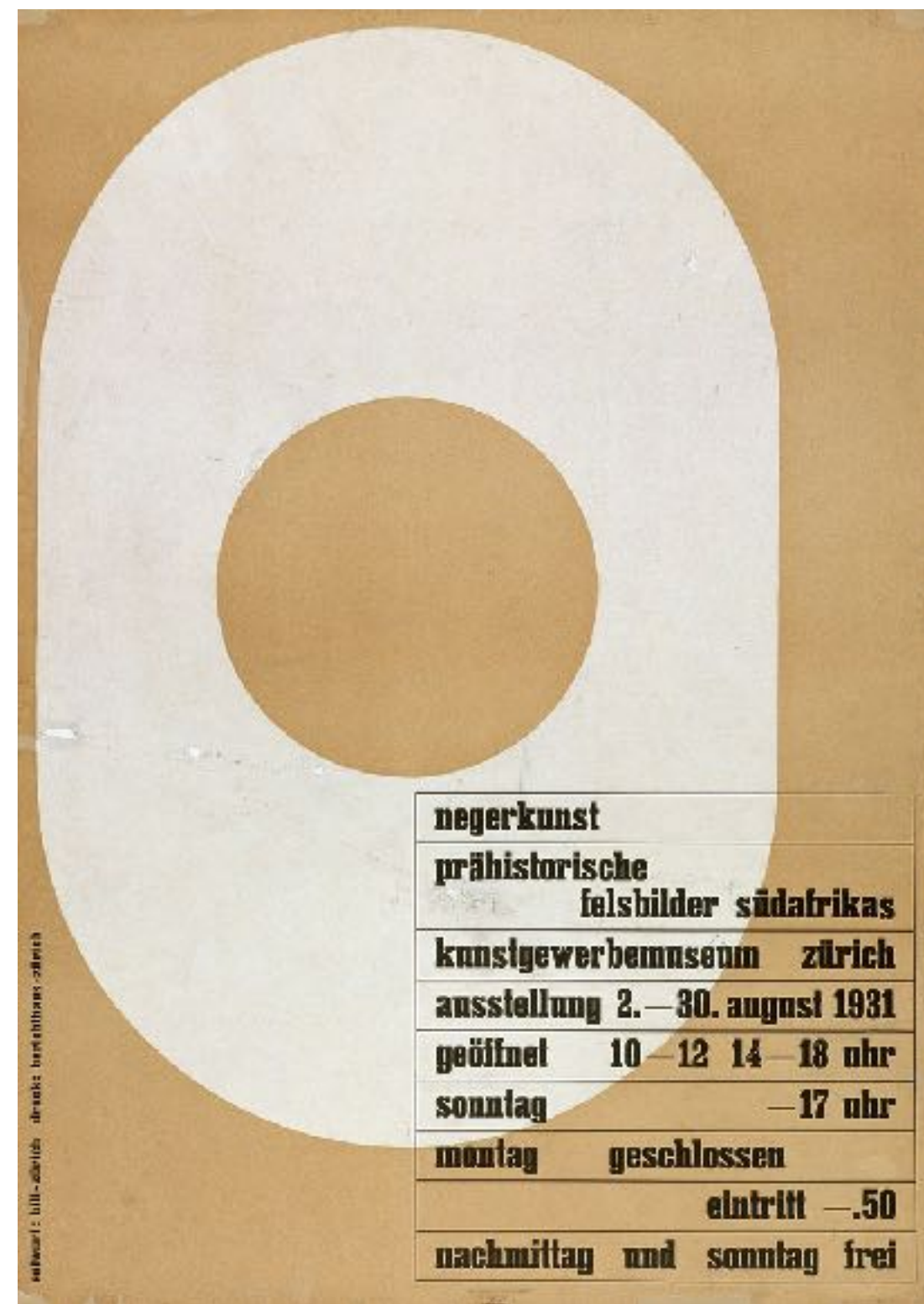
no decorative elements

dynamic use of space

stylized geometry

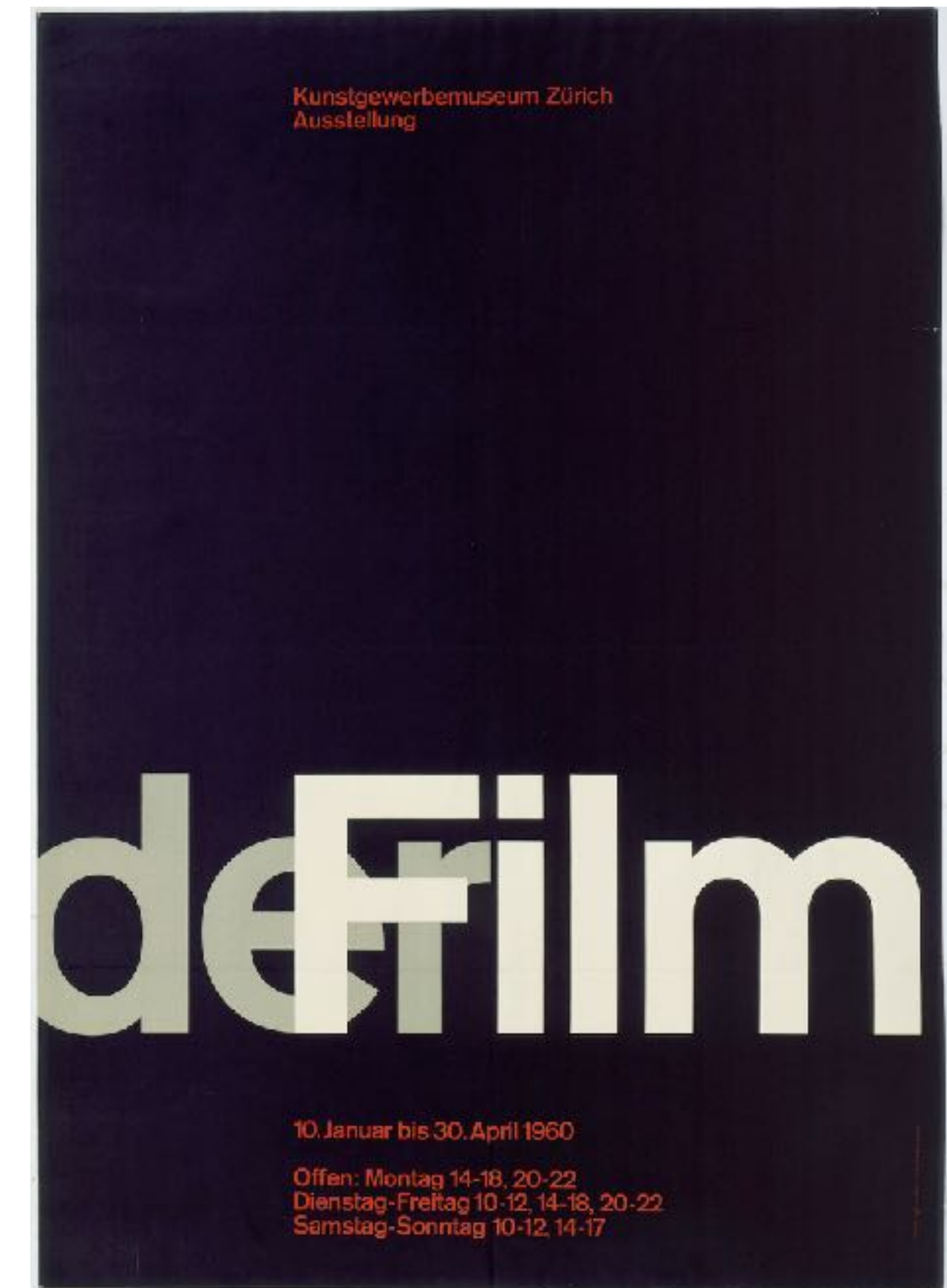
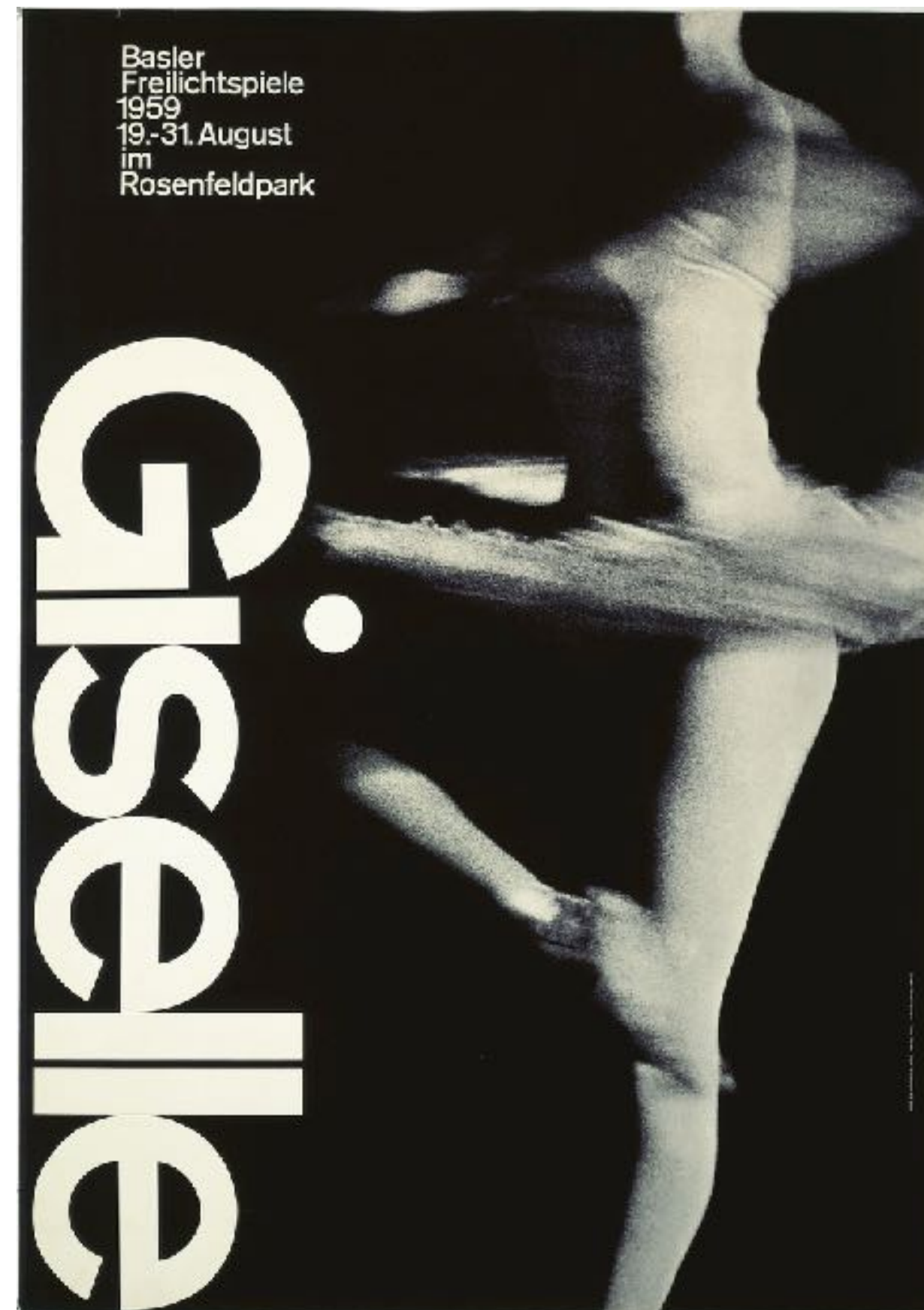
integration of systems

# Swiss Style



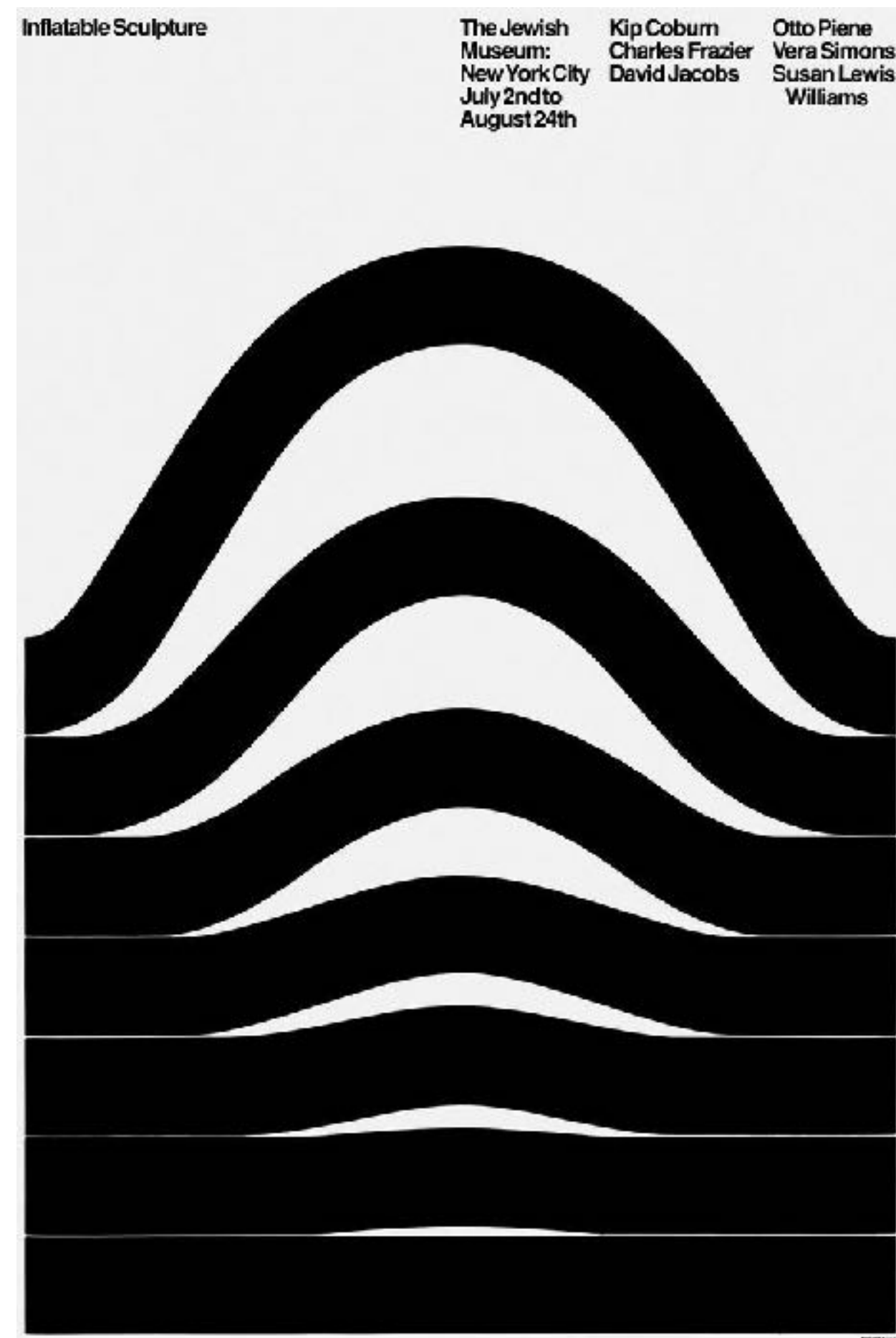


# International Typographic Style





# International Typographic Style



# International Typographic Style



# Germany & Switzerland

post WW2, 1950's—1970's

**design as a socially useful and important activity**  
**personal expression and eccentric solutions rejected**  
**more universal and rational approach to solving problems**

**civic and cultural events**

**identity *systems***

**information graphics**

rejection of geometric sans serif letterforms

rejection of stylization or self expression

grid based layout

no decorative elements

dynamic use of space

integration of systems

rational layout

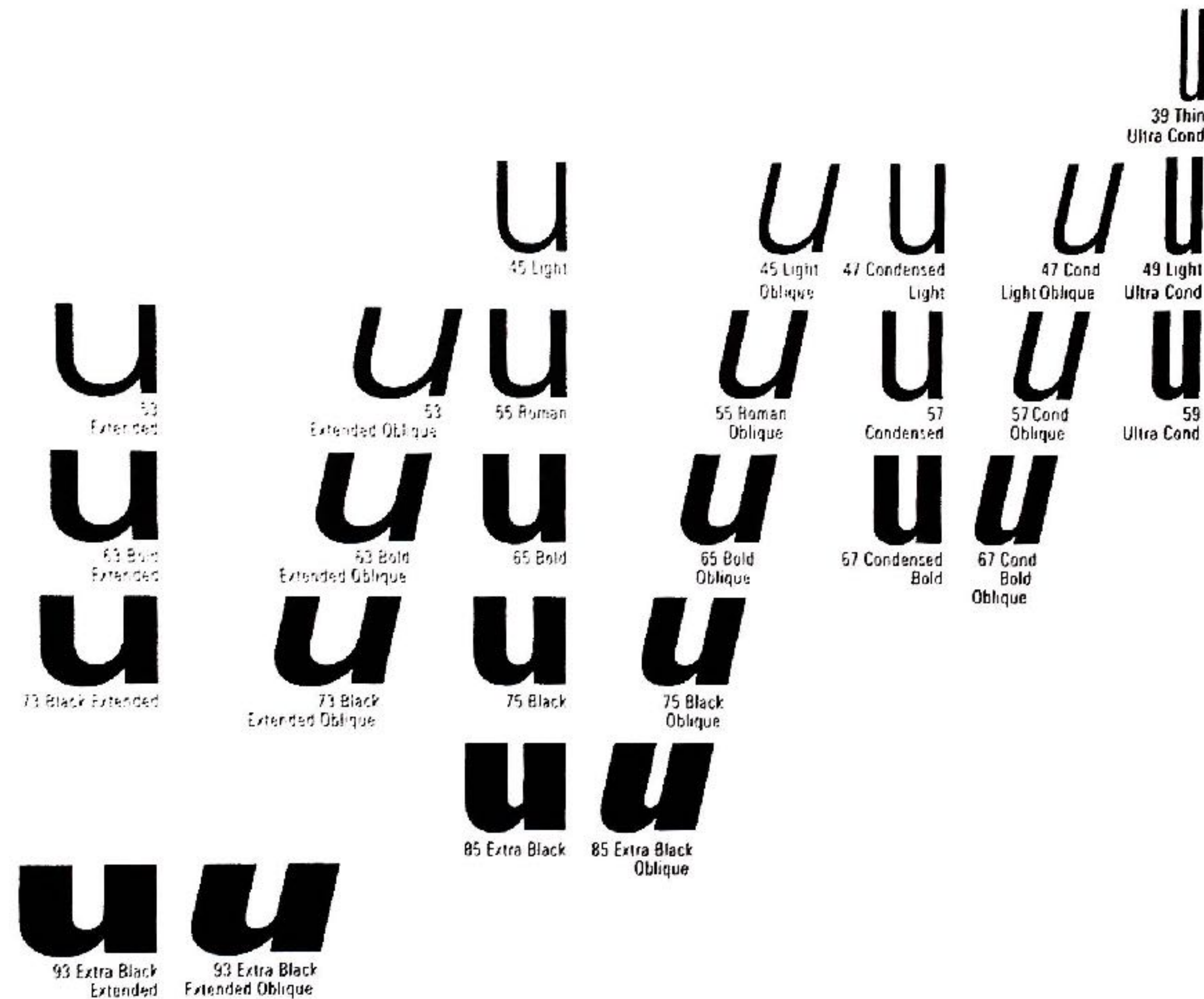
design in service of content

objective approach to design

neo—grotesque sans serif typefaces

**neo-grotesque san serifs**

# Univers, Adrian Frutiger, Derby & Peignot, 1957



# Univers, Adrian Frutiger, Derby & Peignot, 1957

Univers Light 45

*Univers Light Oblique*

Univers 55

### Univers Oblique

**Univers Bold 65**

***Univers Bold Oblique***

## Univers Black 75

### ***Univers Black Oblique***

Univers Condensed Light

*Univers Condensed Light Oblique*

Univers Condensed

*Univers Condensed Oblique*

**Univers Condensed Bold**

***Univers Condensed Bold Oblique***

Univers Ultra Condensed Thin 39

Univers Ultra Condensed Light 49

Univers Ultra Condensed 59

Univers Extended 53

*Univers Extended Oblique*

Univers Bold Extended 63

***Univers Bold Extended Oblique***

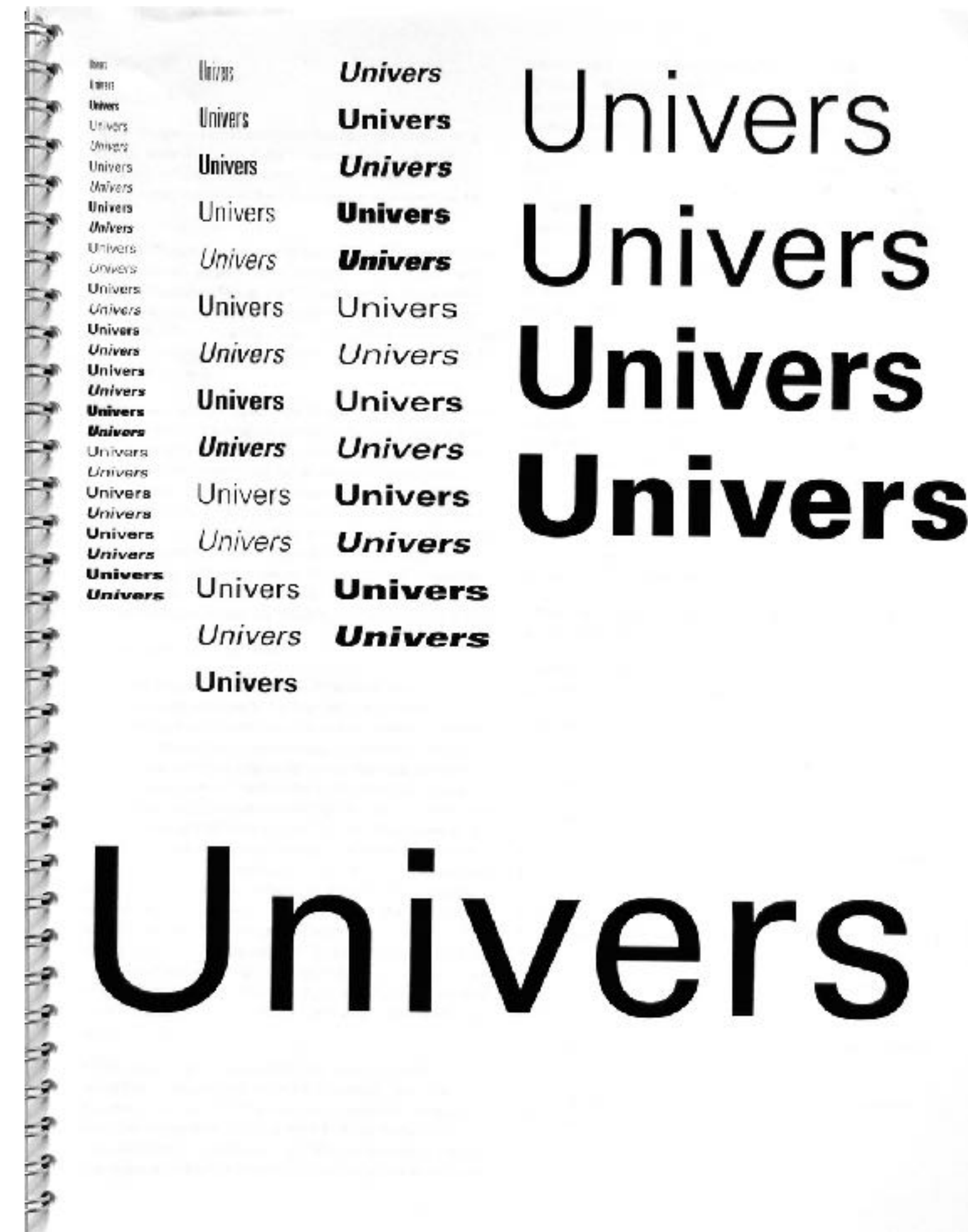
## Univers Extended Black 73

### Univers Extended Black Oblique

## Univers Extra Black Oblique

**Univers Extra Black 85**

## Univers Extended Extra Black 93

**Univers Extended Extra Black Oblique**

Helvetica, Max Medienger

Haas Type Foundry, 1957—Stempel Foundry, 1961

Helvetica 35 Thin

Helvetica 45 Light

Helvetica 55 Romain

Helvetica 65 Medium

**Helvetica 75 Bold**

**Helvetica 85 Heavy**

**Helvetica 95 Black**



# Helvetica, Max Medienger

Haas Type Foundry, 1957—Stempel Foundry, 1961

Helvetica Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

Helvetica Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

Helvetica Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()



HM Government

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**Why the Government believes  
that voting to remain in the  
European Union is the best  
decision for the UK.**

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The EU referendum, Thursday, 23rd June 2016.

## Helvetica Neue, 1983, Linotype

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

**Helvetica Neue 75 Bold**

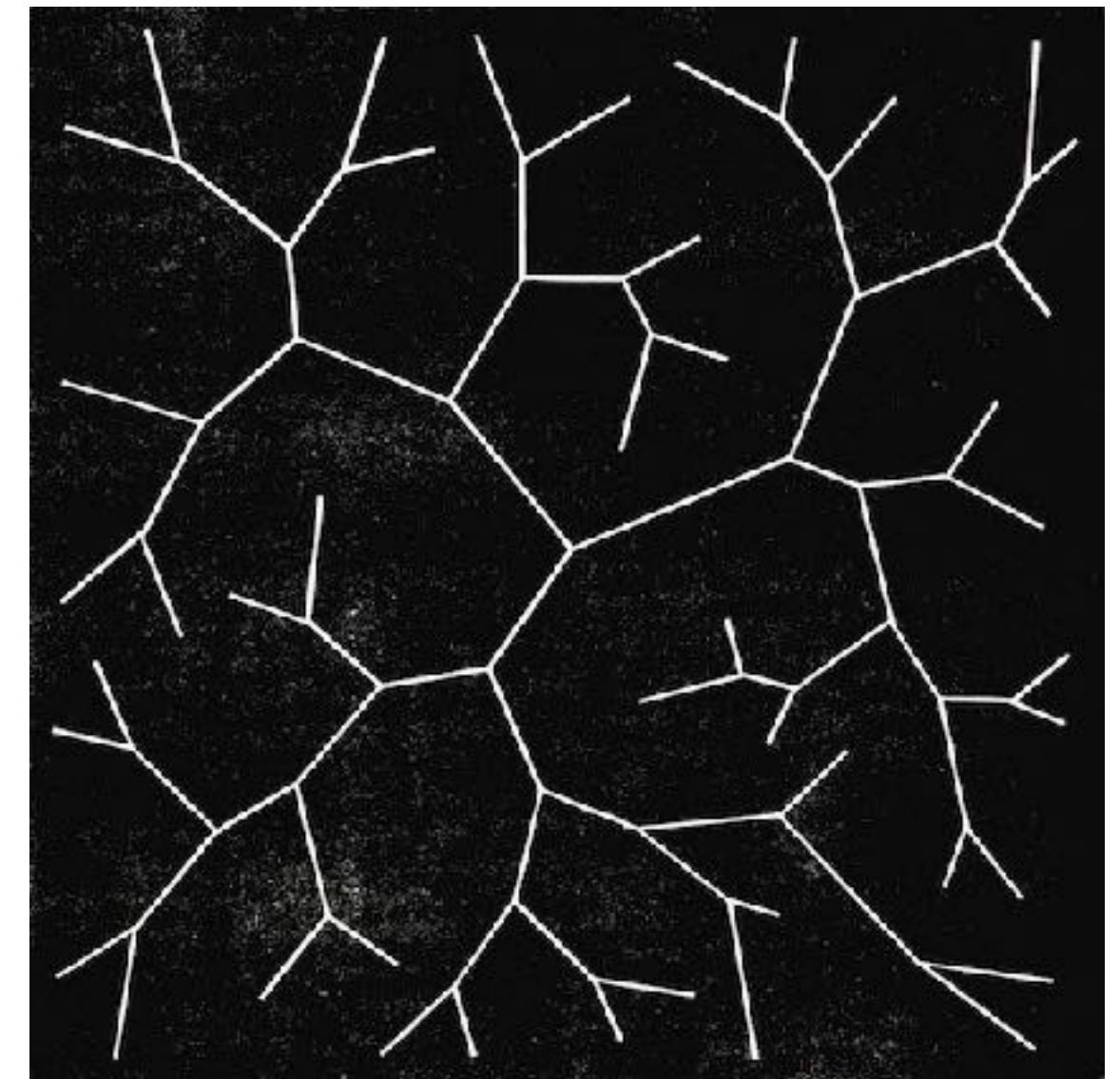
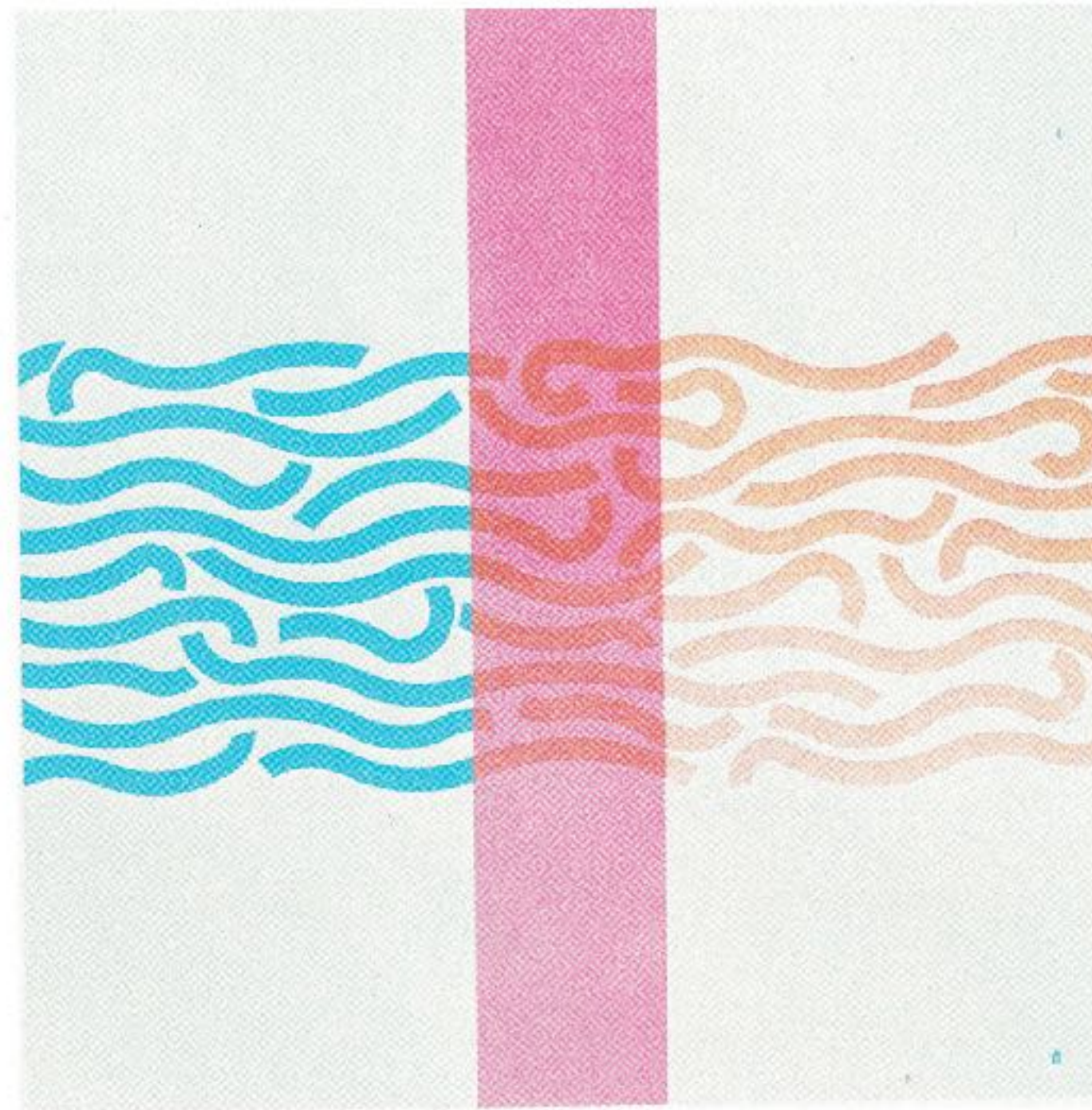
**Helvetica Neue 85 Heavy**

**Helvetica Neue 95 Black**

**information**

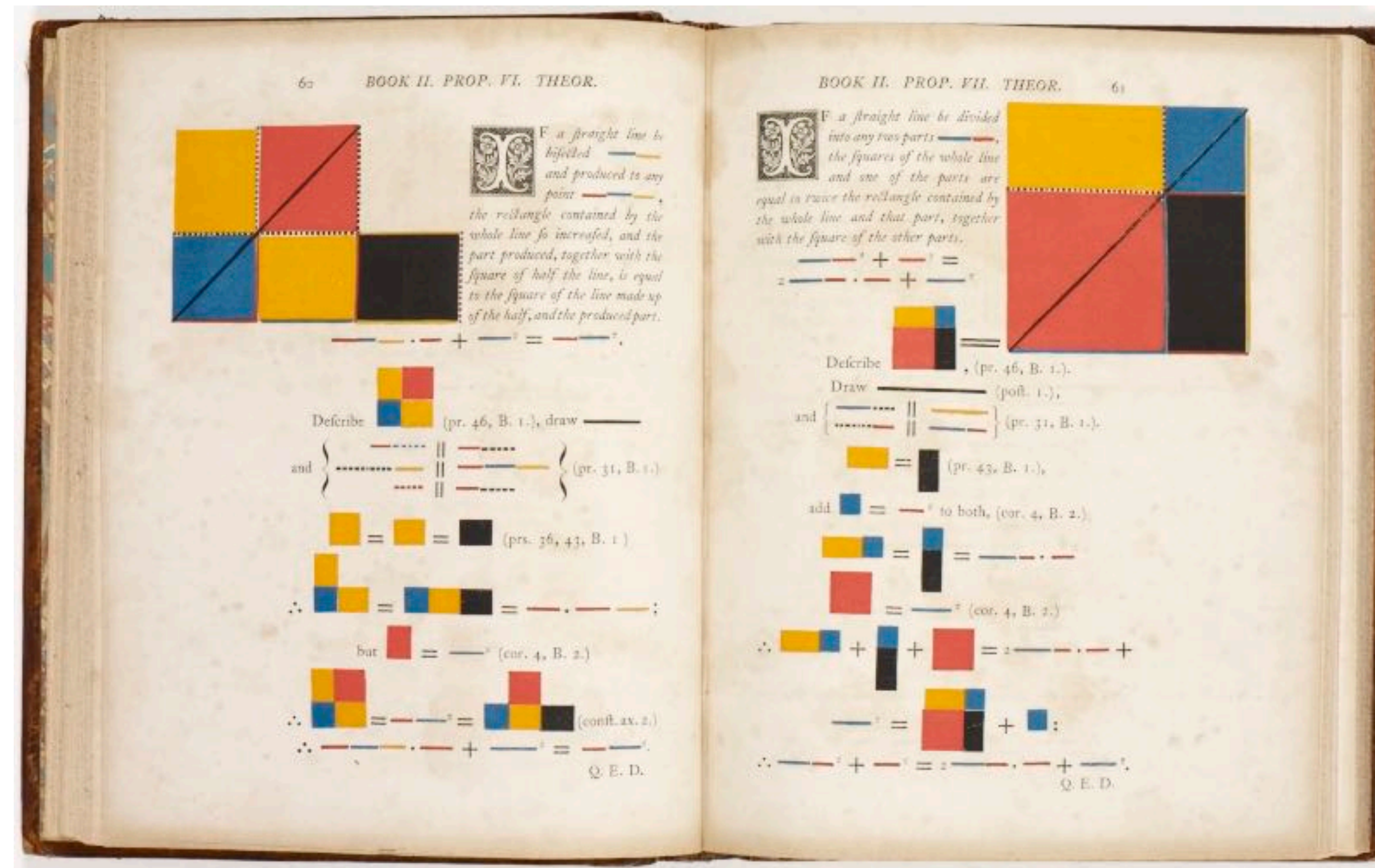


# Anton Stankowski, Zurich, Stuttgart, Ulm, 1929—1990





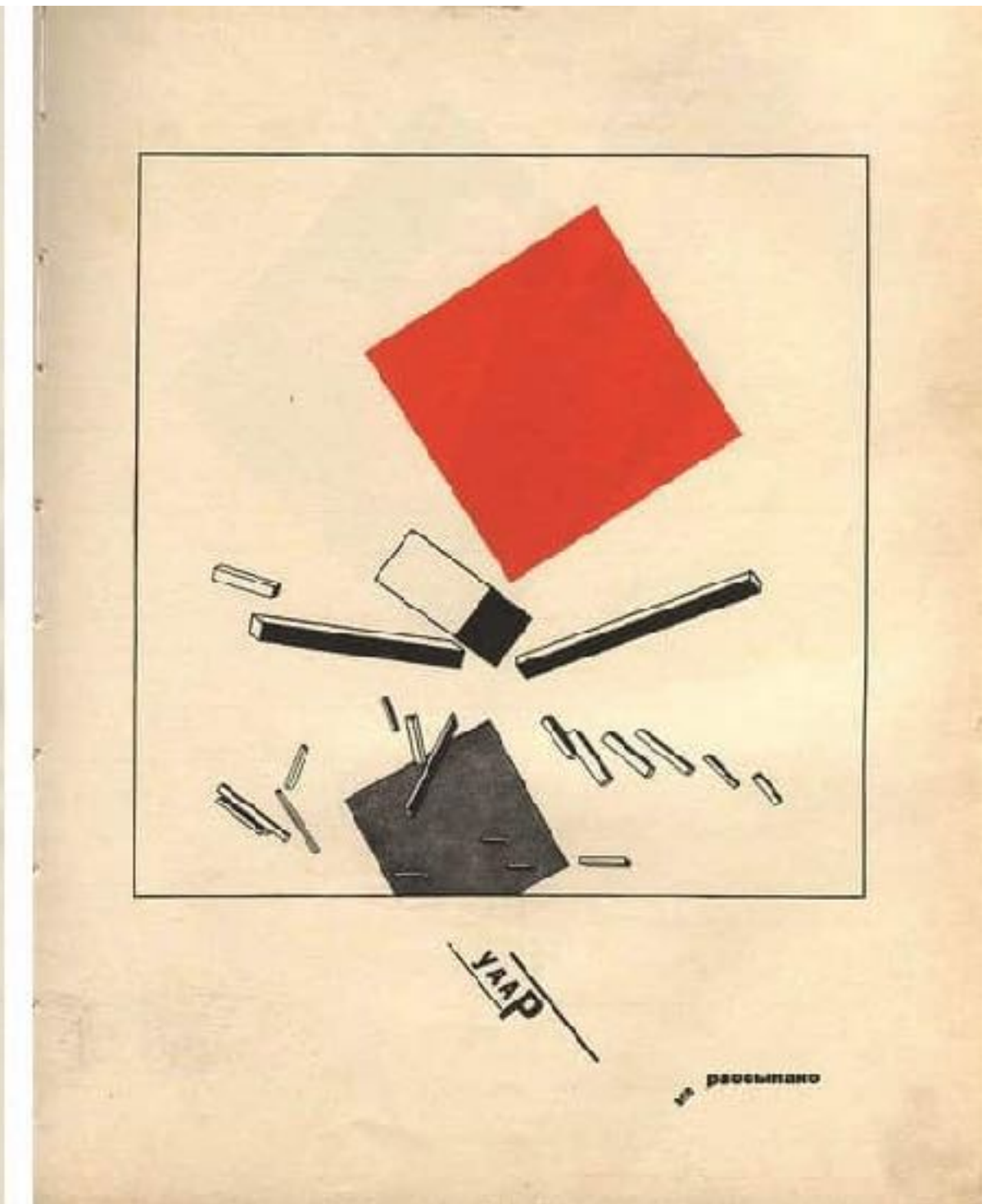
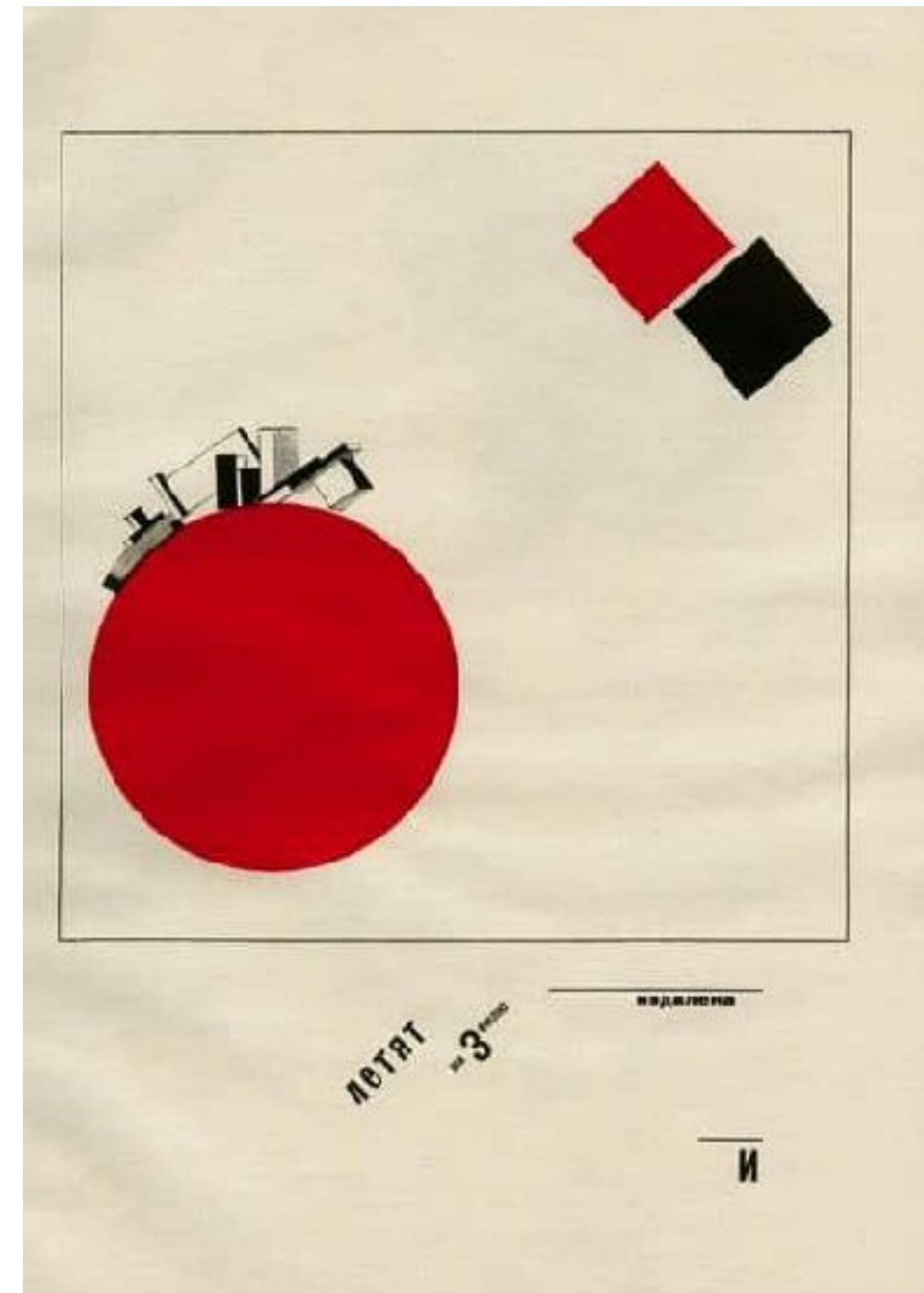
pure form to communicate complex ideas and information



William Pickering, 1847



pure form to communicate complex ideas and information

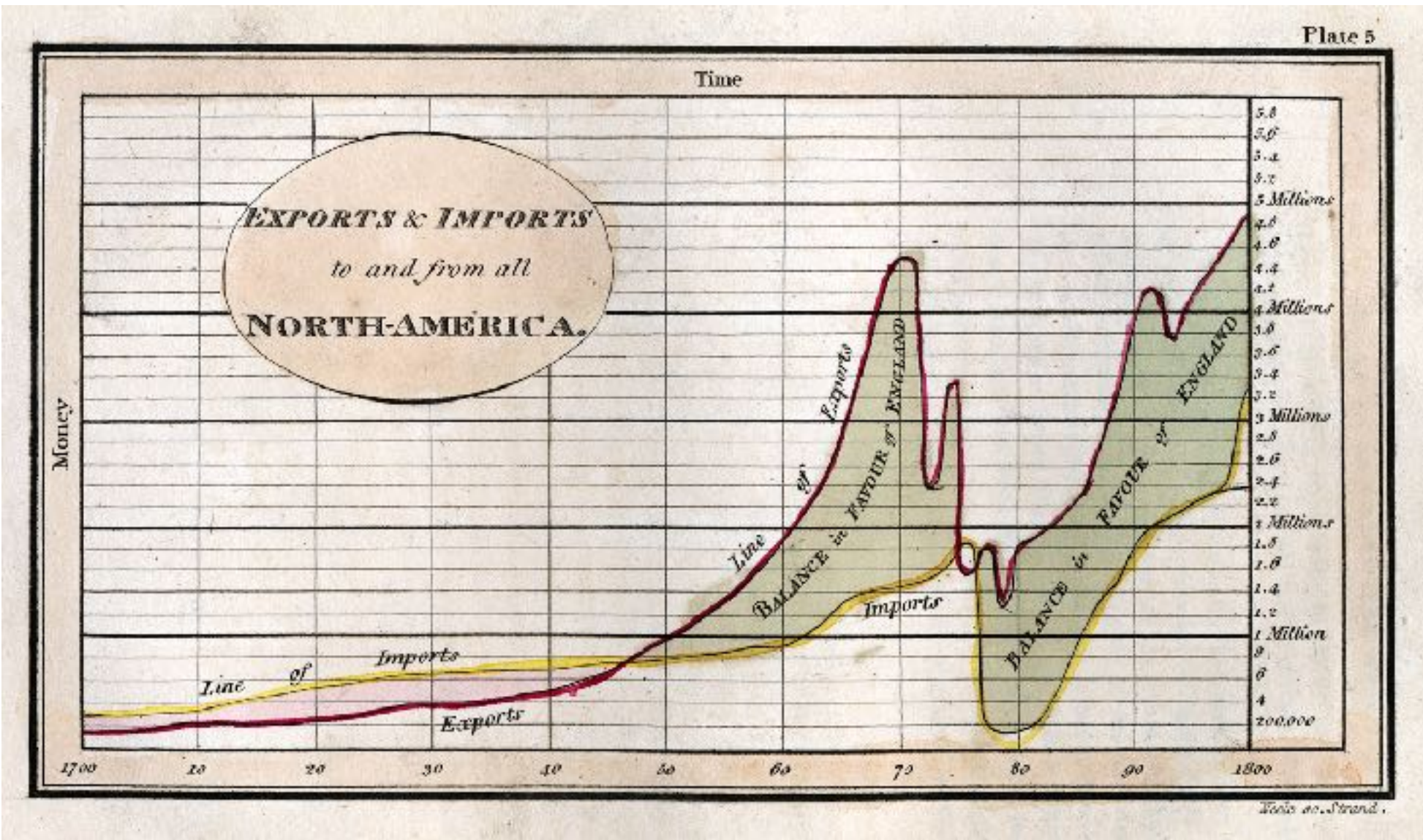
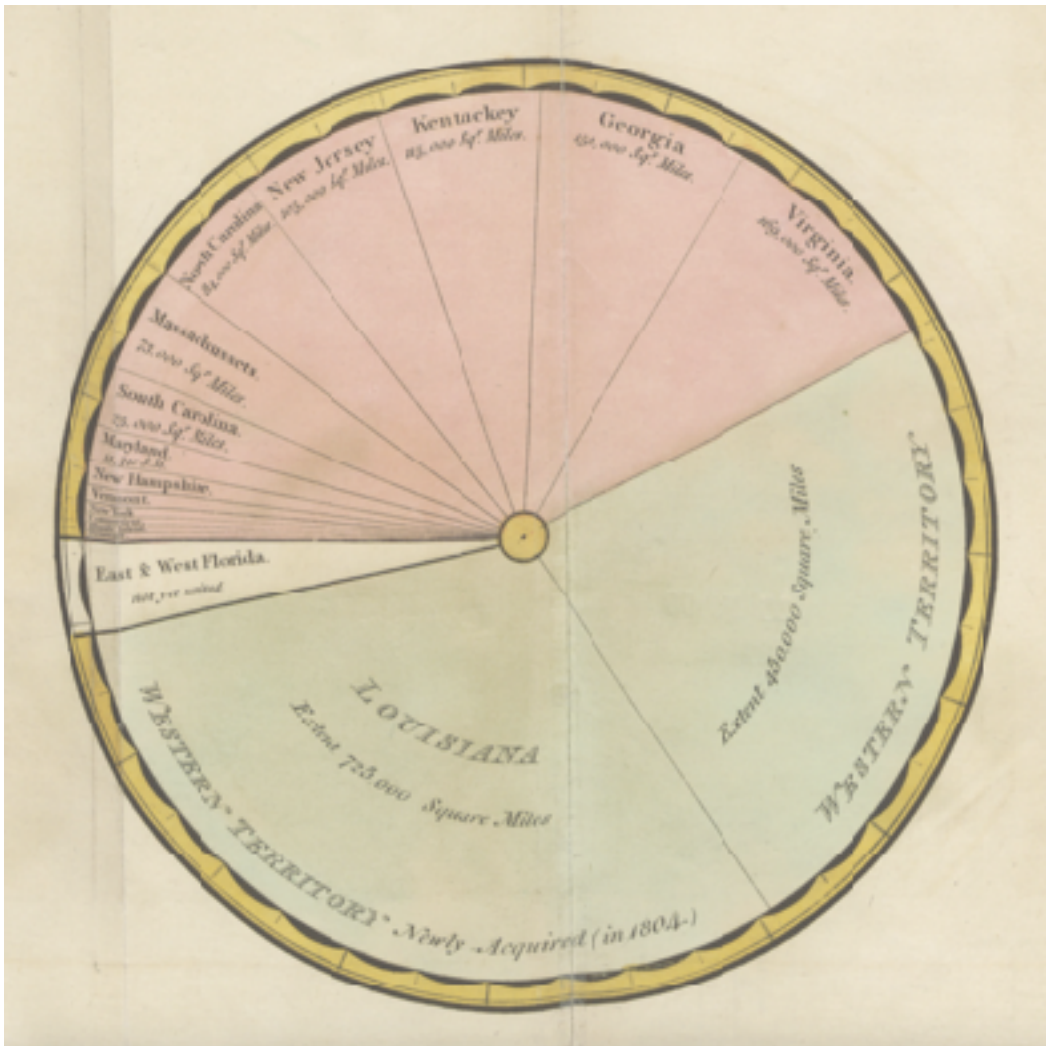
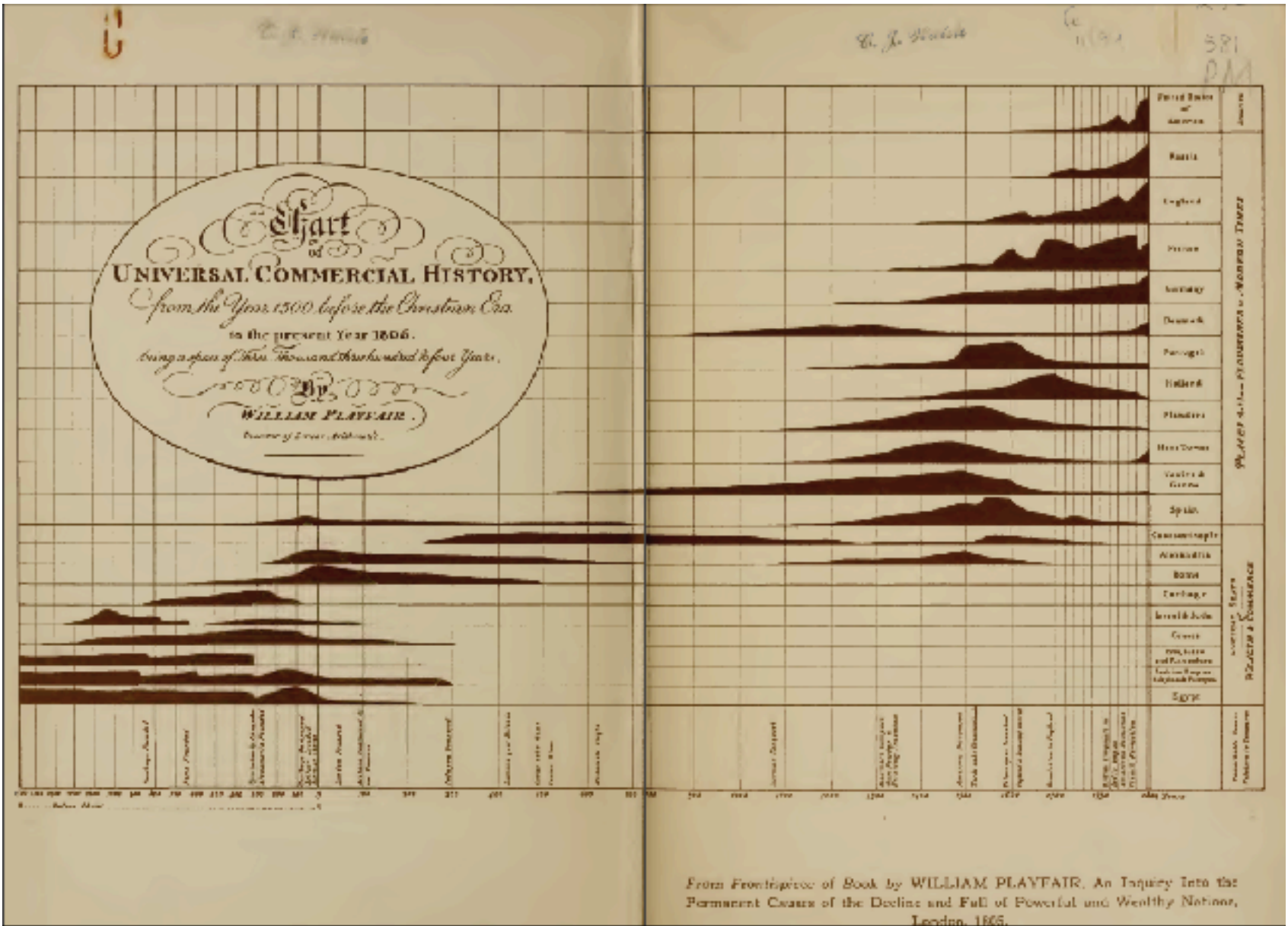
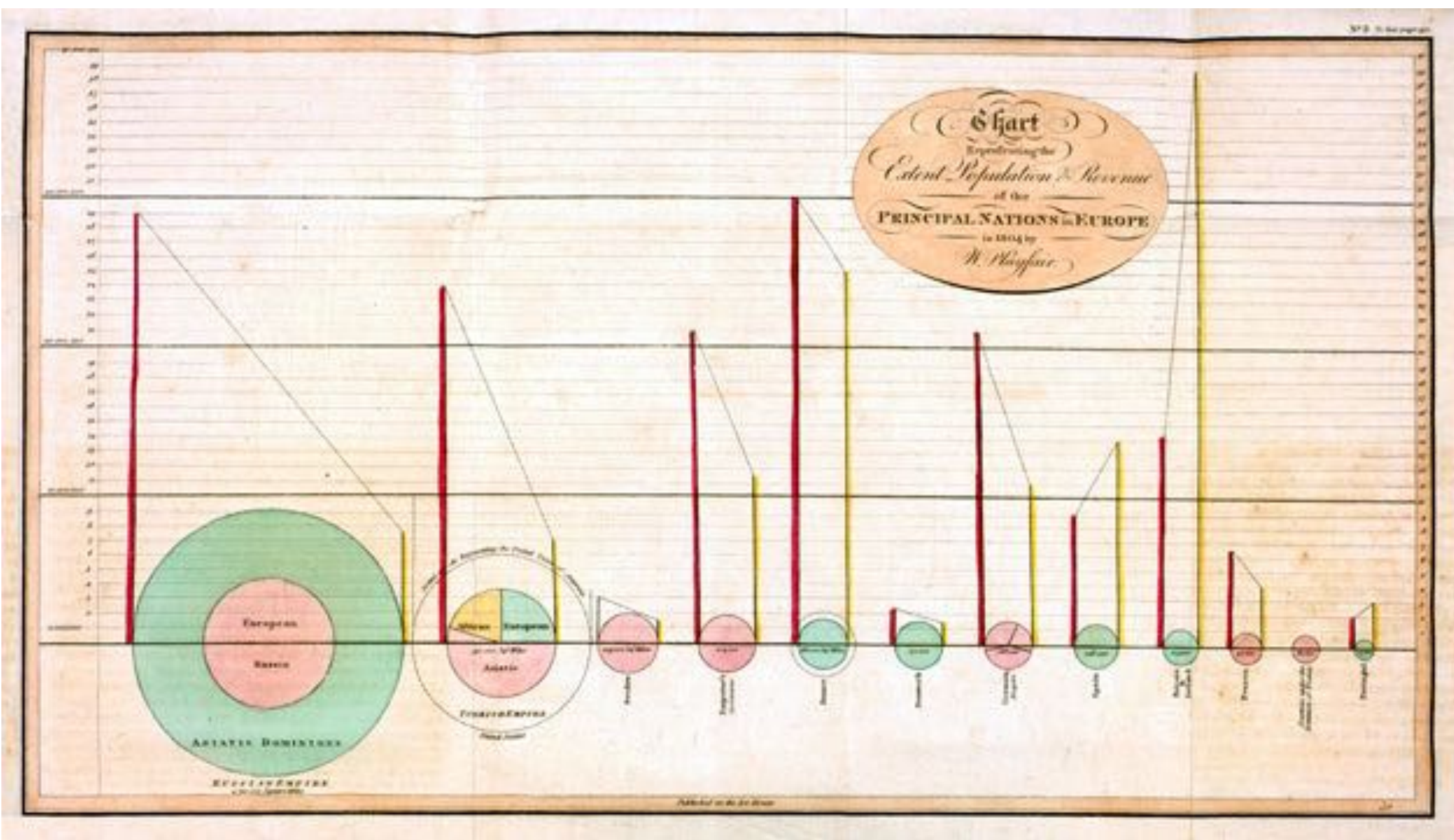


El Lissitzky, 1920



# William Playfair

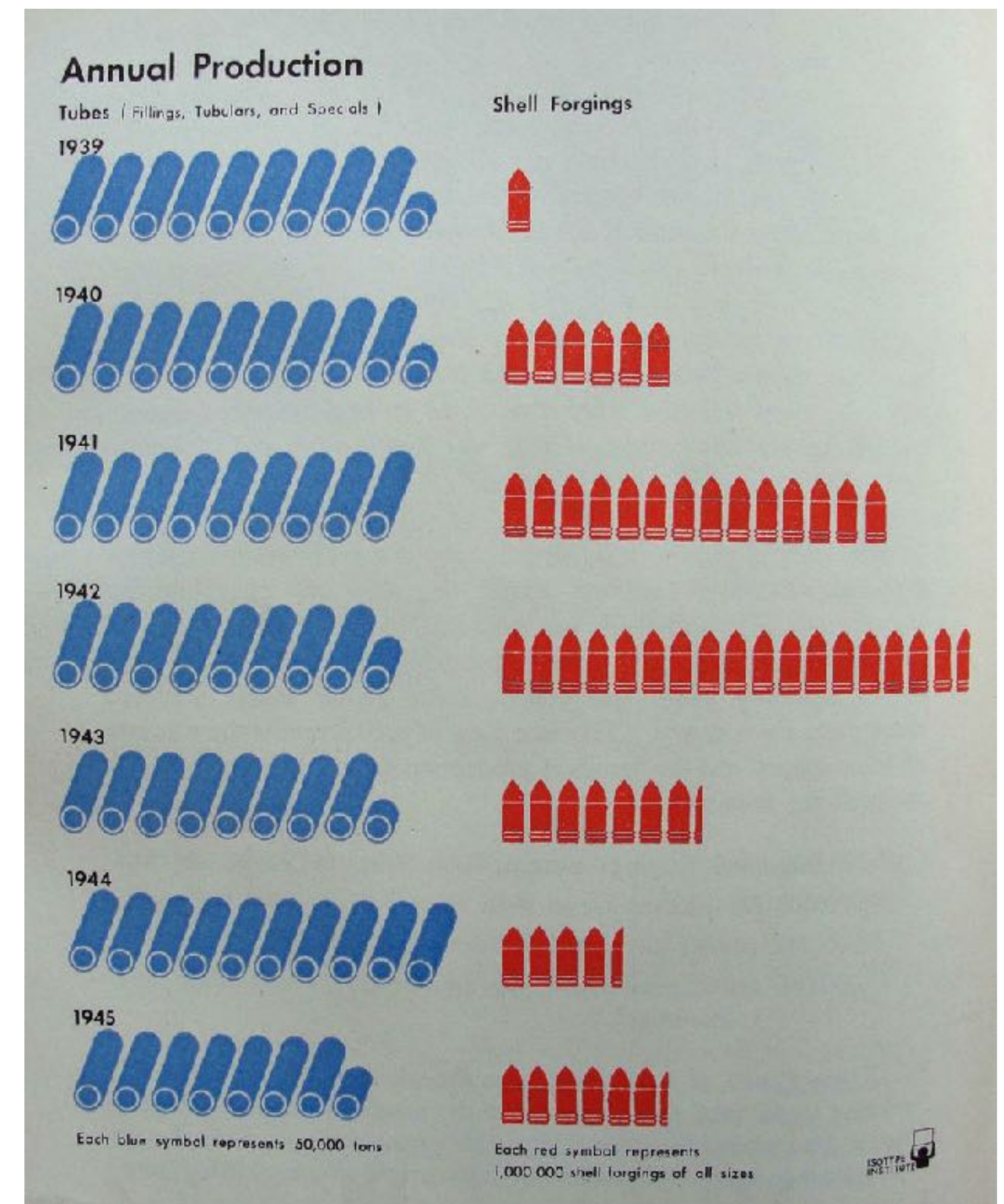
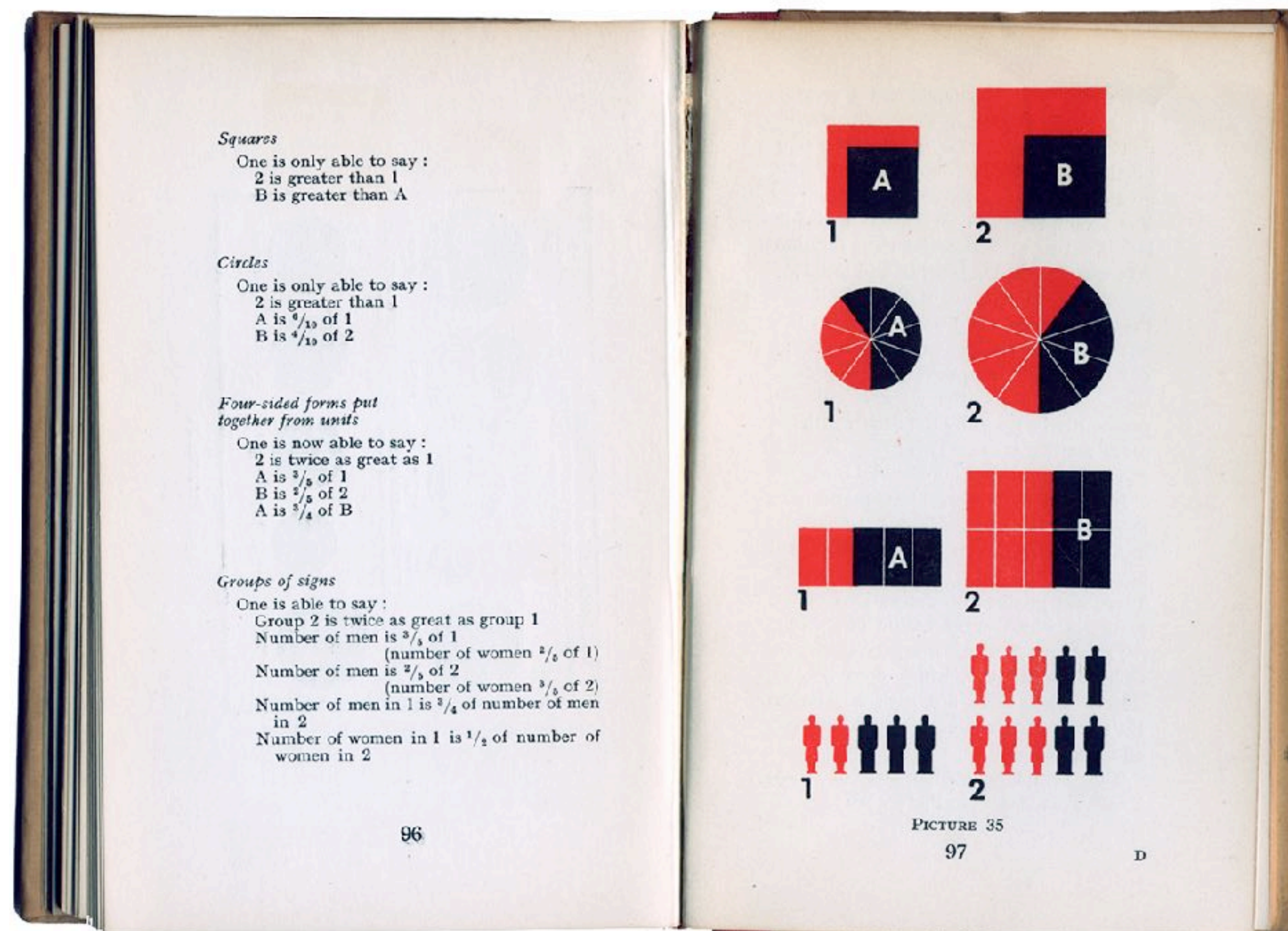
## 1786—1801





# Otto & Marie Neurath, Gerd Arntz

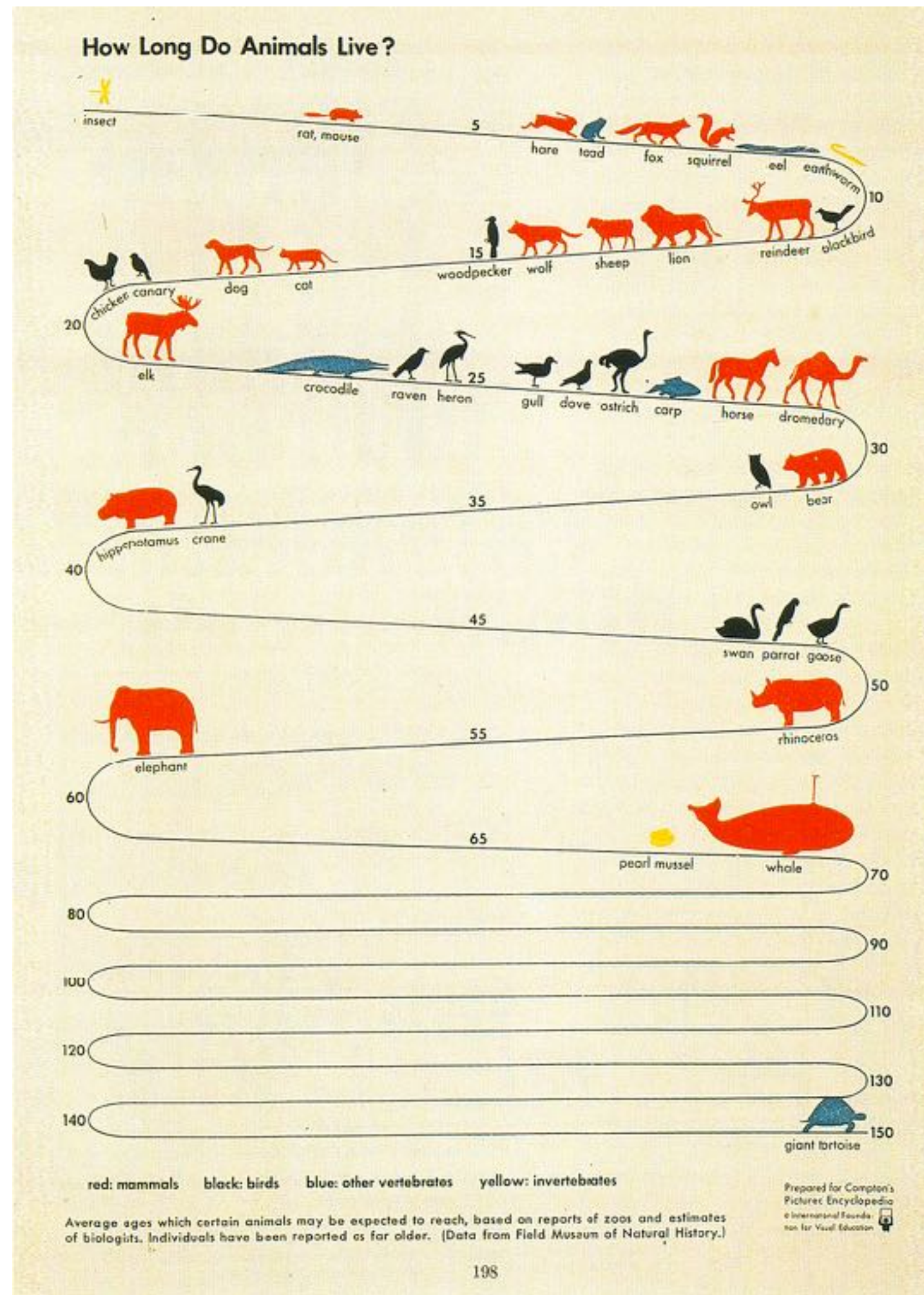
## Isotypes, 1920's—1940's





# Otto & Marie Neurath, Gerd Arntz

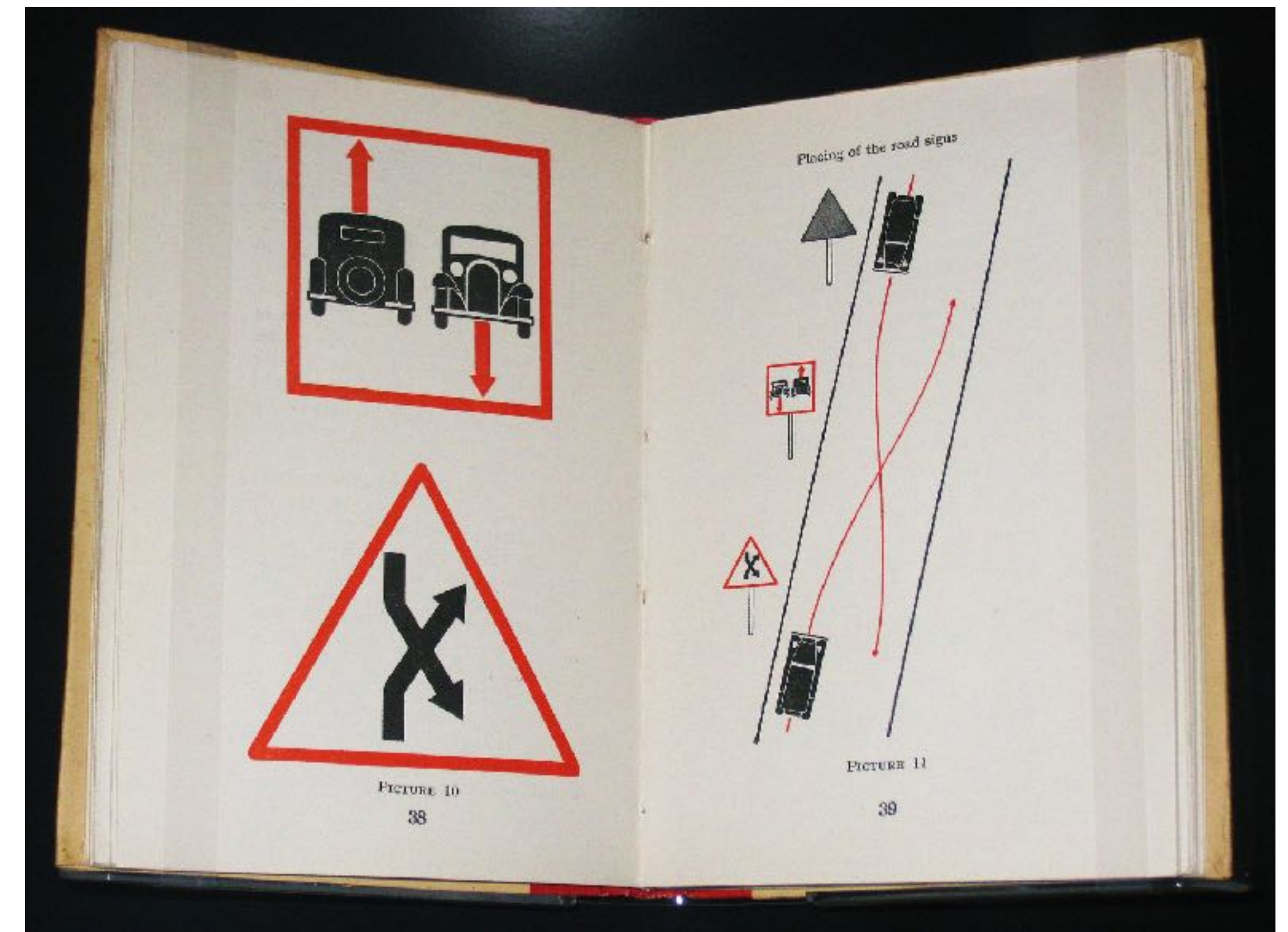
## Isotypes, 1920's—1940's





# Otto & Marie Neurath, Gerd Arntz

## Isotypes, 1920's—1940's





# Gerd Arntz

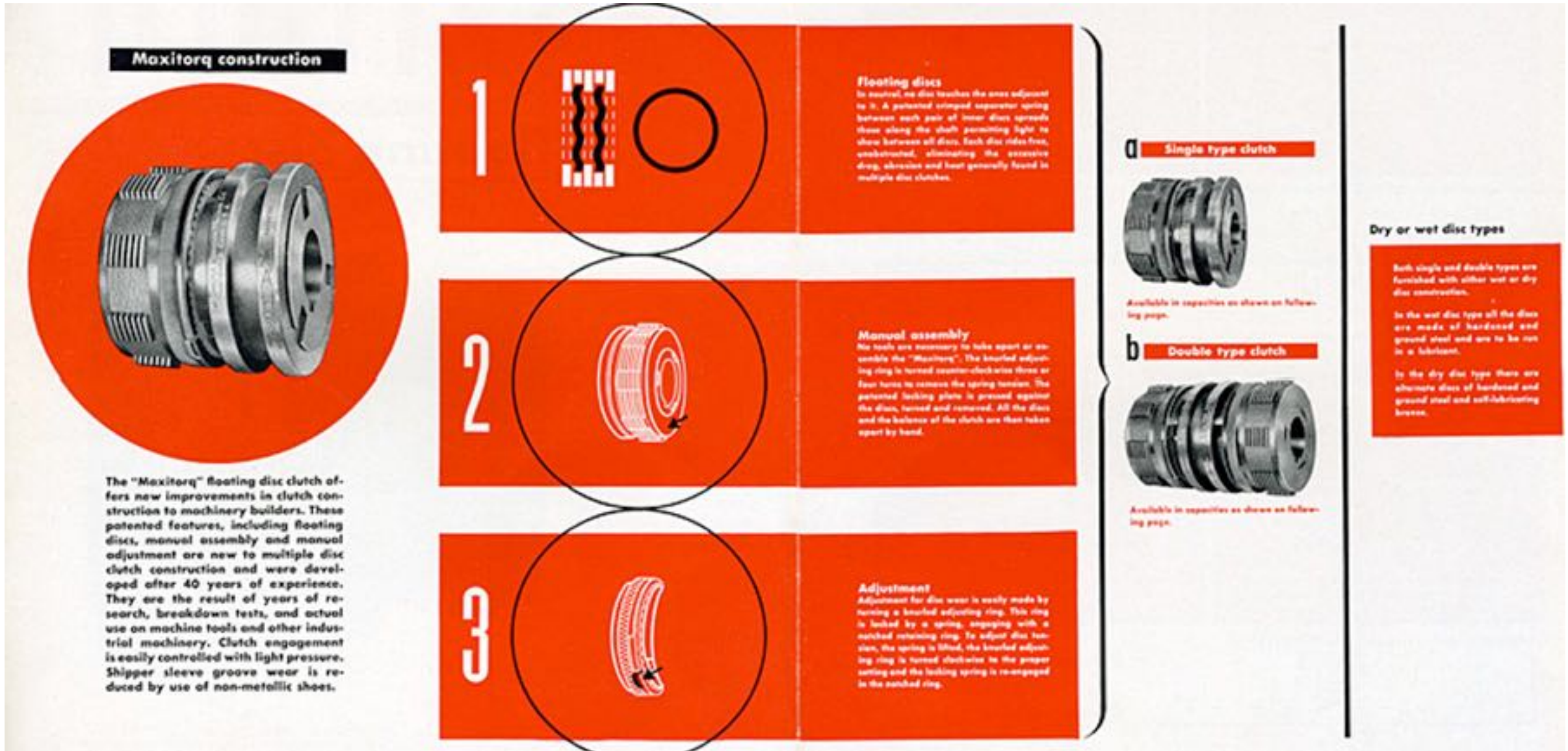
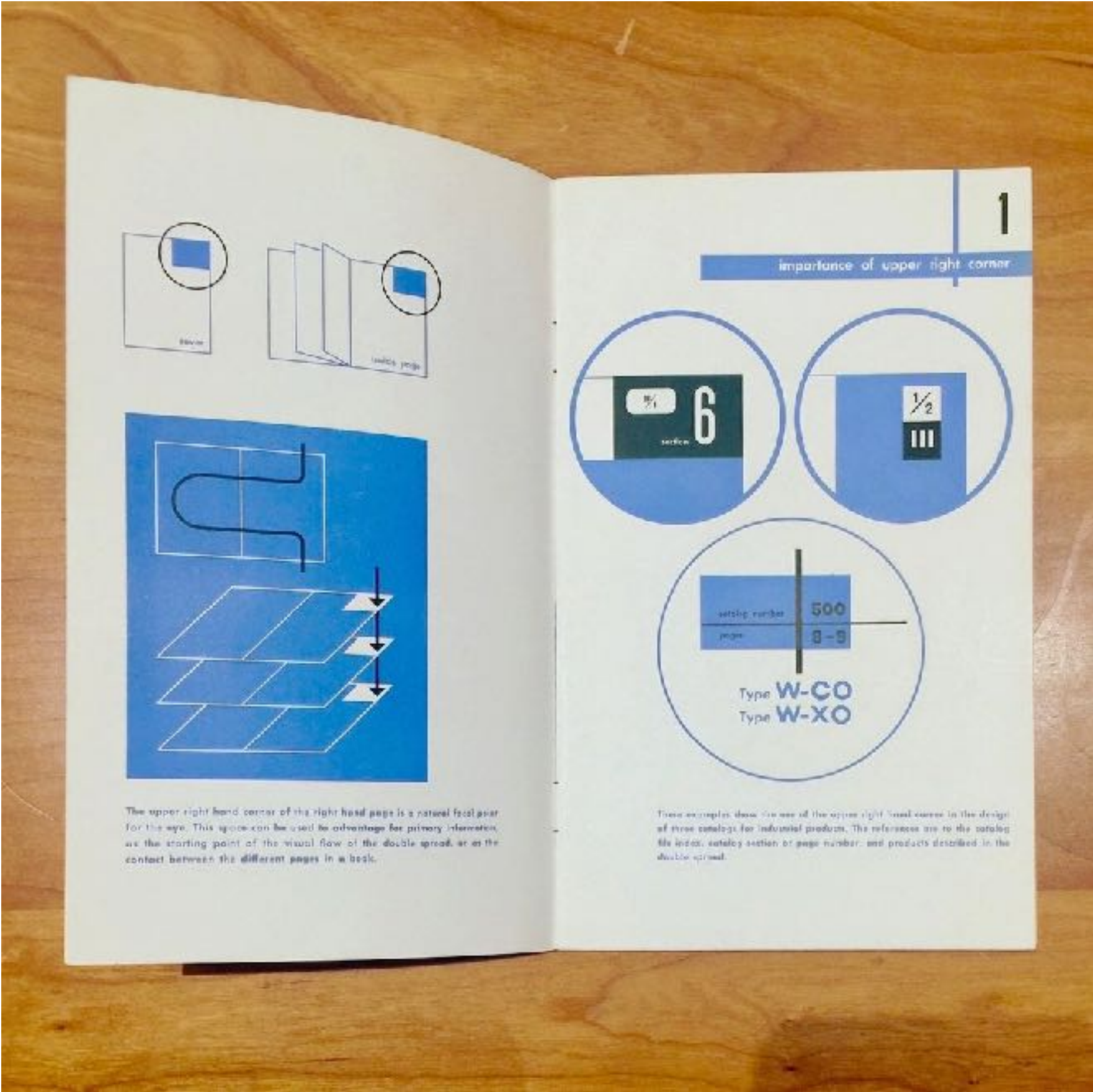








# Ladislav Sutnar, New York, 1939

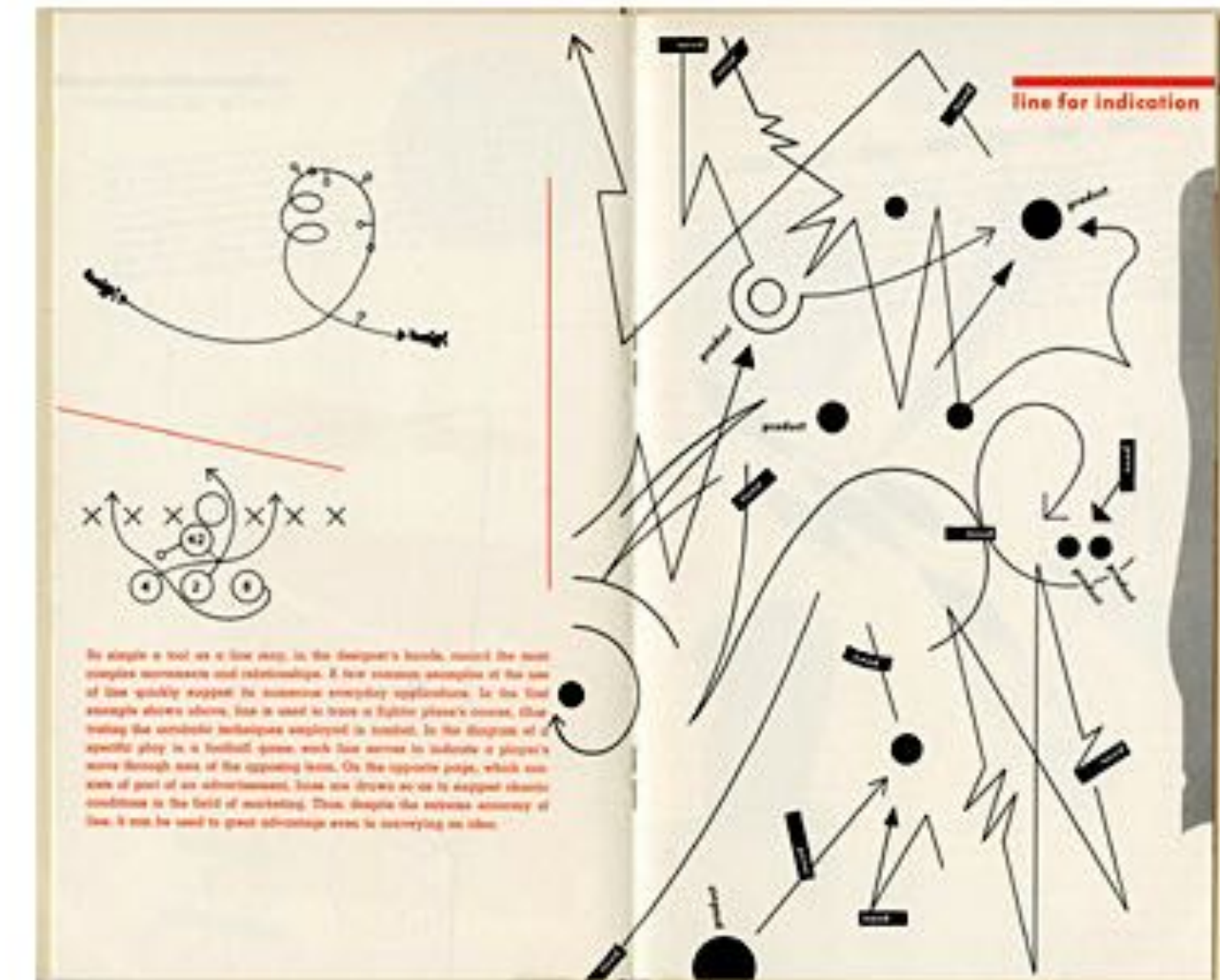




# Ladislav Sutnar, New York, 1939



1942



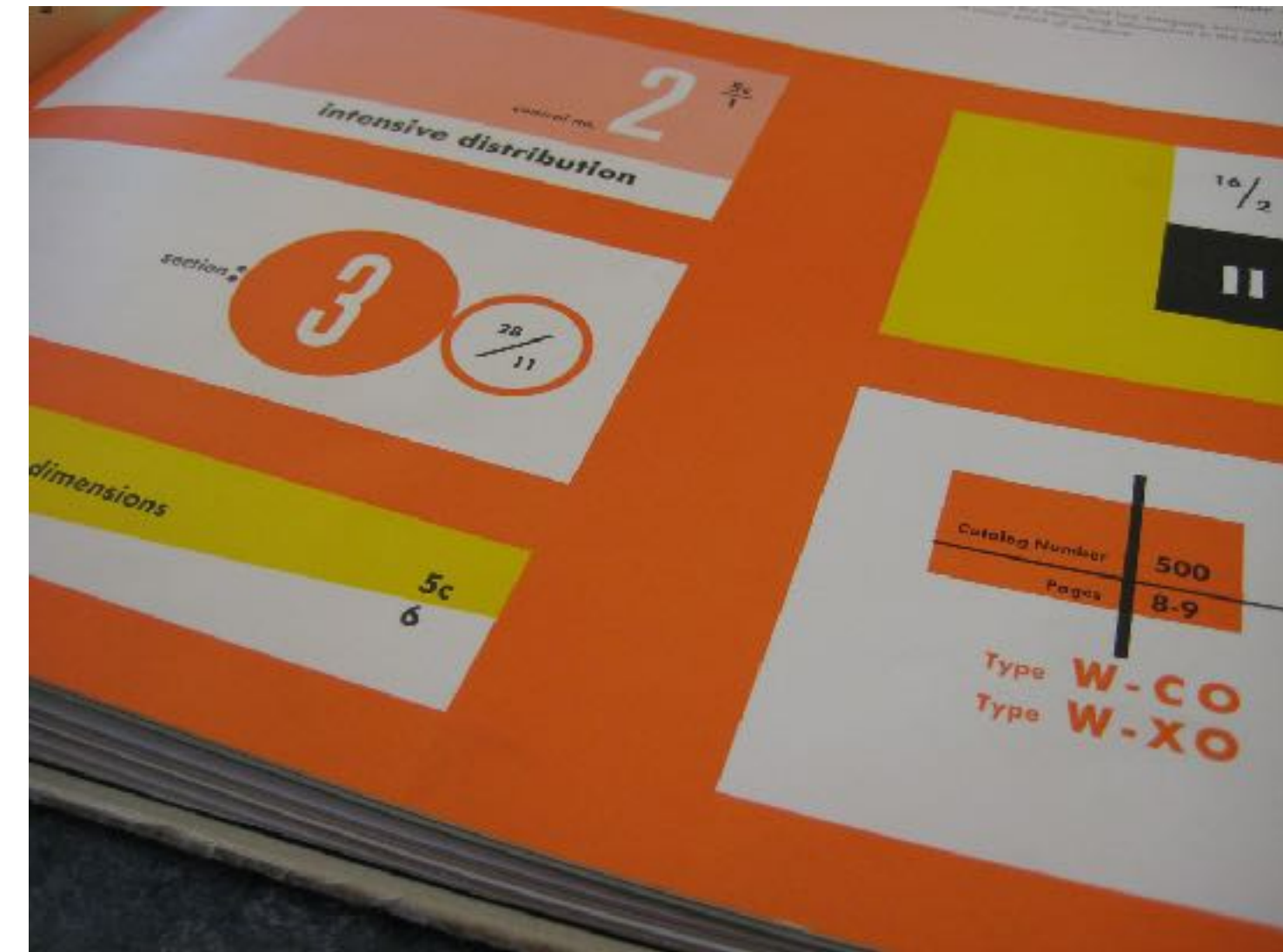
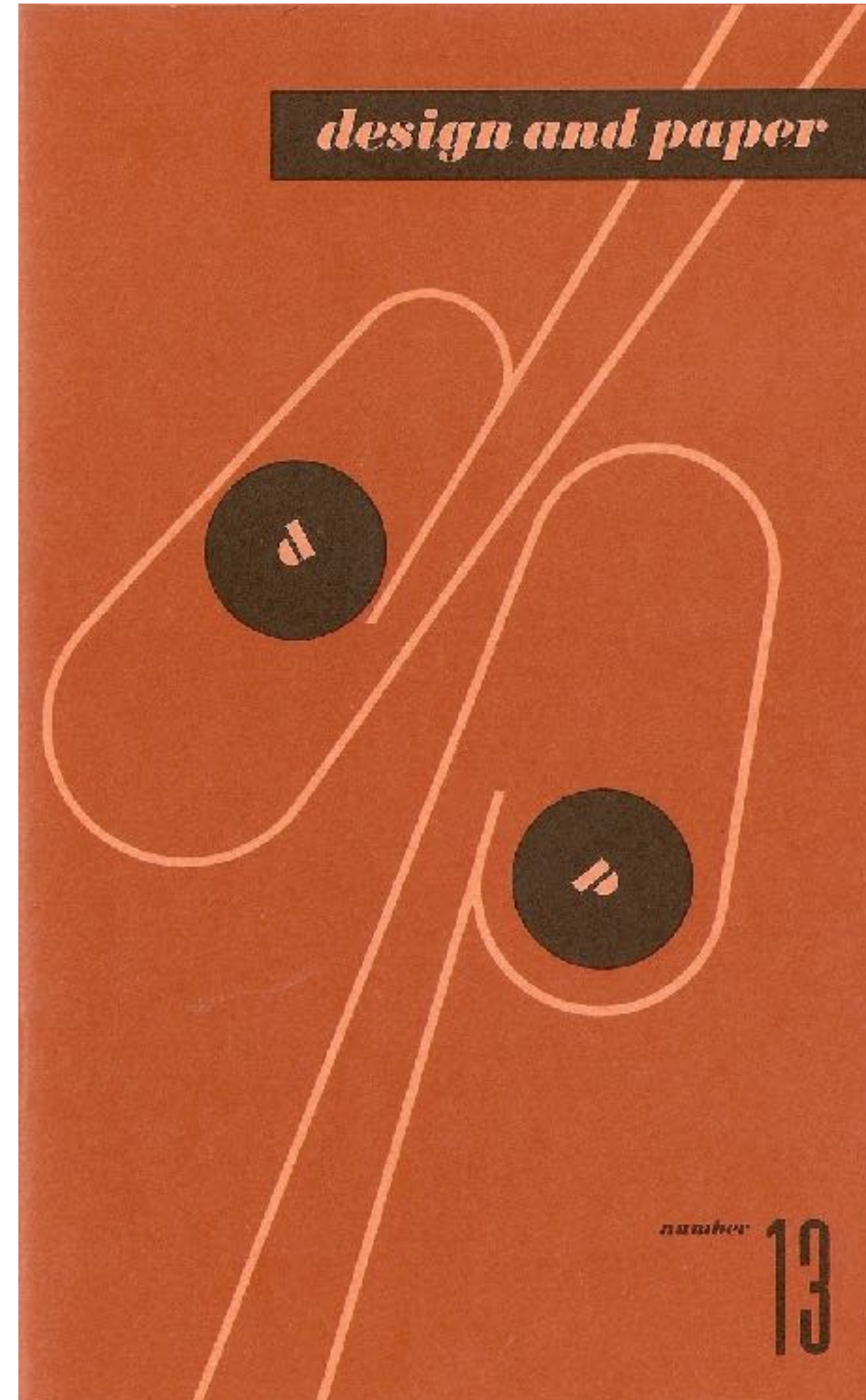
1945



# Ladislav Sutnar, New York, 1939



1950



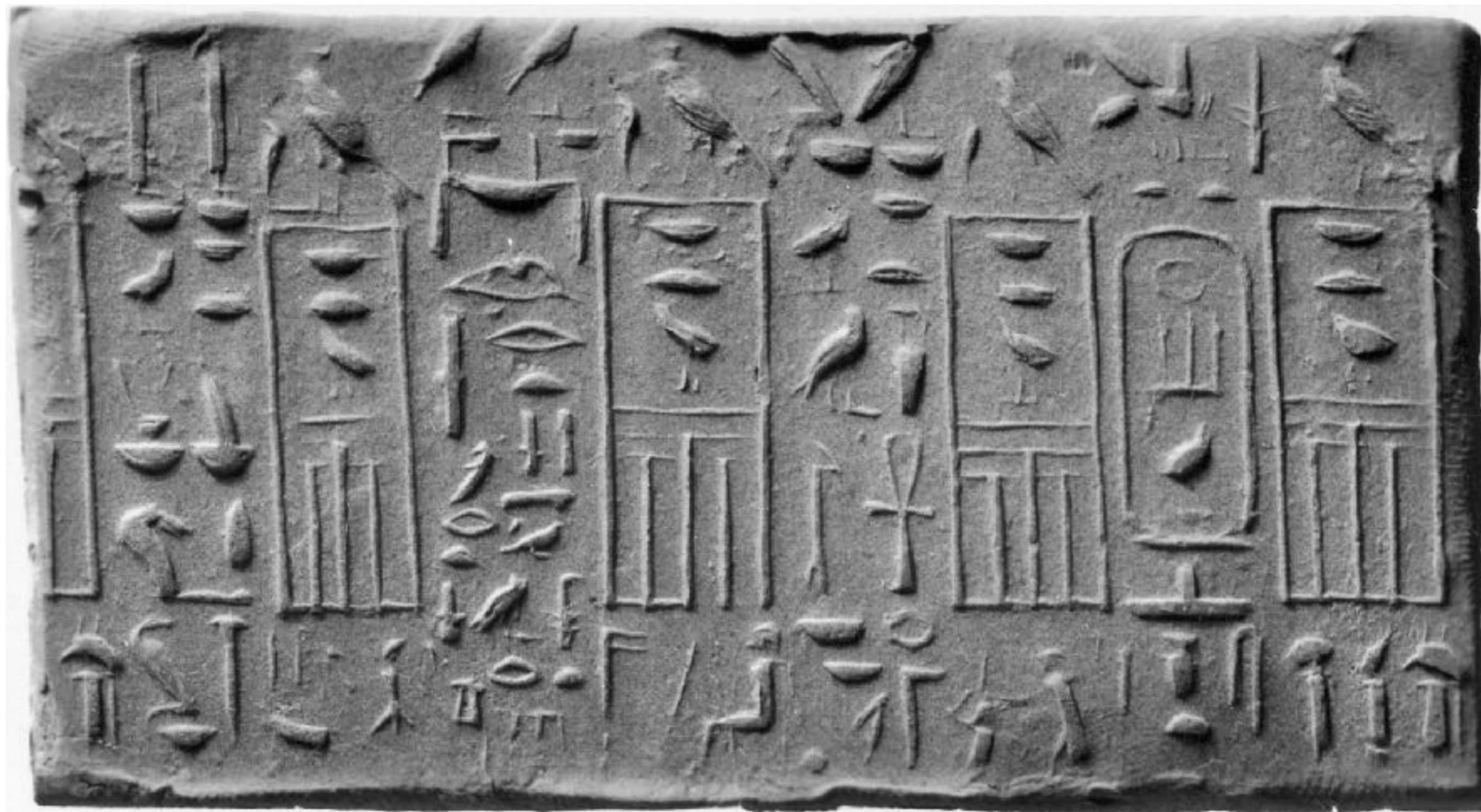


**identity**








# Egyptian Cylinder Seals

2496—2483 BC





# China, 1100—771 BC

						
梁氏	宋氏	鄭氏	謝氏	李氏	王氏	張氏
						
韓氏	唐氏	馮氏	于氏	陳氏	楊氏	趙氏
						
董氏	蕭氏	程氏	曹氏	周氏	吳氏	徐氏
						
袁氏	鄧氏	許氏	傅氏	胡氏	朱氏	高氏
						
沈氏	曾氏	彭氏	呂氏	何氏	郭氏	馬氏

						
方氏	石氏	姚氏	顧氏	侯氏	邵氏	孟氏
						
廖氏	鄒氏	熊氏	龍氏	萬氏	段氏	雷氏
						
陸氏	郝氏	孔氏	錢氏	湯氏	尹氏	易氏
						
崔氏	康氏	毛氏	黎氏	常氏	武氏	喬氏
						
秦氏	江氏	史氏	賀氏	賴氏	龔氏	文氏





**Cylinder Seals**  
**1800—1400 BC**





7th—3rd century BC



Phoenicia



Persia



Syria



# Roman Empire, 1st—5th century AD





# Roman Empire, 1st—5th century AD



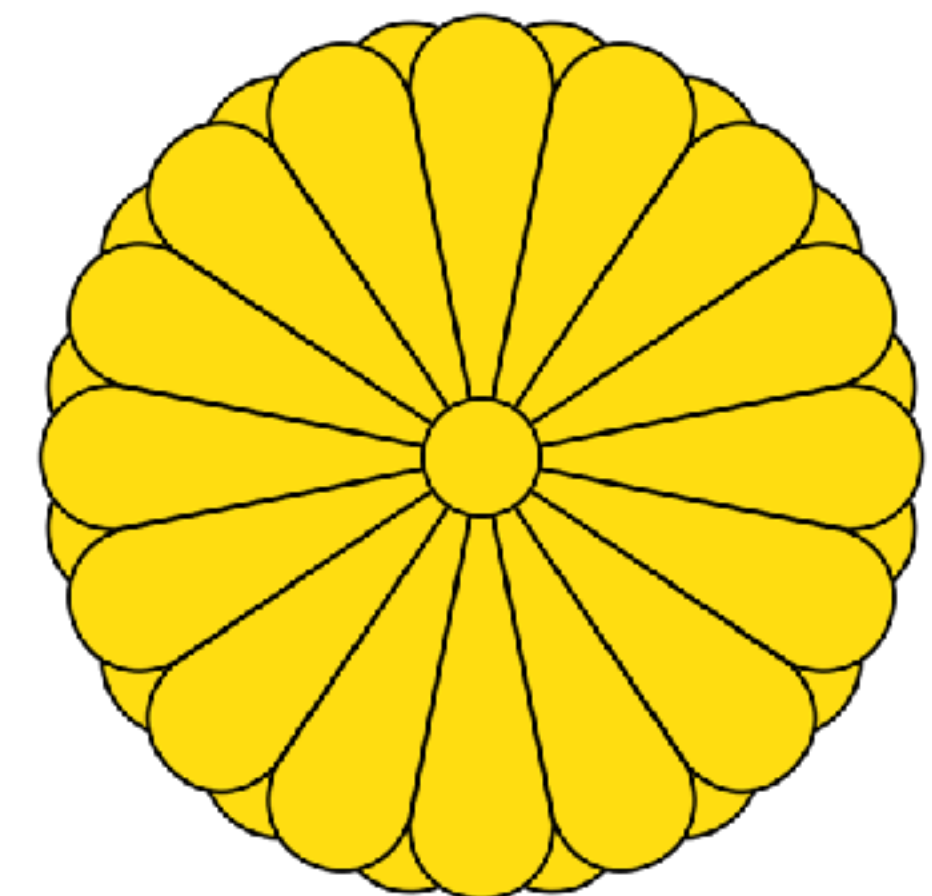
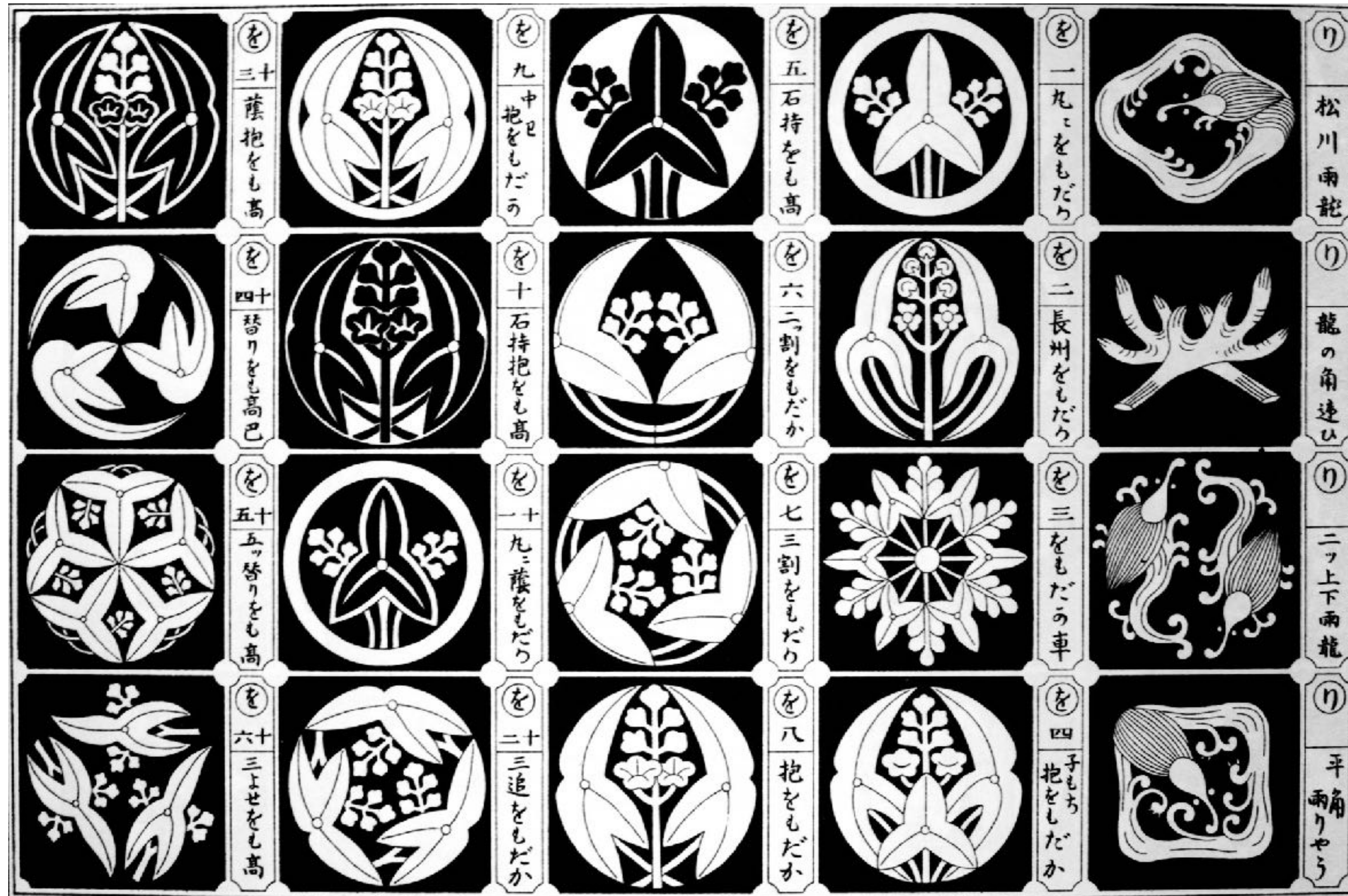


# Jerusalem, 1st century AD





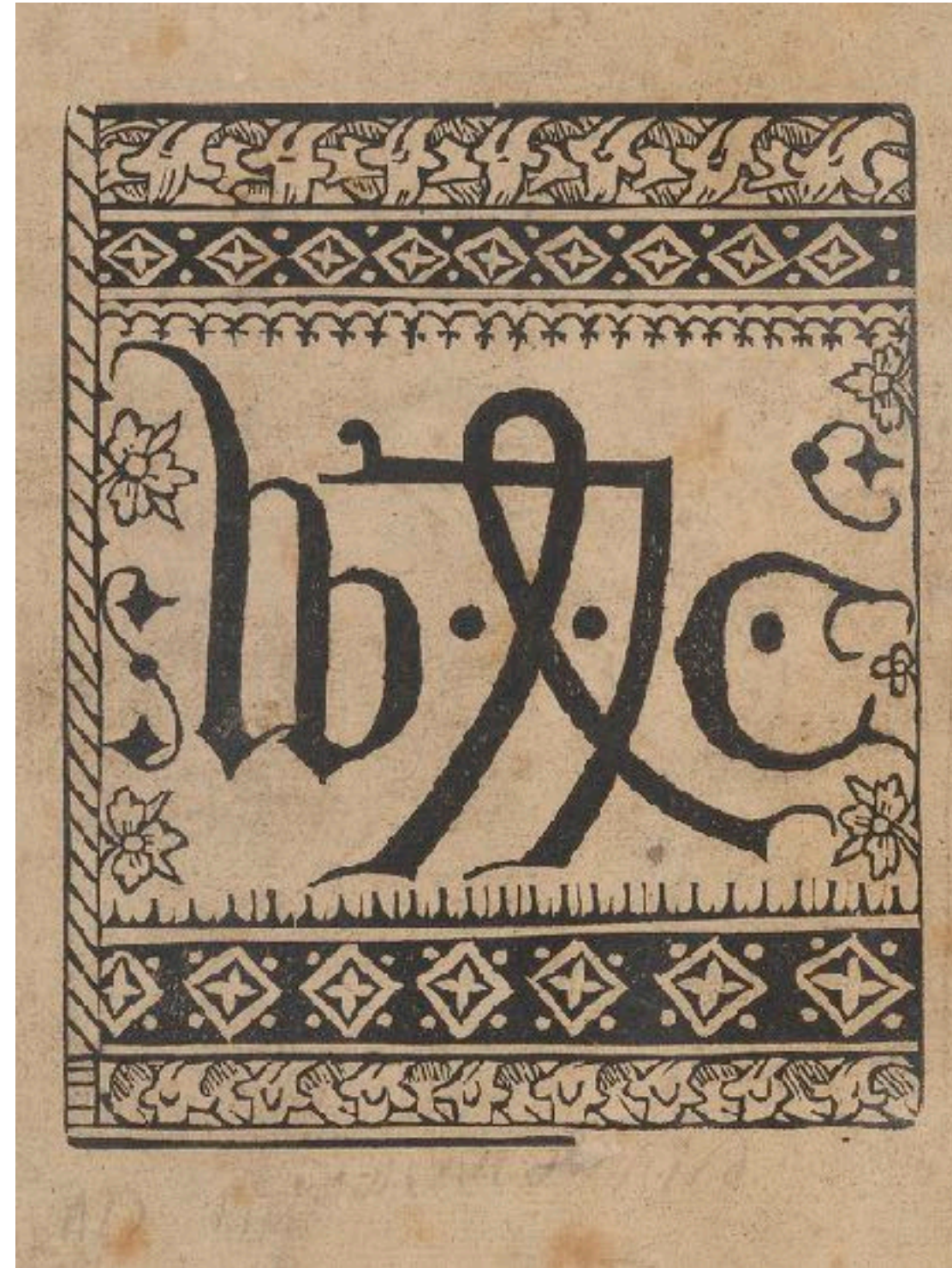
# Monshō, Japan, 12th—19th century







**Fust & Schoeffer**  
**1457**

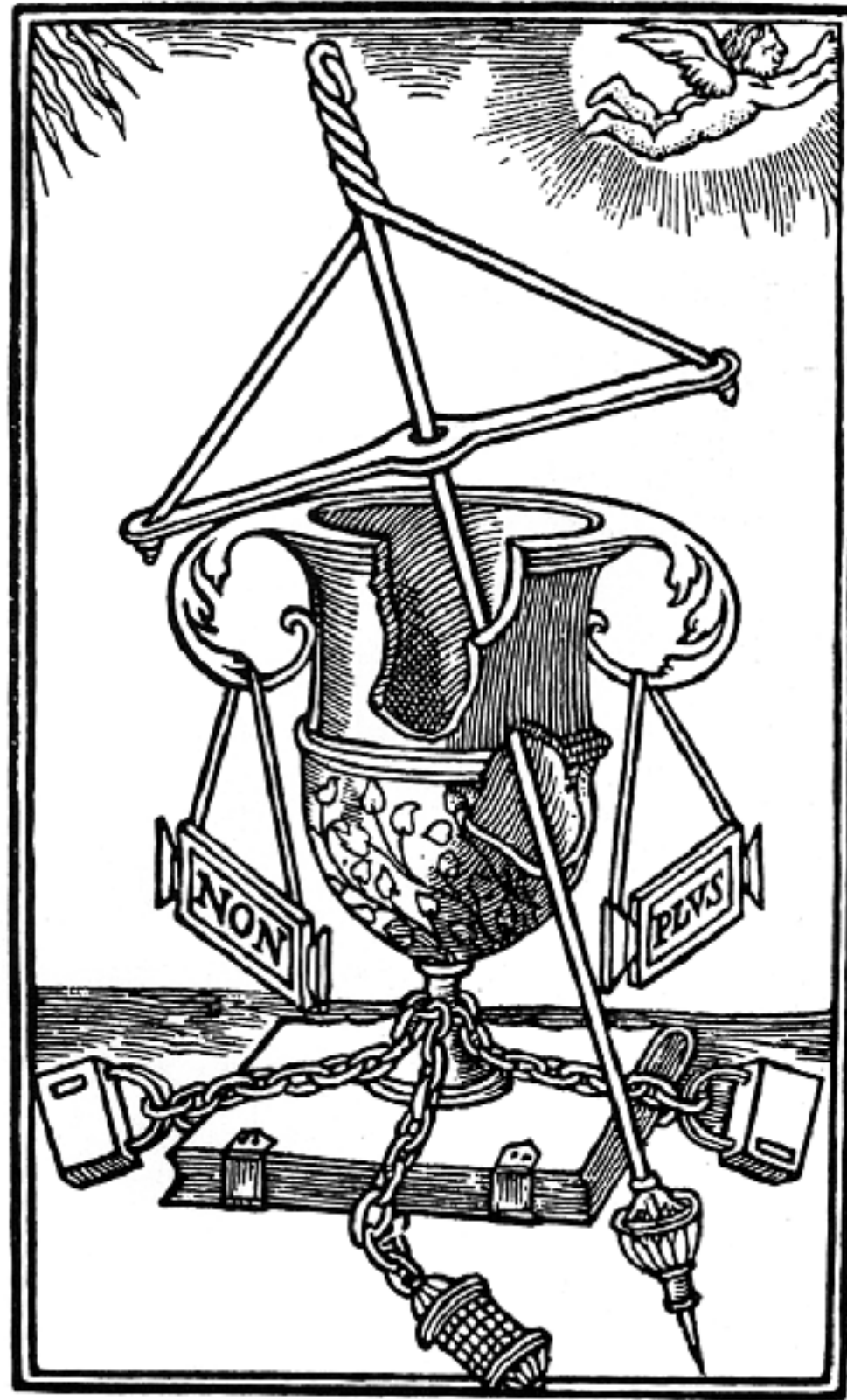


**William Caxton**  
**1477**

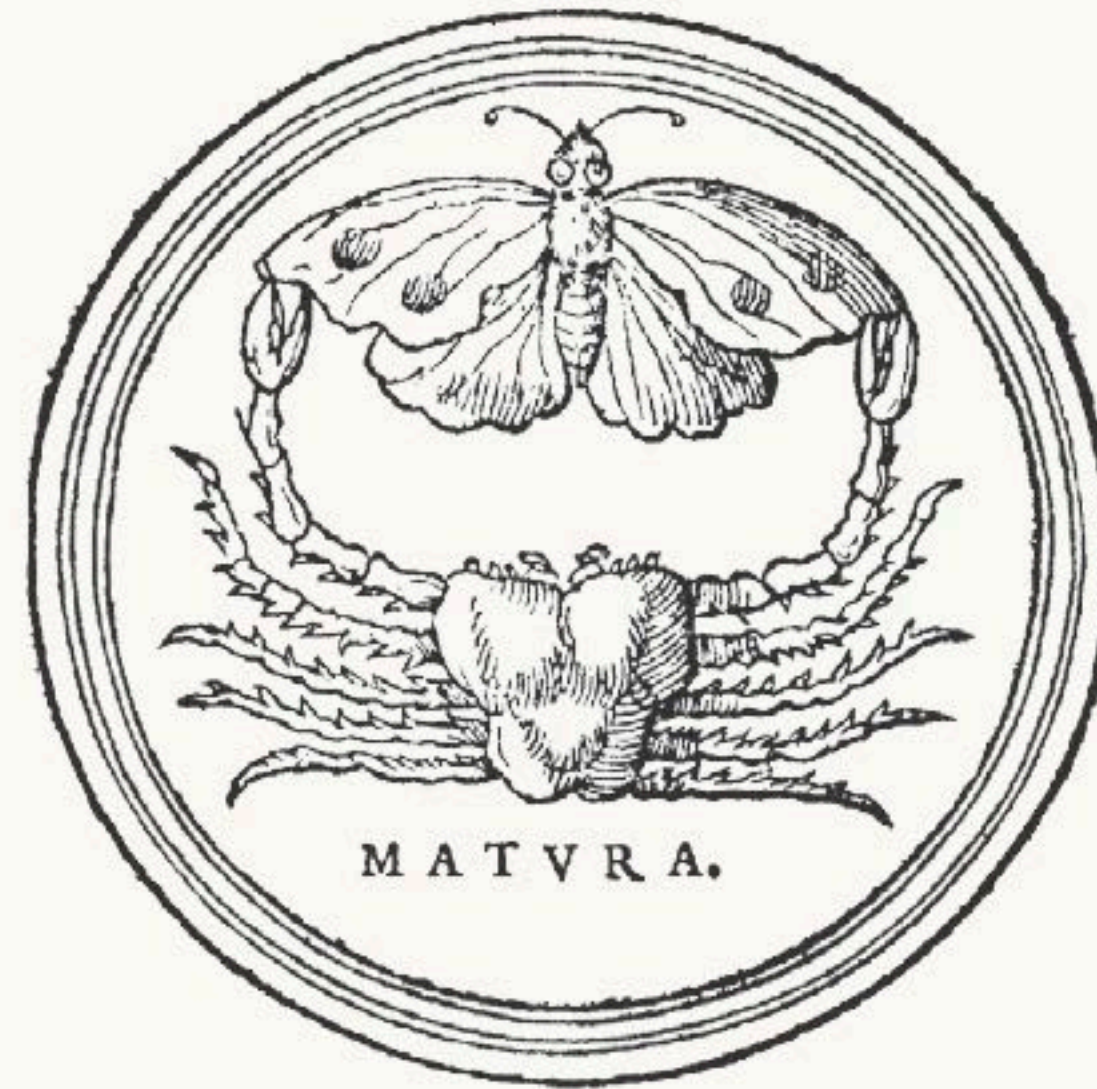


**Aldine Press**  
**1500**

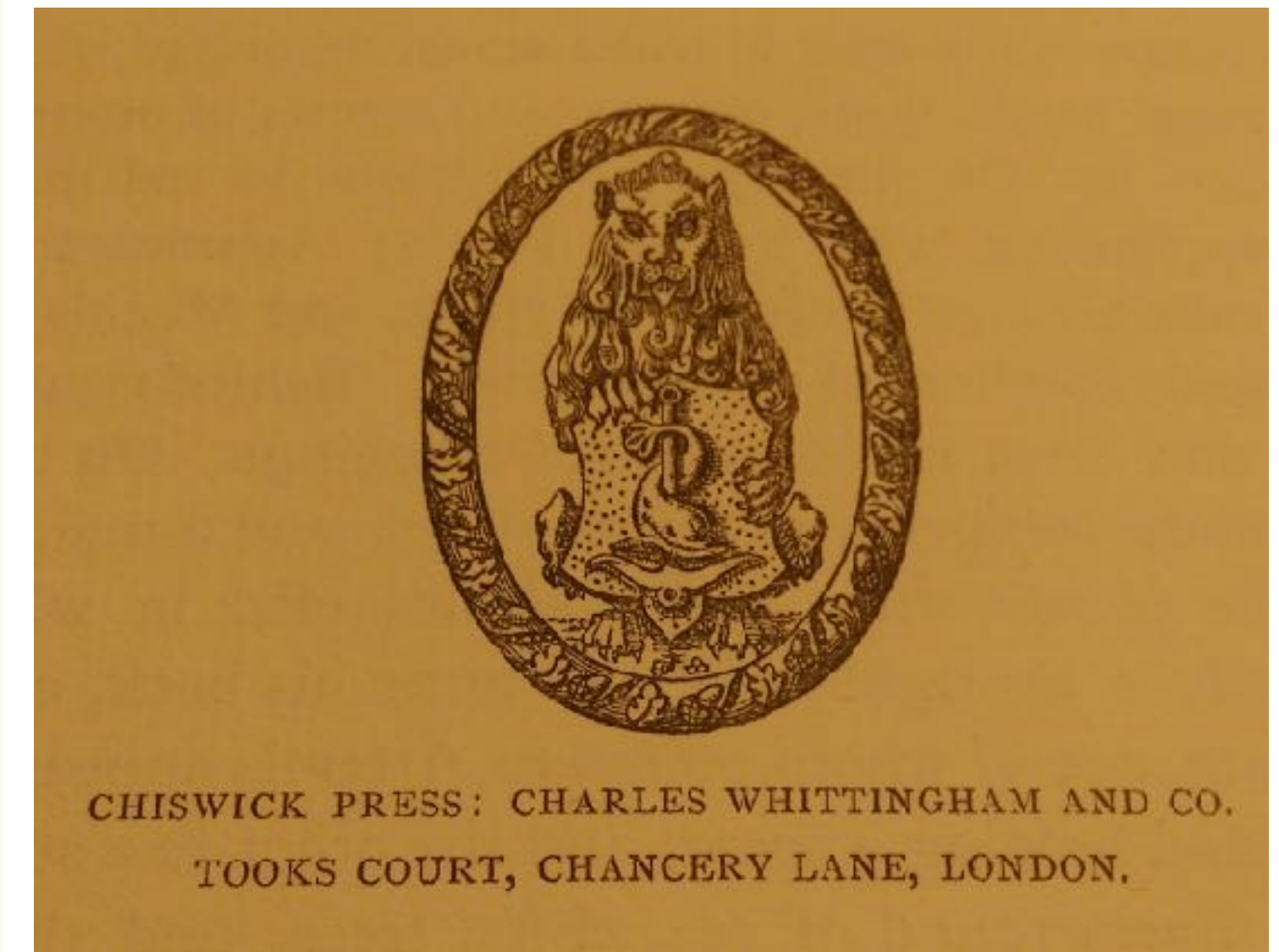




**Geoffroy Tory**  
**1524**



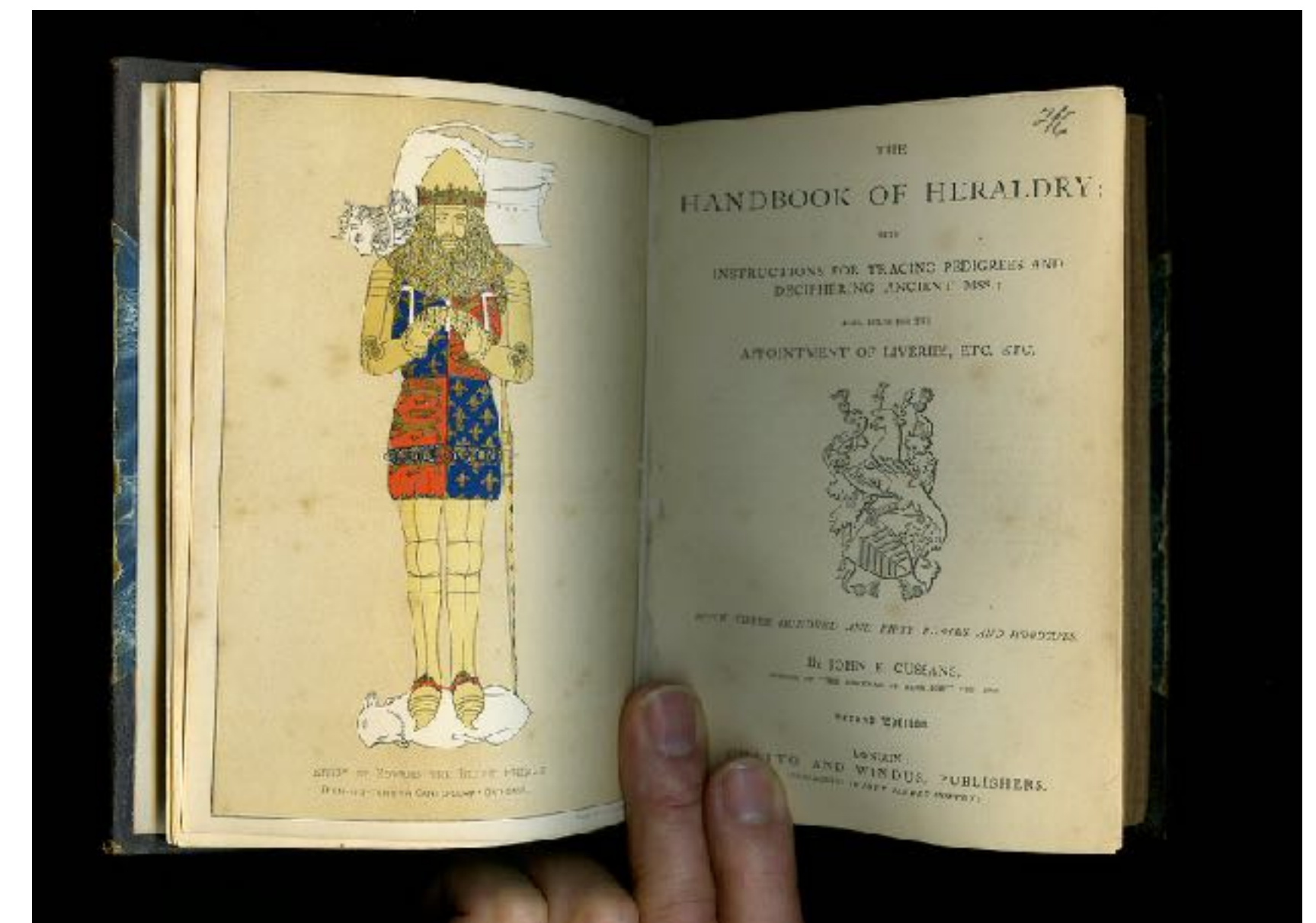
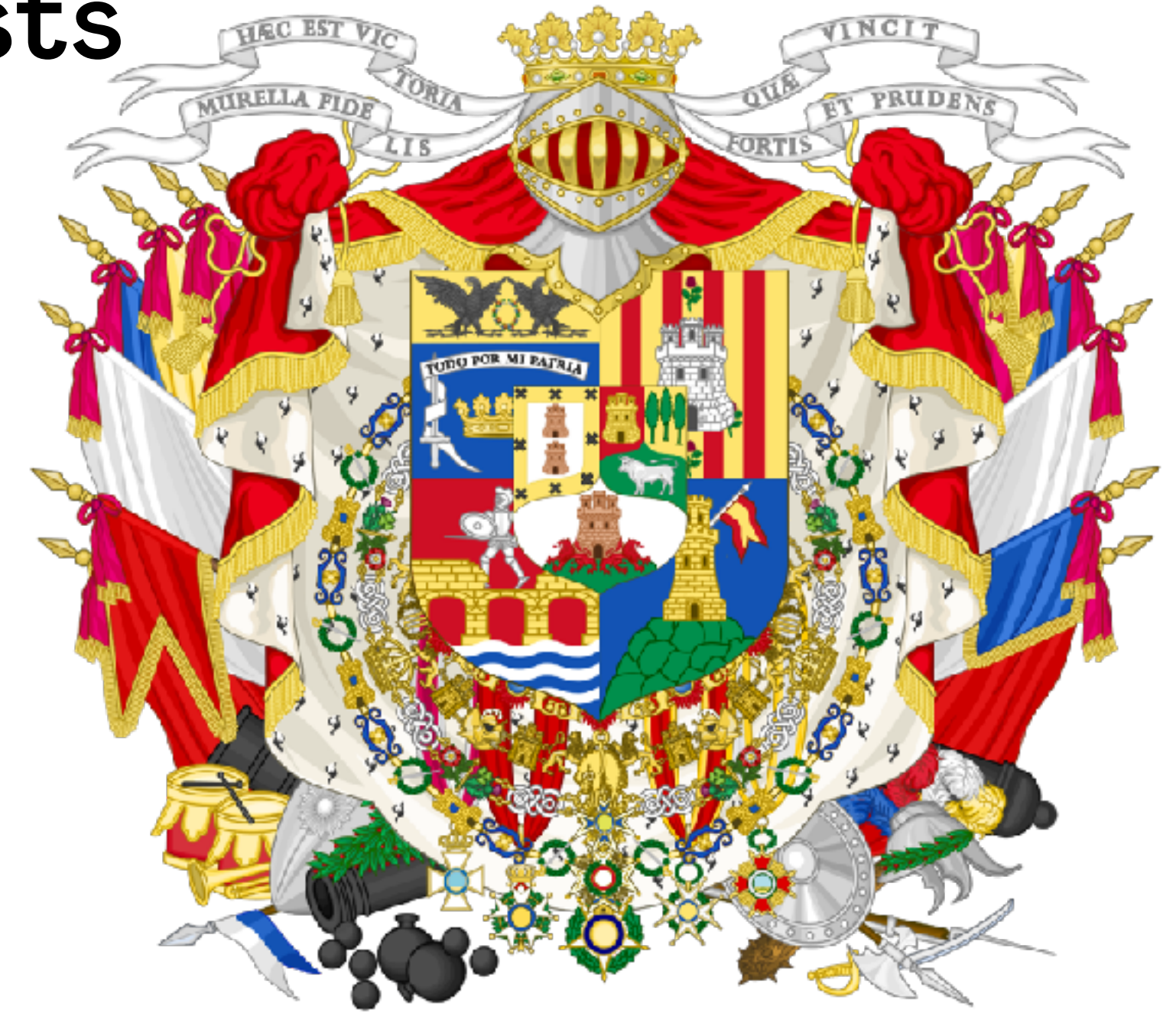
**Frellon Brothers**  
**1535**



**Chiswick Press**  
**1898**

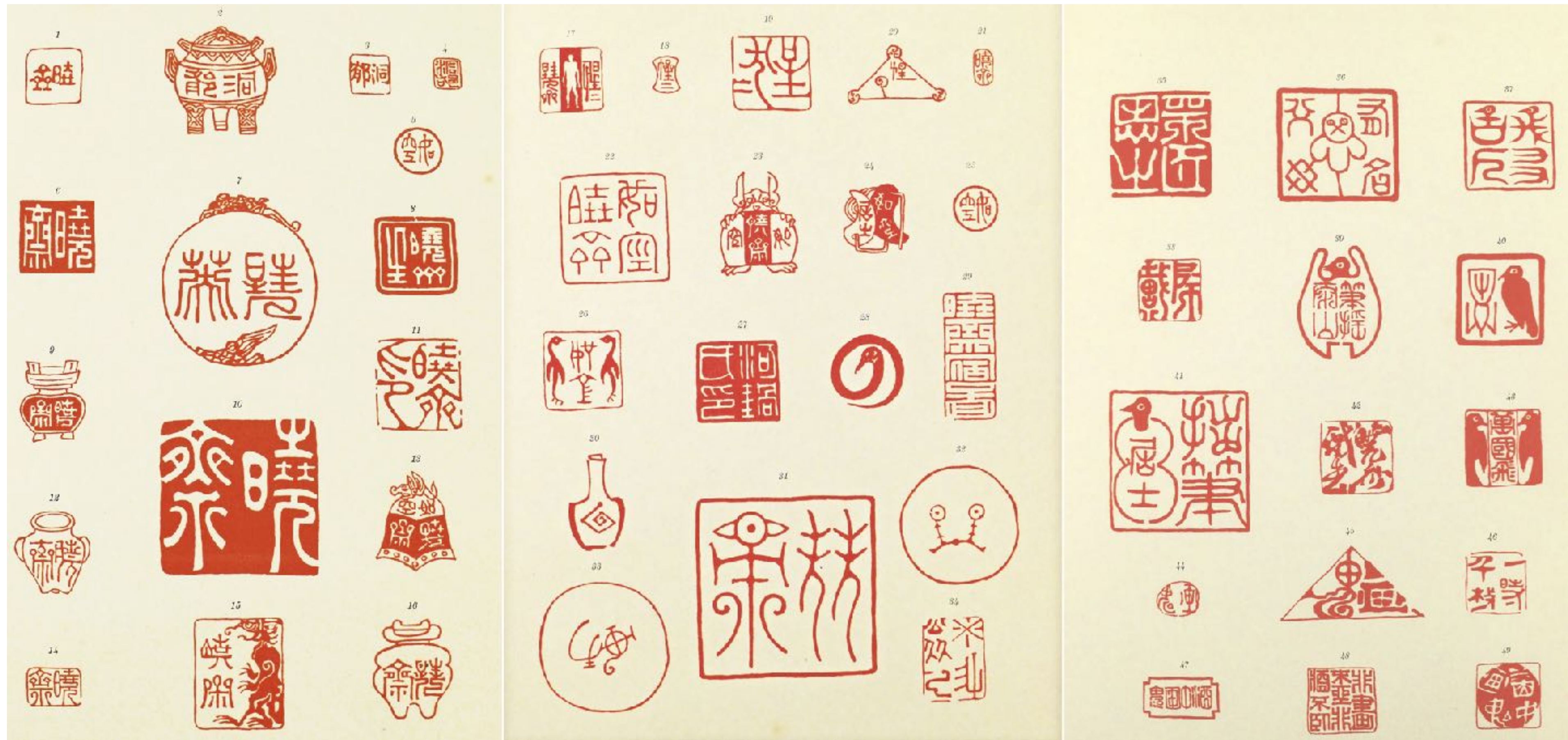


# Heraldry & Family Crests





# Japan, Edo and Meiji Period (1800's)



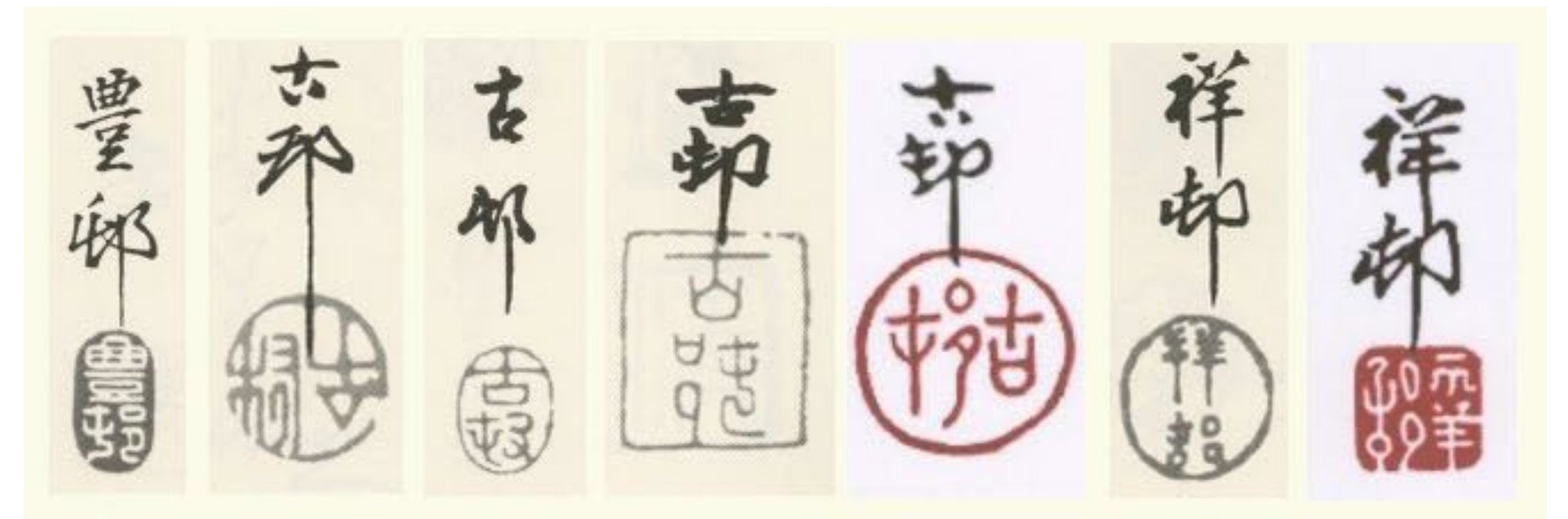
Kawanabe Kyōsai



# Japan, Edo and Meiji Period (1800's)



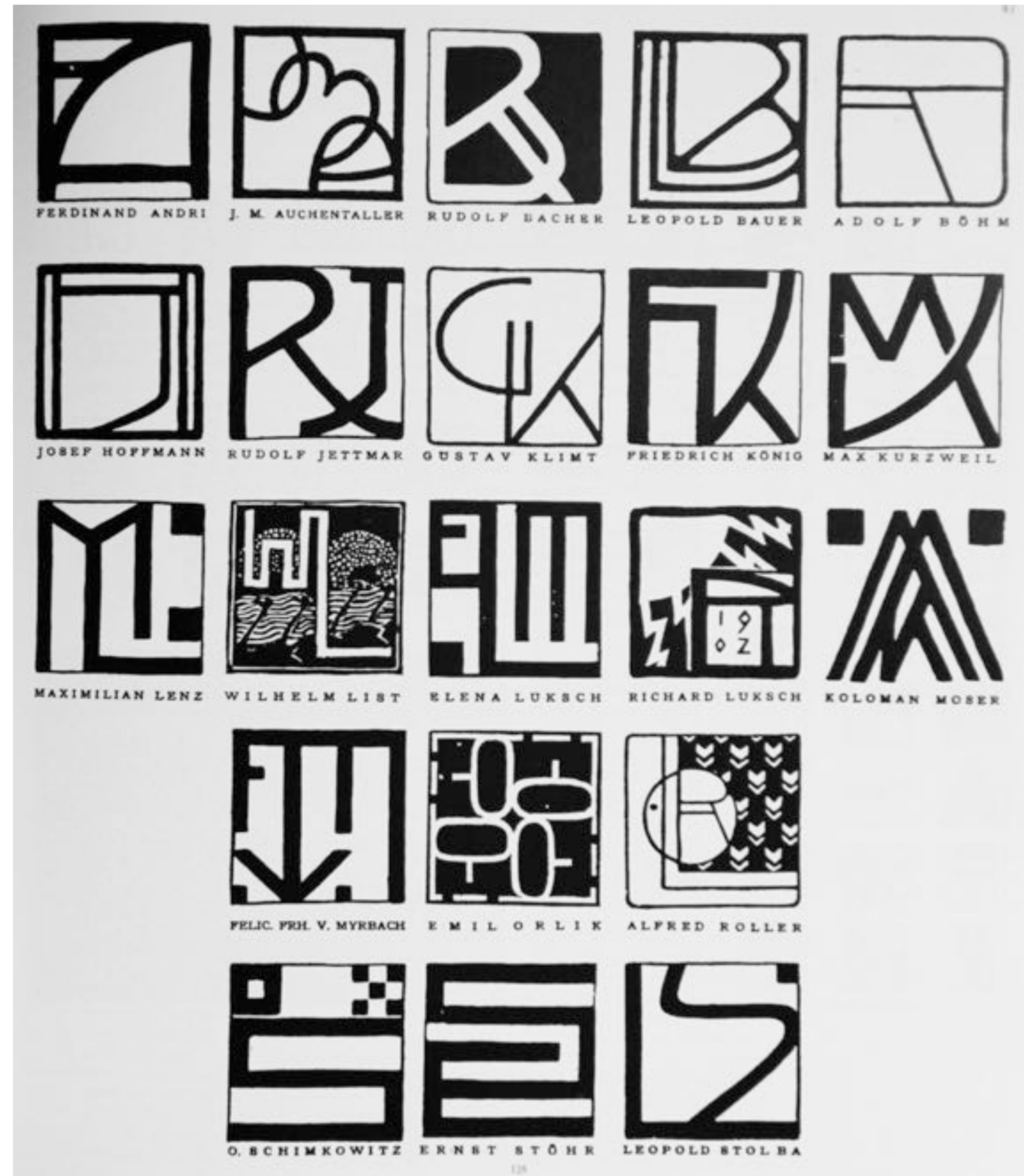
Jakuchu Ito



Ohara Shōson



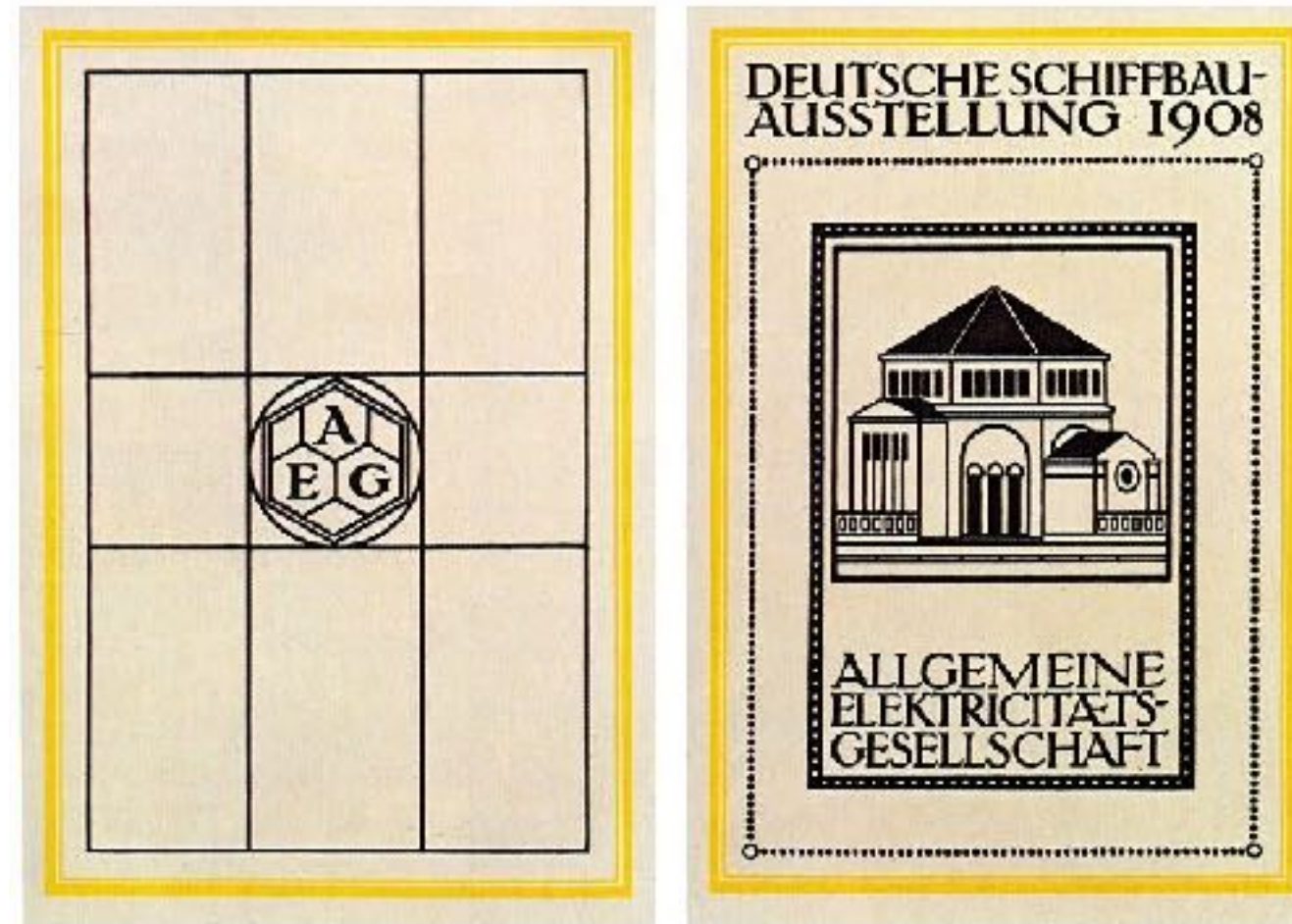
# The Vienna Secession, 1897







**A.L. Rich**  
**1890**



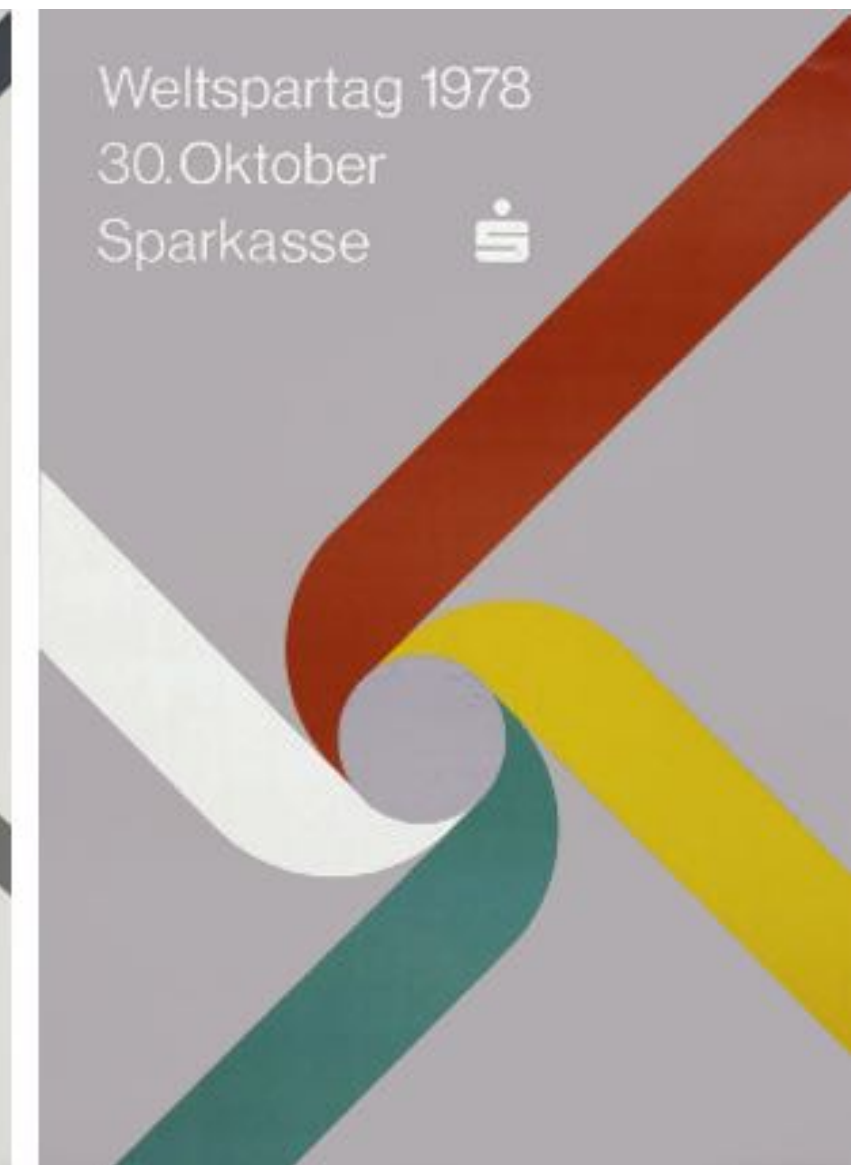
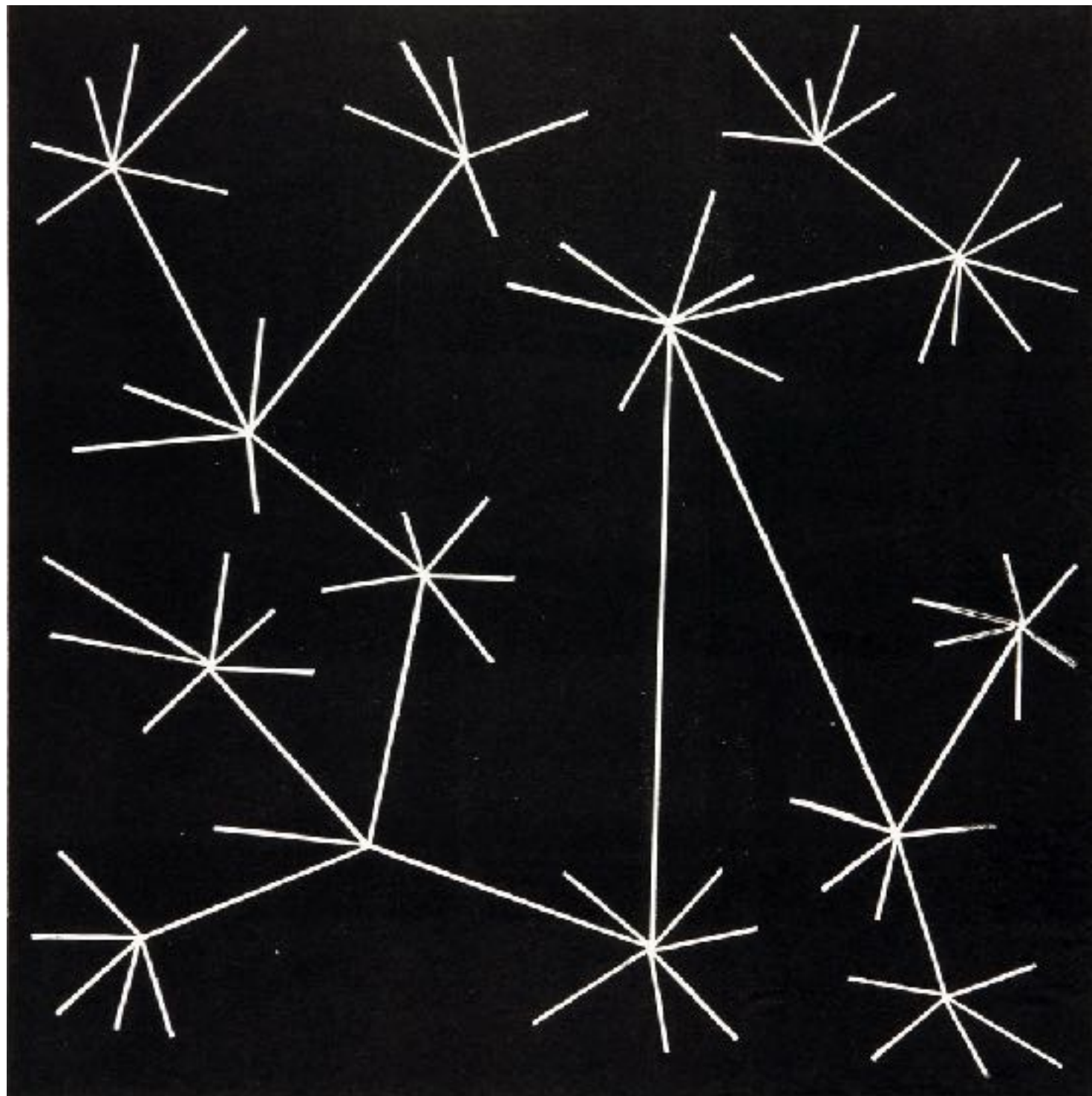
**Peter Behrens**  
**1907**



**Lucien Bernhard**  
**1910**

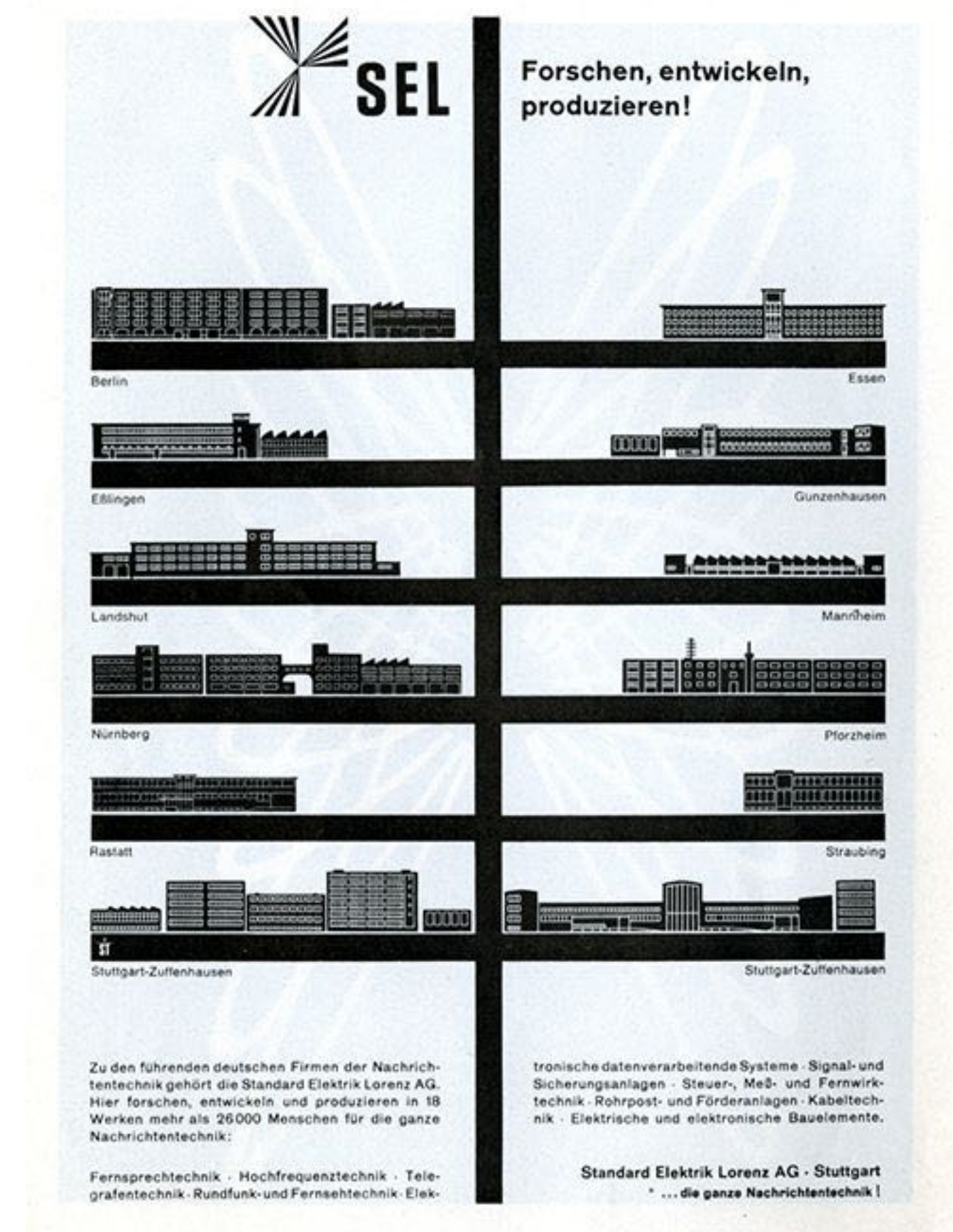
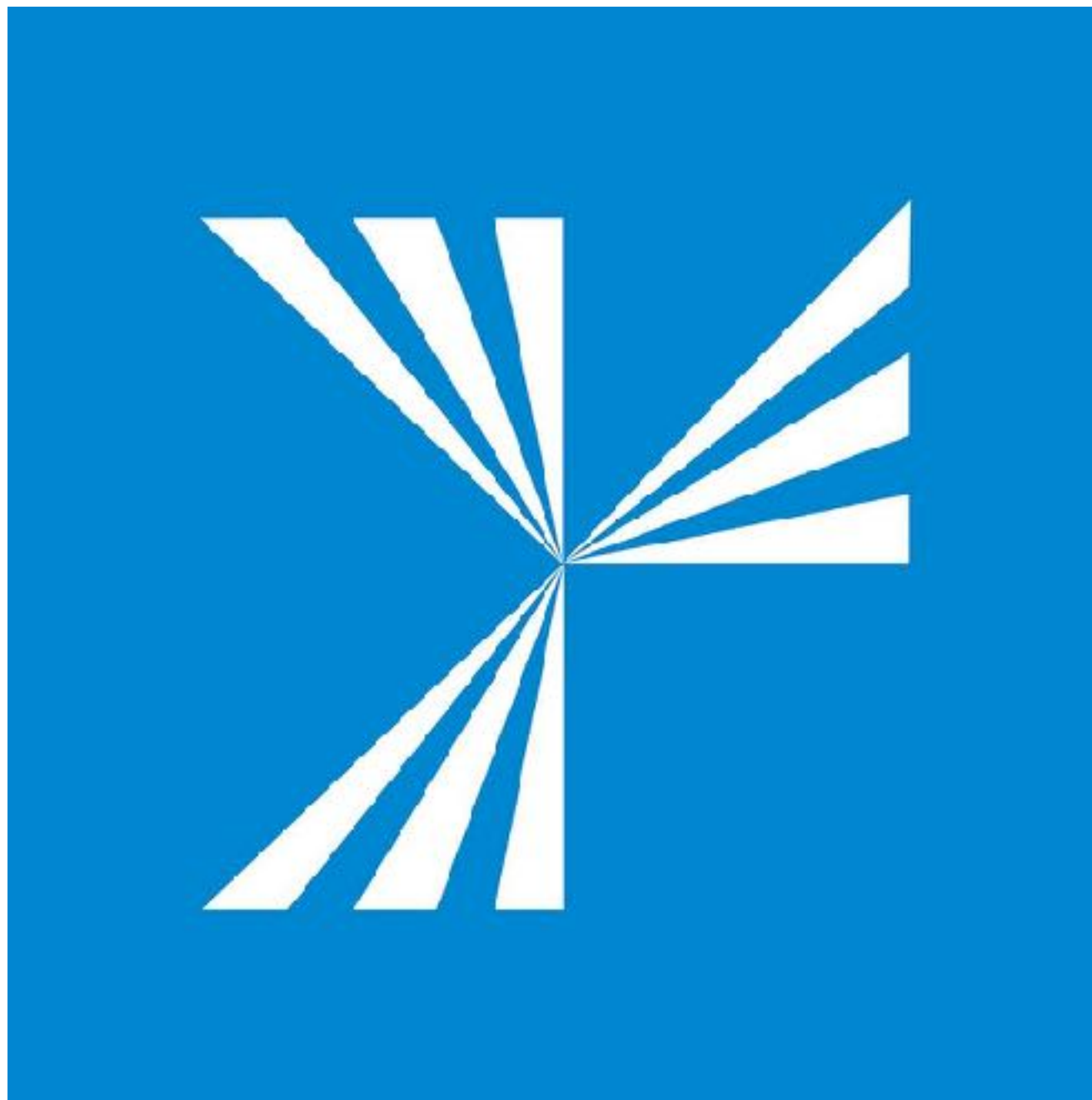


# Anton Stankowski, Zurich, Stuttgart, Ulm, 1929—1990





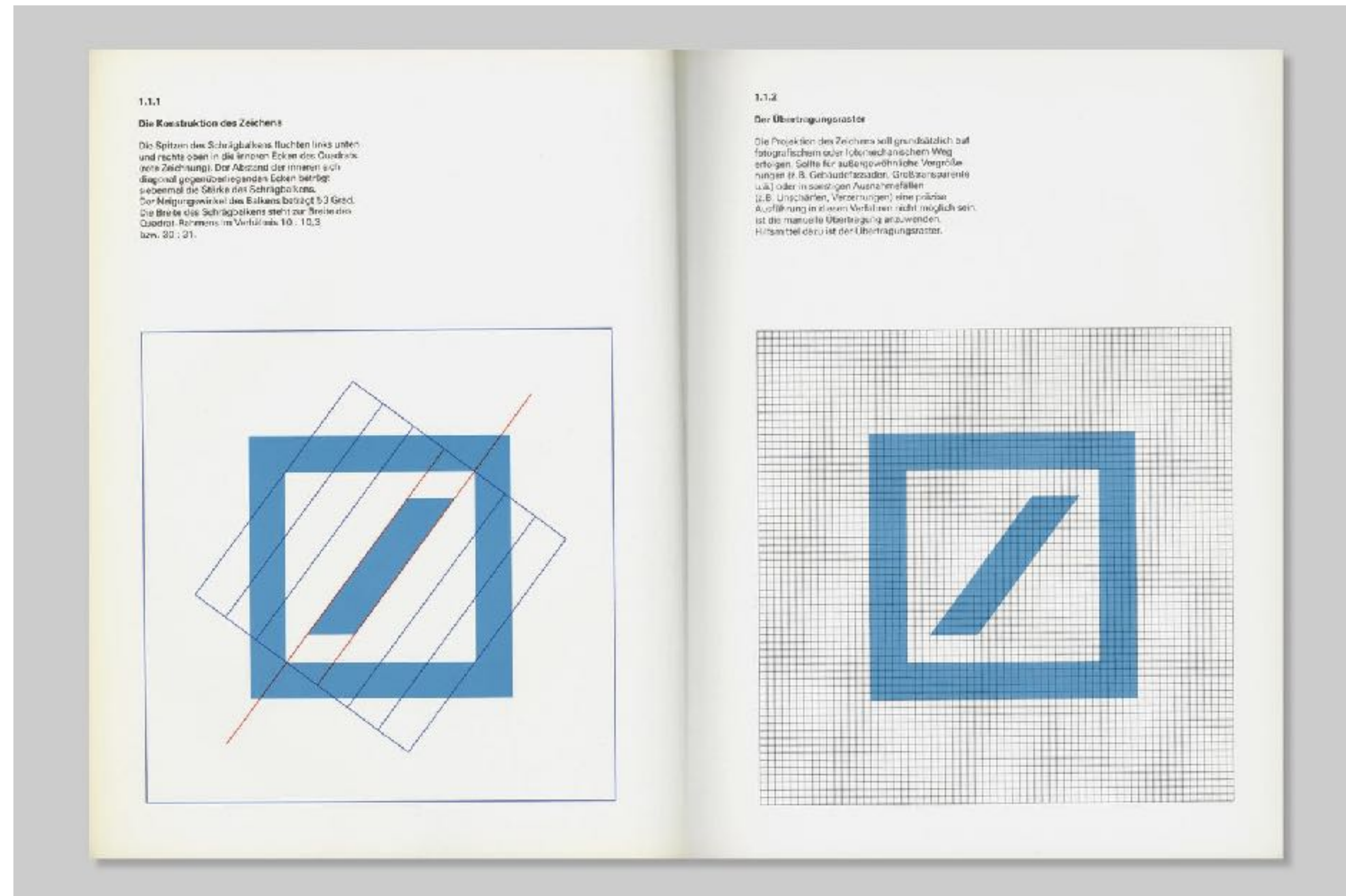
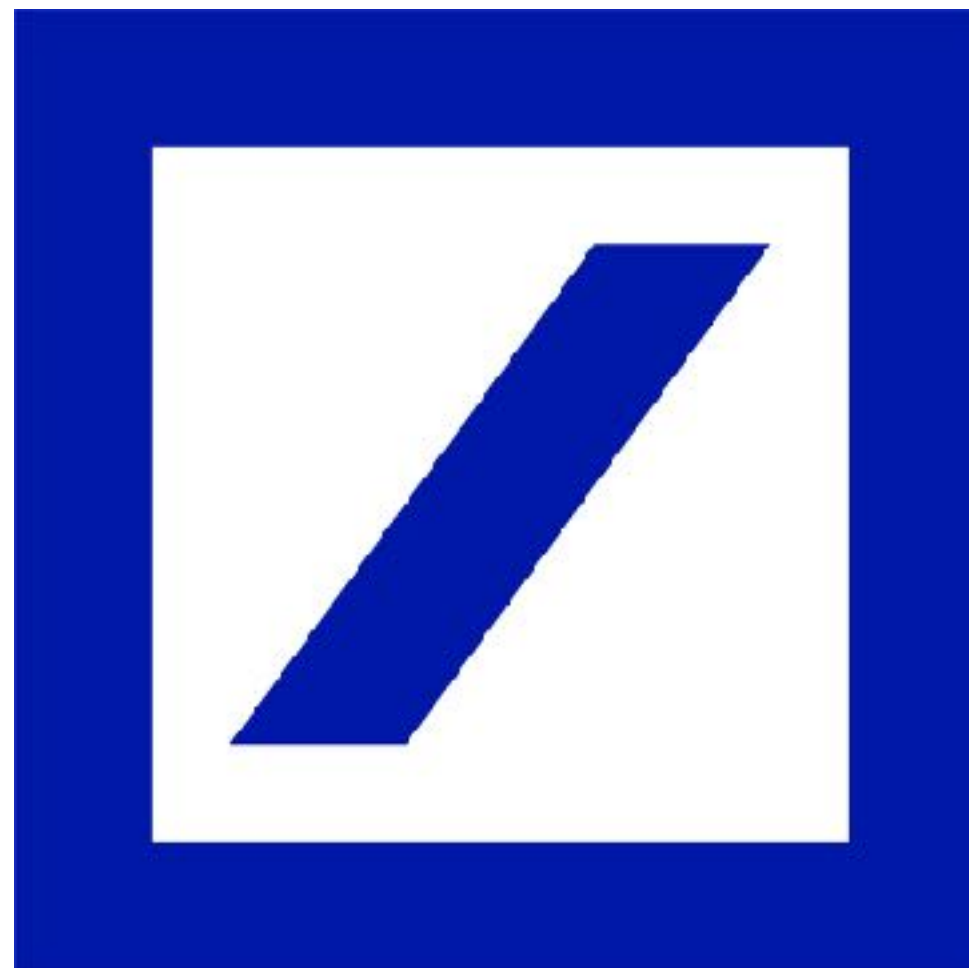
# Anton Stankowski, Zurich, Stuttgart, Ulm, 1929—1990



Standard Elektrik, 1960



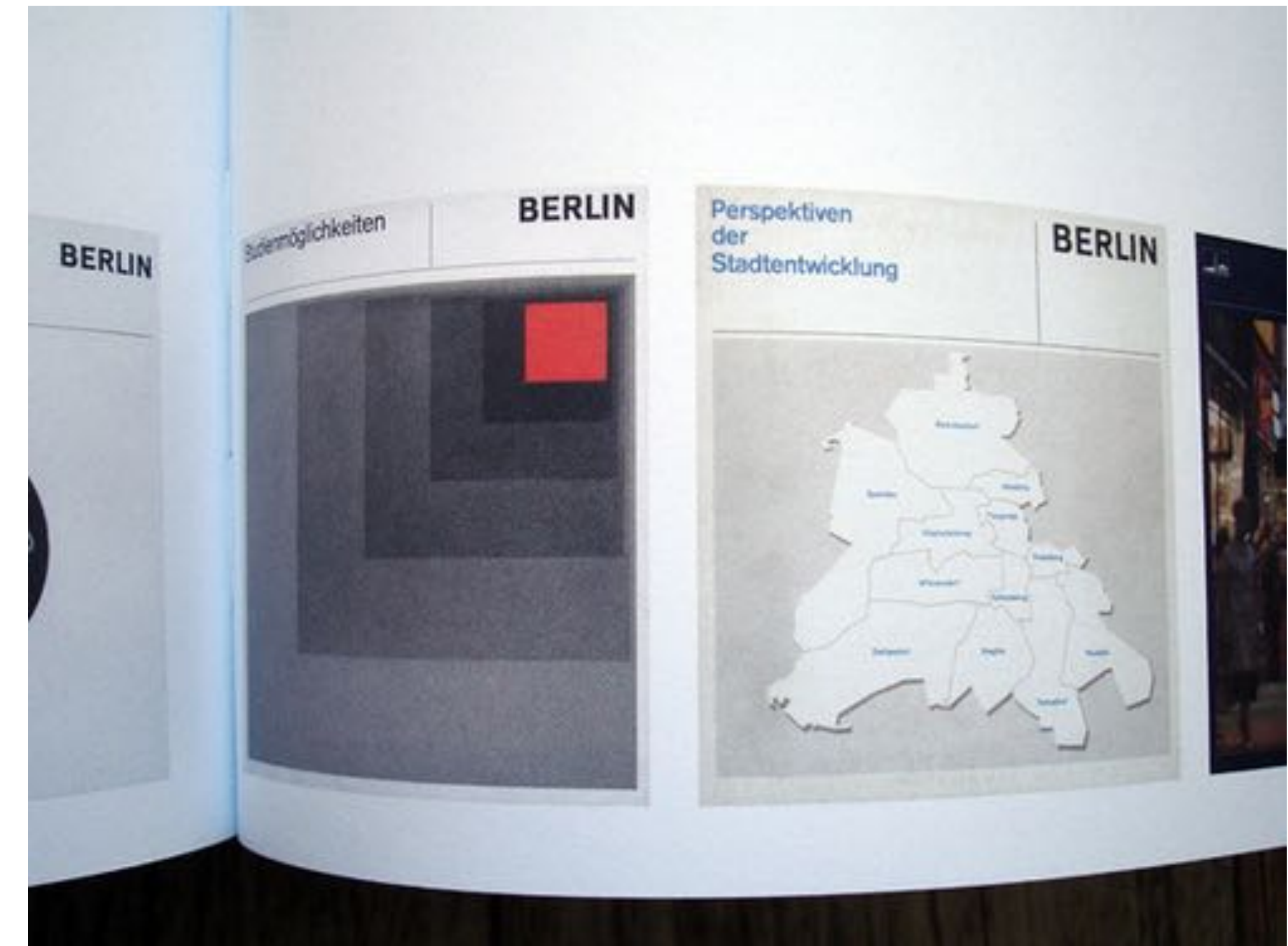
# Anton Stankowski, Zurich, Stuttgart, Ulm, 1929—1990



Deutsche Bank, 1974



# Anton Stankowski, Zurich, Stuttgart, Ulm, 1929—1990



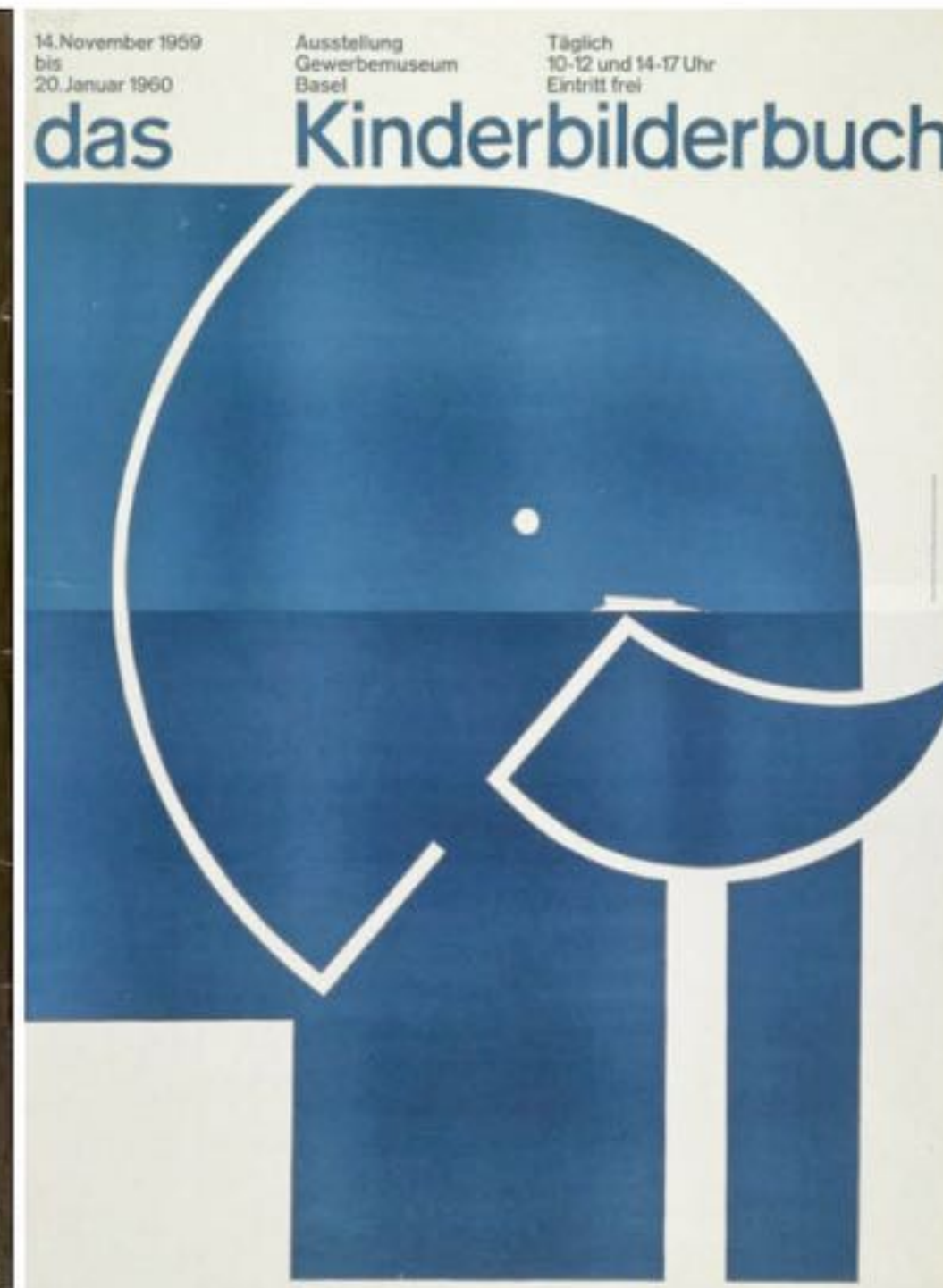
City of Berlin, 1968  
first modular logo system



# Emil Ruder, Basel, 1947



1970



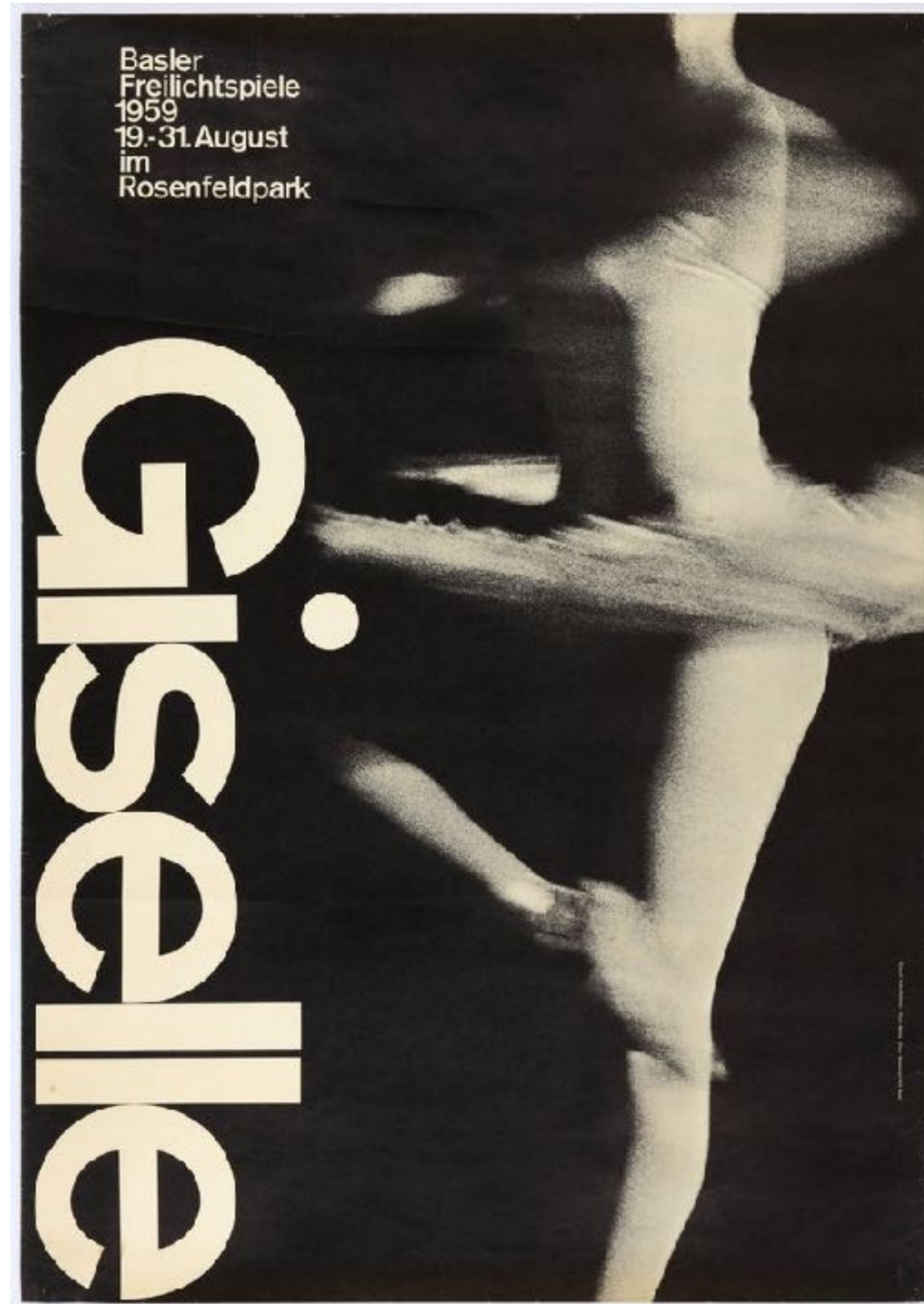
1960



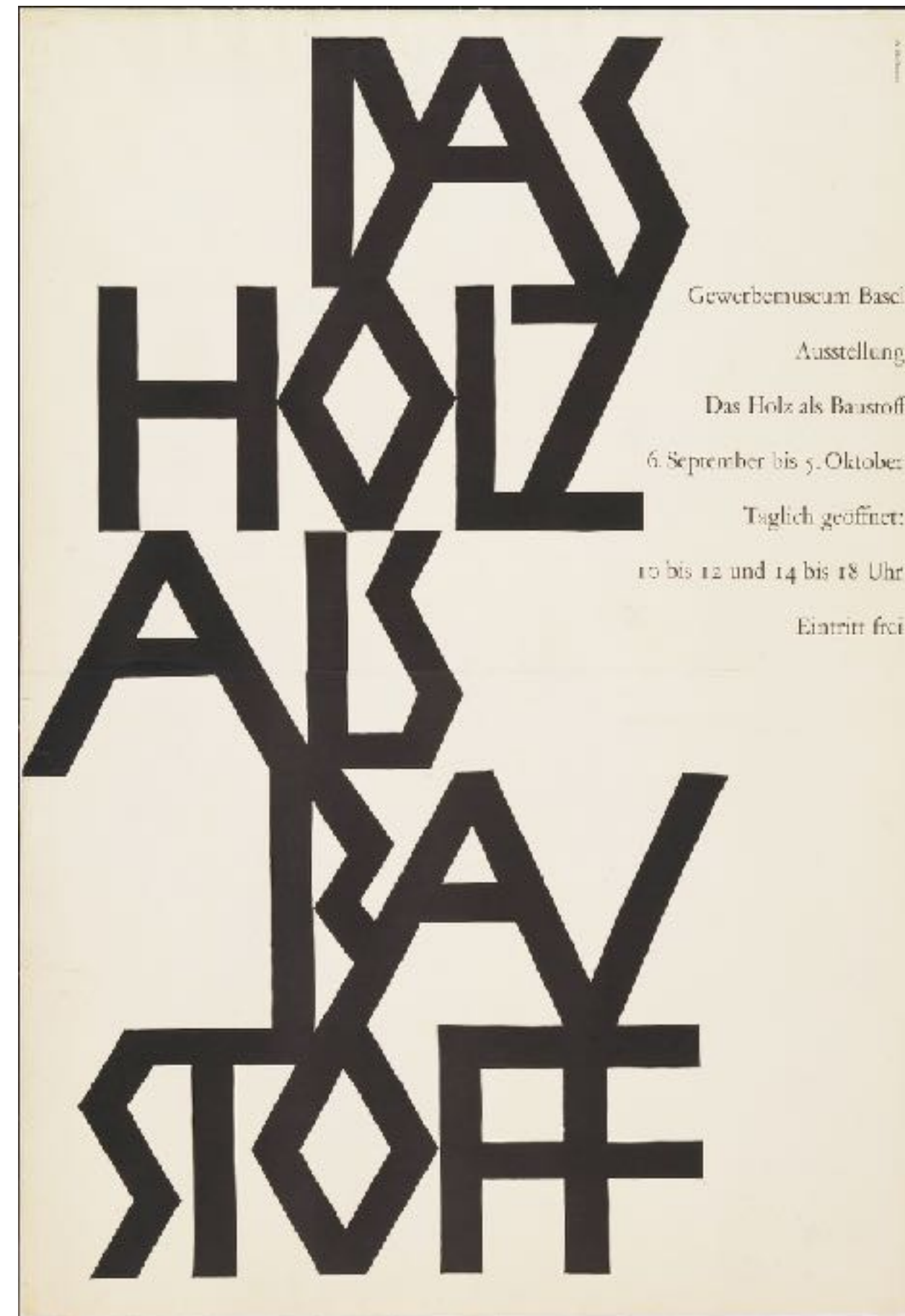
1963



## Armin Hoffman, Basel, 1947



1959



1952



1963





# Armin Hoffman, Basel, 1947



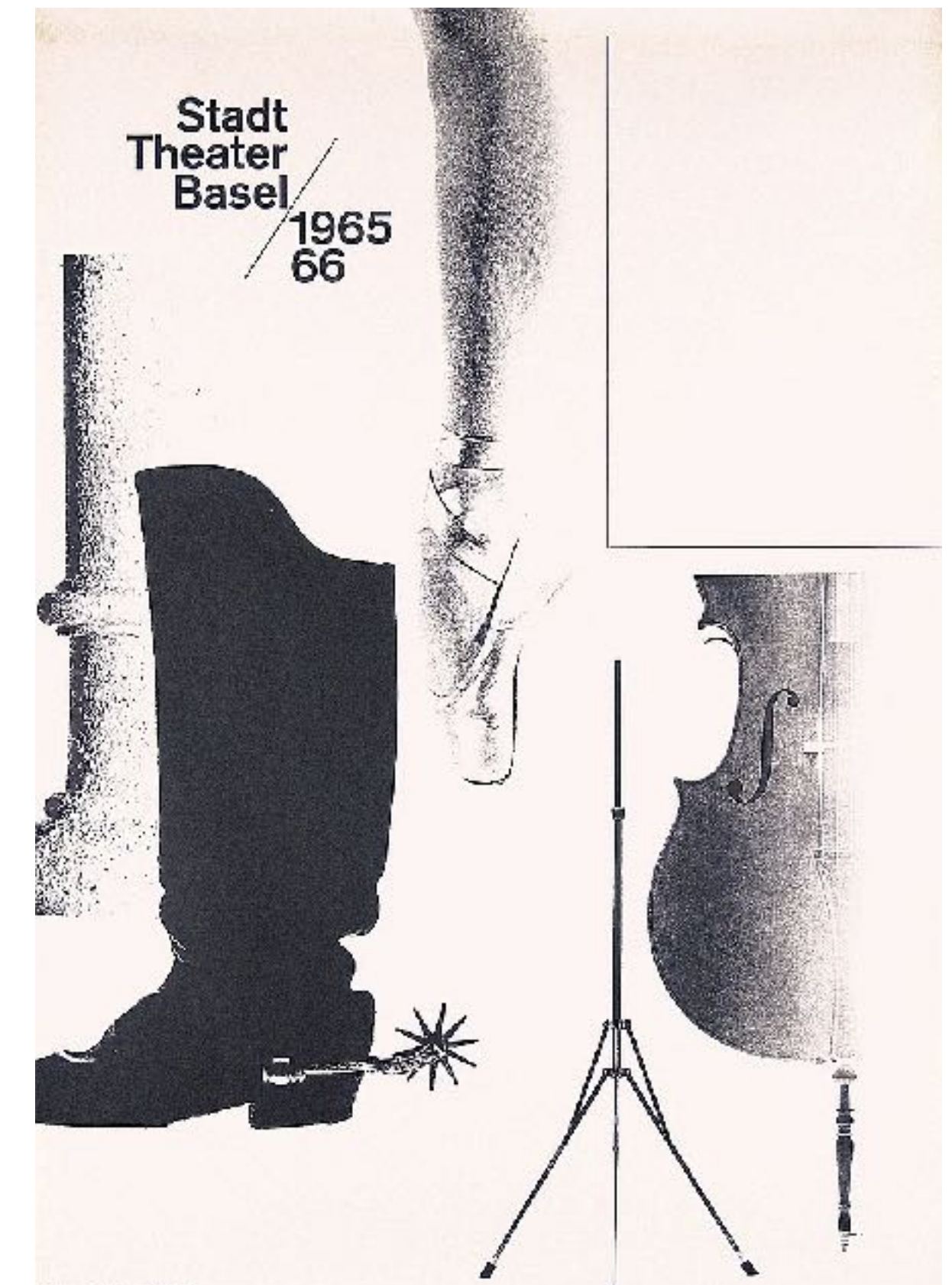
1948



1957



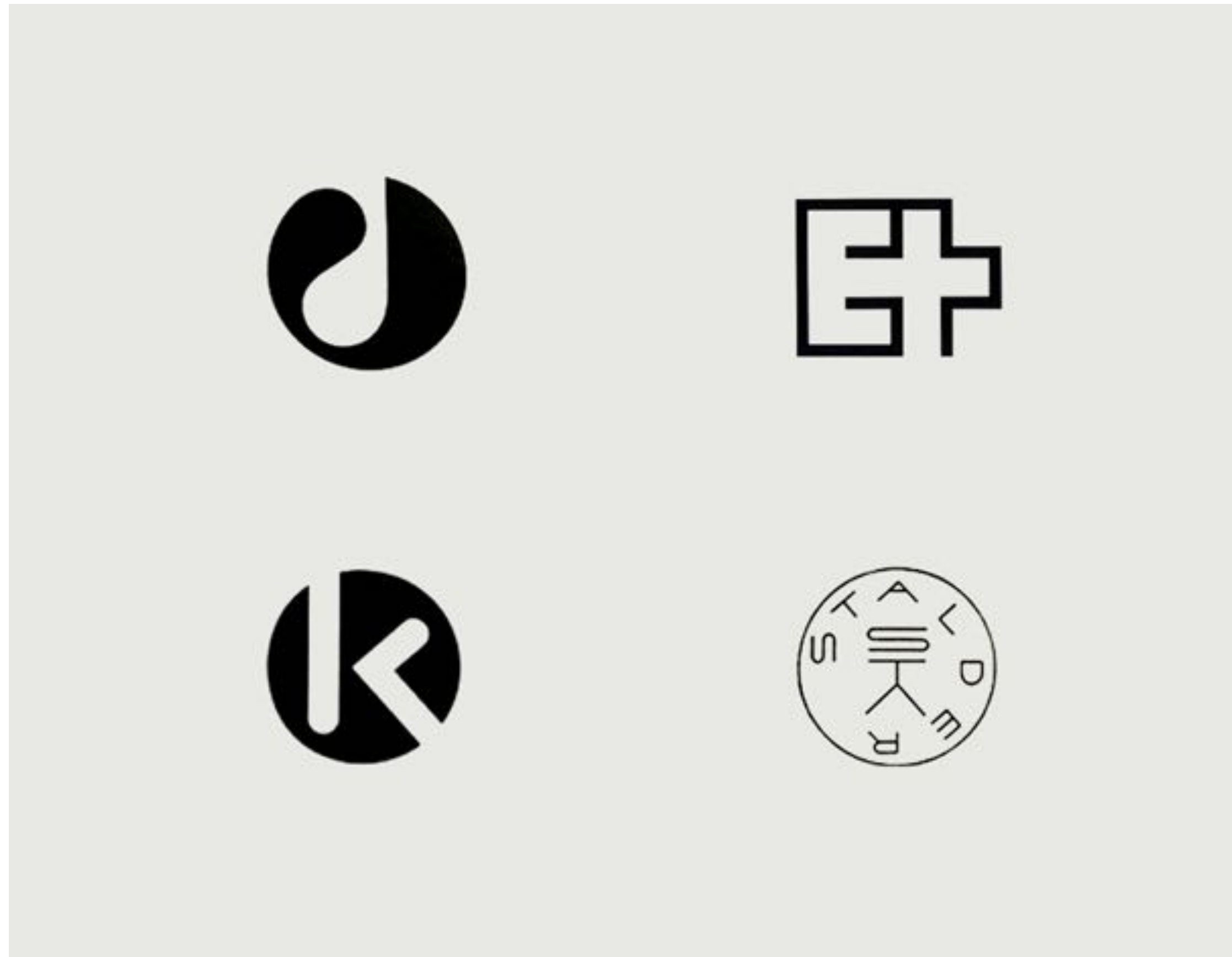
1957



1965



# Armin Hoffman, Basel, 1947



STADT  
THEATER  
BASEL

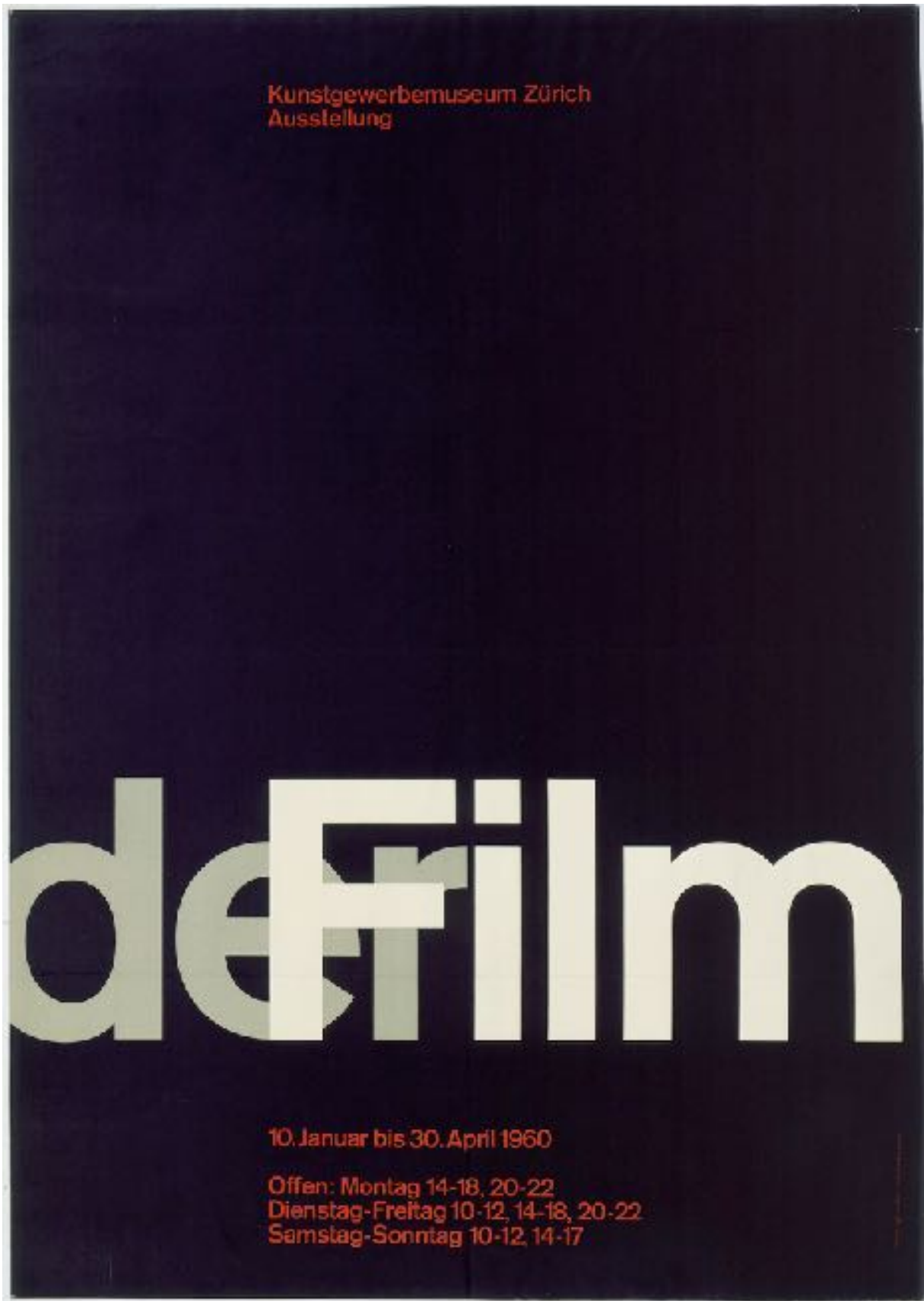
Armin Hofmann  
**Logotype for the  
Basel Civic Theater**  
1954



# Josef Muller Brockmann, Zurich, 1936



1955



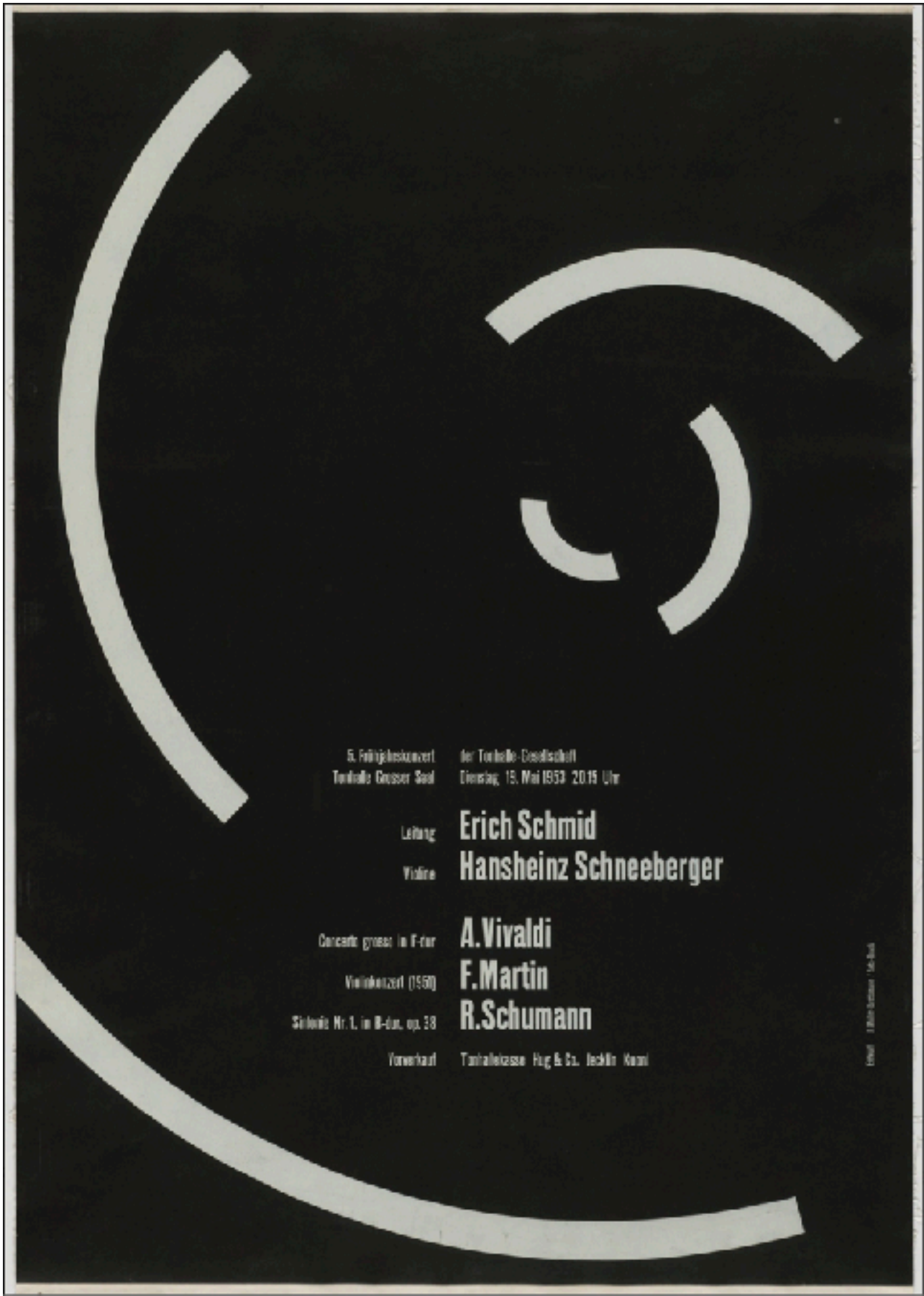
1960



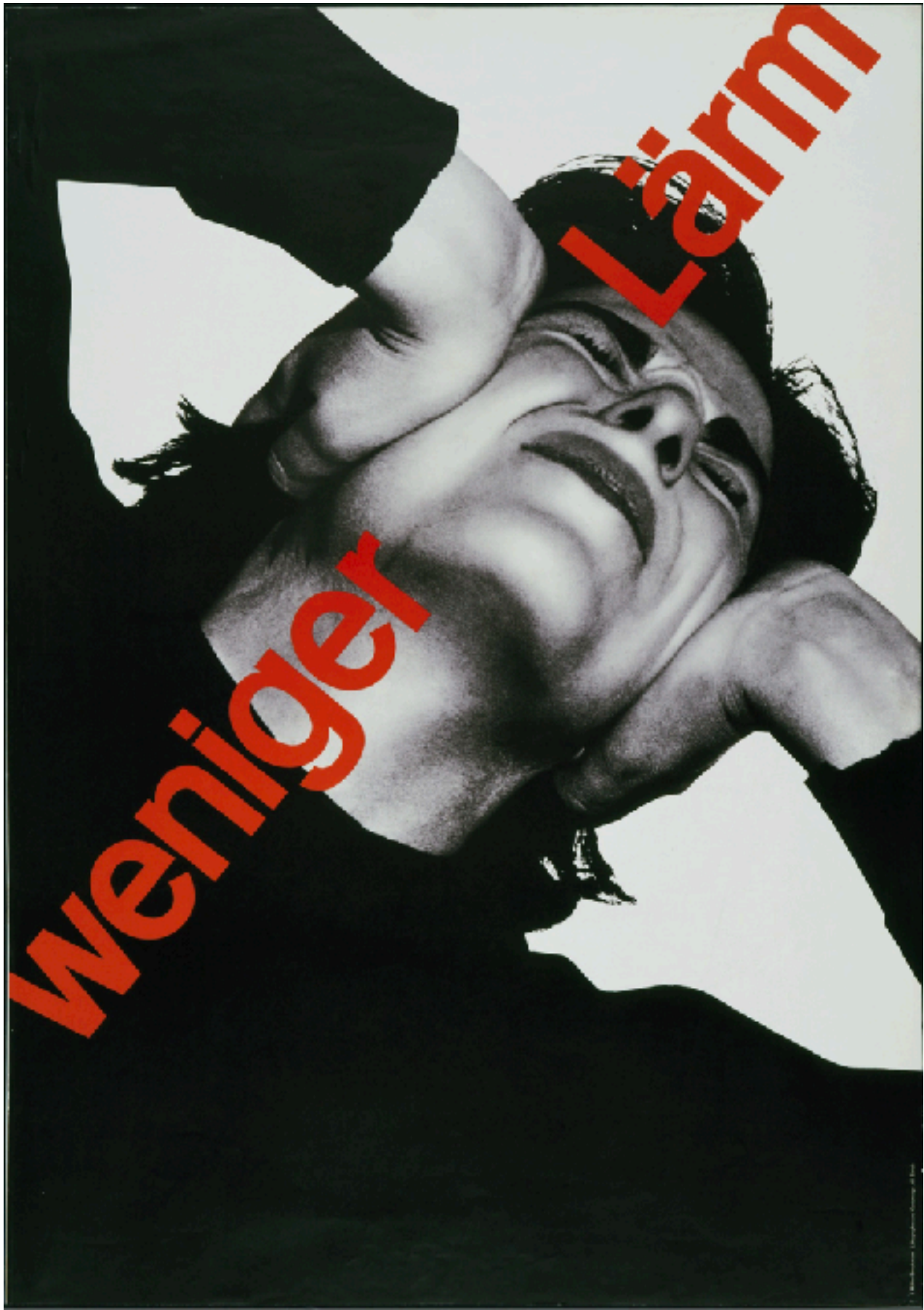
1954



# Josef Muller Brockmann, Zurich, 1936



1955



1960



1975



# Neue Grafik, 1958—1965



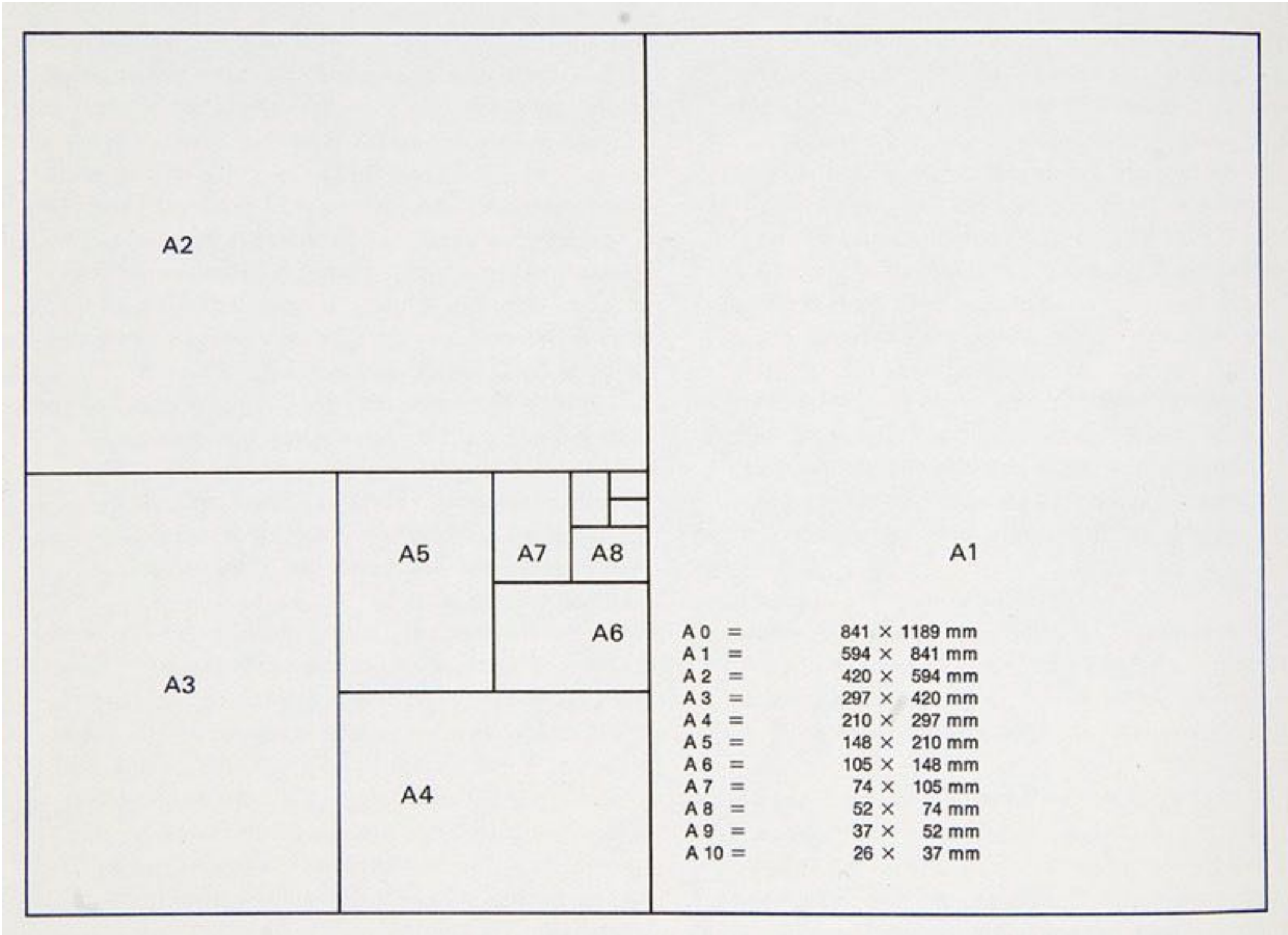
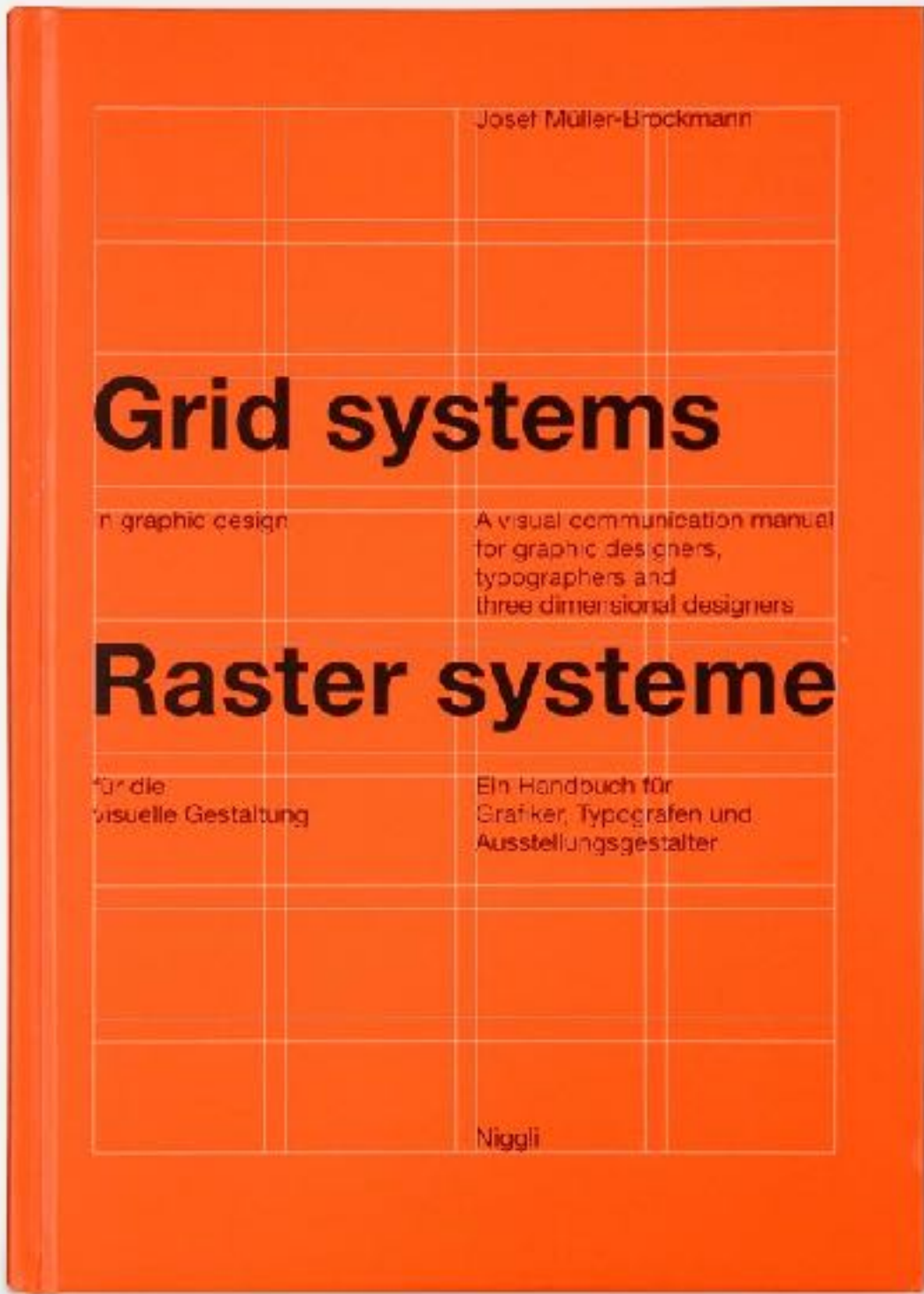
# Neue Grafik New Graphic Design Graphisme actuel

1	Internationale Zeitschrift für Grafik und verwandte Gebiete Erscheint in deutscher, englischer und französischer Sprache	International Review of graphic design and related subjects Issued in German, English and French language	Revue internationale pour le graphisme et domaines annexes Parution en langue allemande, anglaise et française
1	Ausgabe September 1958 Inhalt: Der Einfluß der modernen Kunst auf die zeitgenössische Grafik Industrie-Grafik Foto-Experimente für die Grafik Die besten neuzeitlich gestalteten Schweizer Plakate 1931-1957 Experiment Ulm und die Ausbildung der Grafiker Die unbekannte Gegenwart. Eine thematische Schau des Warenhauses Globus, Zürich Chronik Buchbesprechungen Hinweise Pro domo Einzelnnummer Fr. 15.-	Issue for September 1958 Contents: The Influence of Modern Art on Contemporary Graphic Design Industrial Design Experimental Photography in Graphic Design The best recently designed Swiss Posters 1931-1957 The Ulm Experiment and the Training of the Graphic Designer "The Unknown Present." An Exhibition with a special theme for the Globus store, Zurich Miscellaneous Book Reviews Memoranda Pro domo Single number Fr. 15.-	Passivité septembre 1958 Table des matières: Introduction L'influence de l'art moderne sur la graphique contemporaine Graphique industrielle Photoexpérimentale pour la graphique Les meilleures affiches suisses actuelles 1931-1957 L'expérience d'Ulm et la formation du graphiste «L'actualité inconnue» Exposition thématique des Grands Magasins Globus, Zurich Chronique Bibliographie Indications Pro domo Le numéro Fr. 15.-
Verlagsgesellschaft und Redaktion Editors and Managing Editors Éditeurs et rédaction	Richard P. Lohse SWB/VSG, Zürich Hans Neuburg SWB/VSG, Zürich Ernst Scheidegger SWB, Zürich Max Bill sws, Zürich	Richard P. Lohse SWB/VSG, Zürich Hans Neuburg SWB/VSG, Zürich Ernst Scheidegger SWB/VSG, Zürich Max Bill sws, Zürich	Richard P. Lohse SWB/VSG, Zürich Hans Neuburg SWB/VSG, Zürich Ernst Scheidegger SWB/VSG, Zürich Max Bill sws, Zürich
Druck/Verlag Printing/Publishing imprimerie/Édition	Verlag Otto Walter AG, Olten Schweiz/Switzerland/Suisse	Verlag Otto Walter AG, Olten Schweiz/Switzerland/Suisse	Verlag Otto Walter AG, Olten Schweiz/Switzerland/Suisse



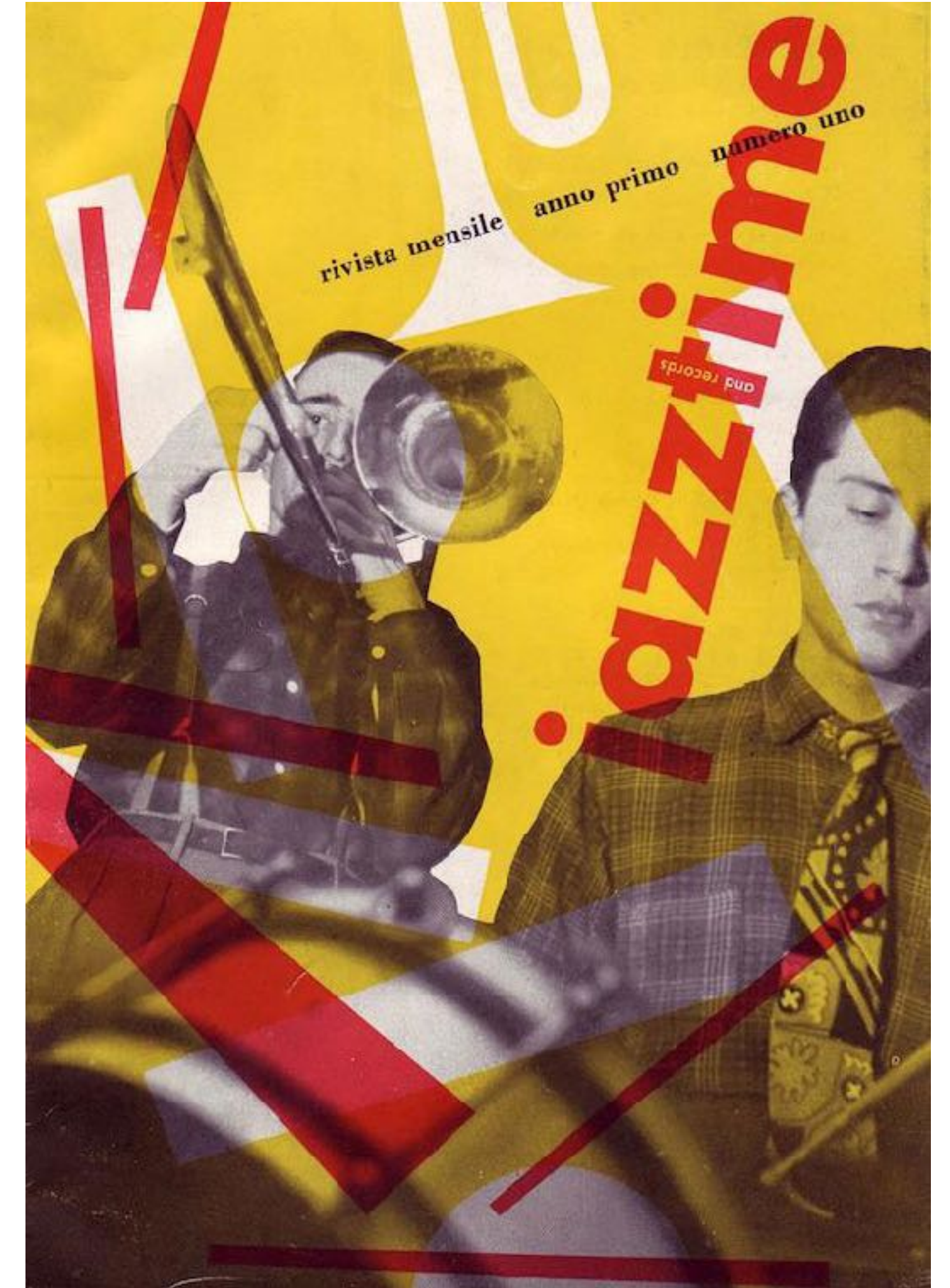


# Grid Systems, 1981



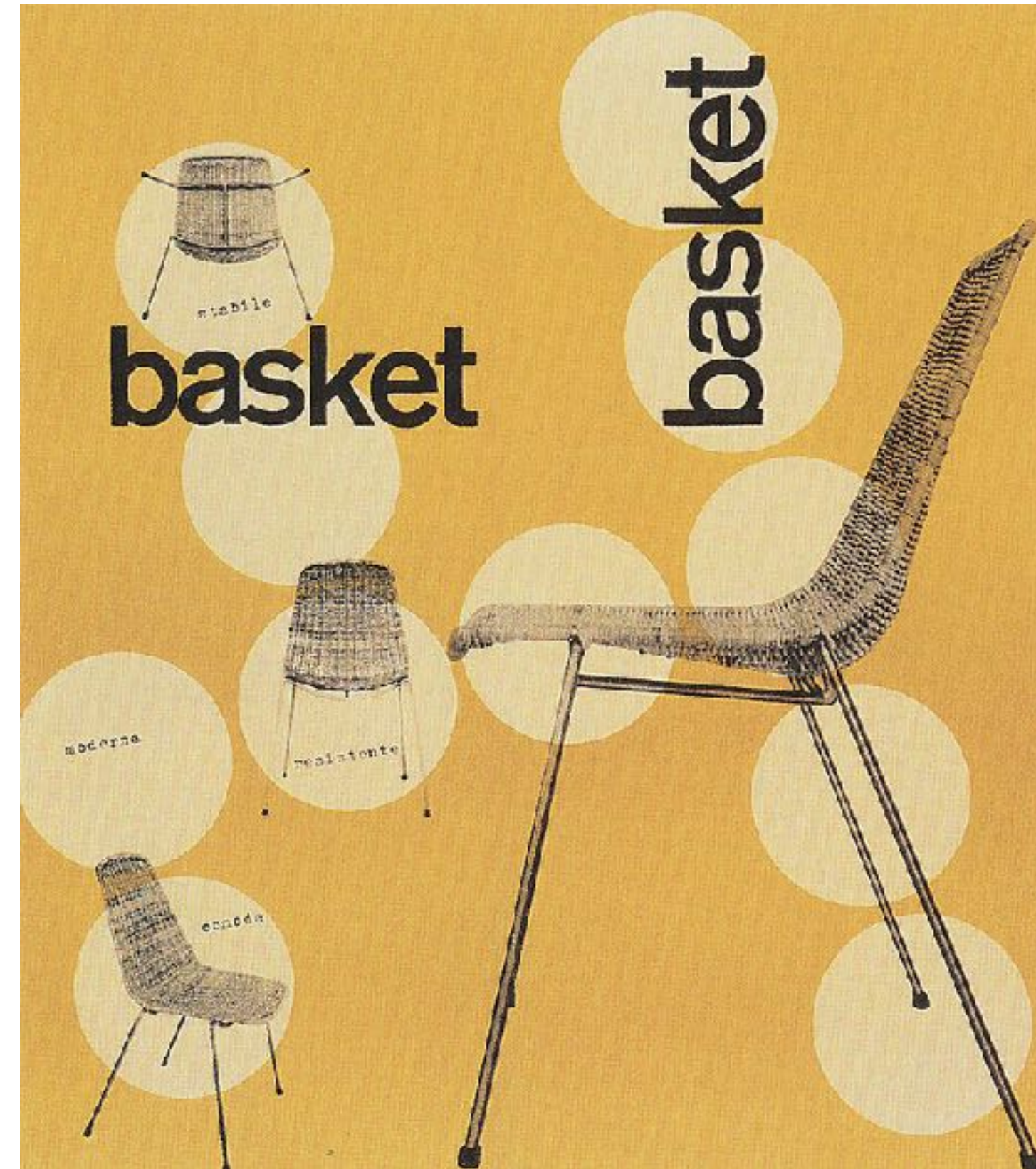
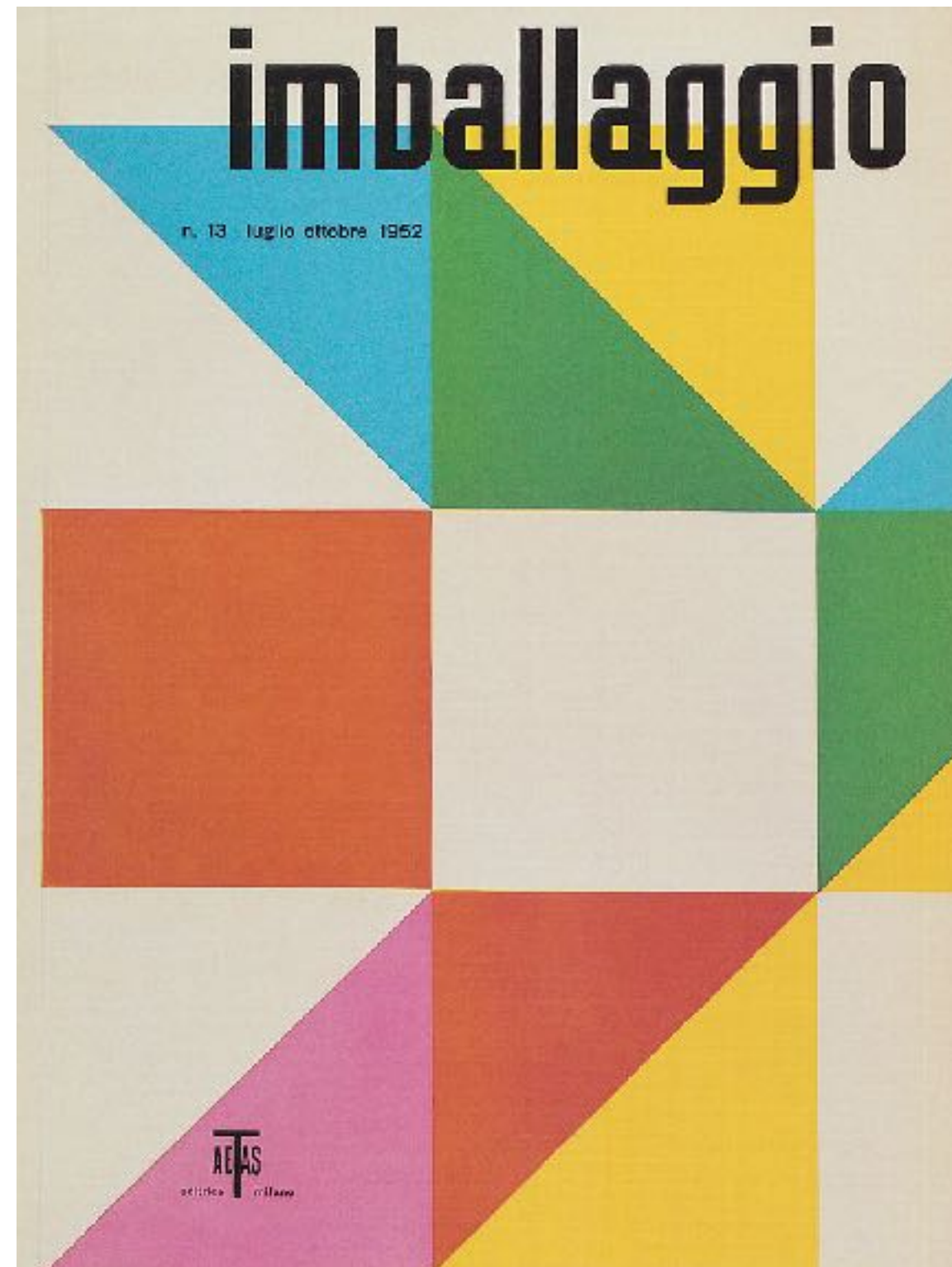


## Max Huber, 1950's—60's





## Max Huber, 1950's—60's

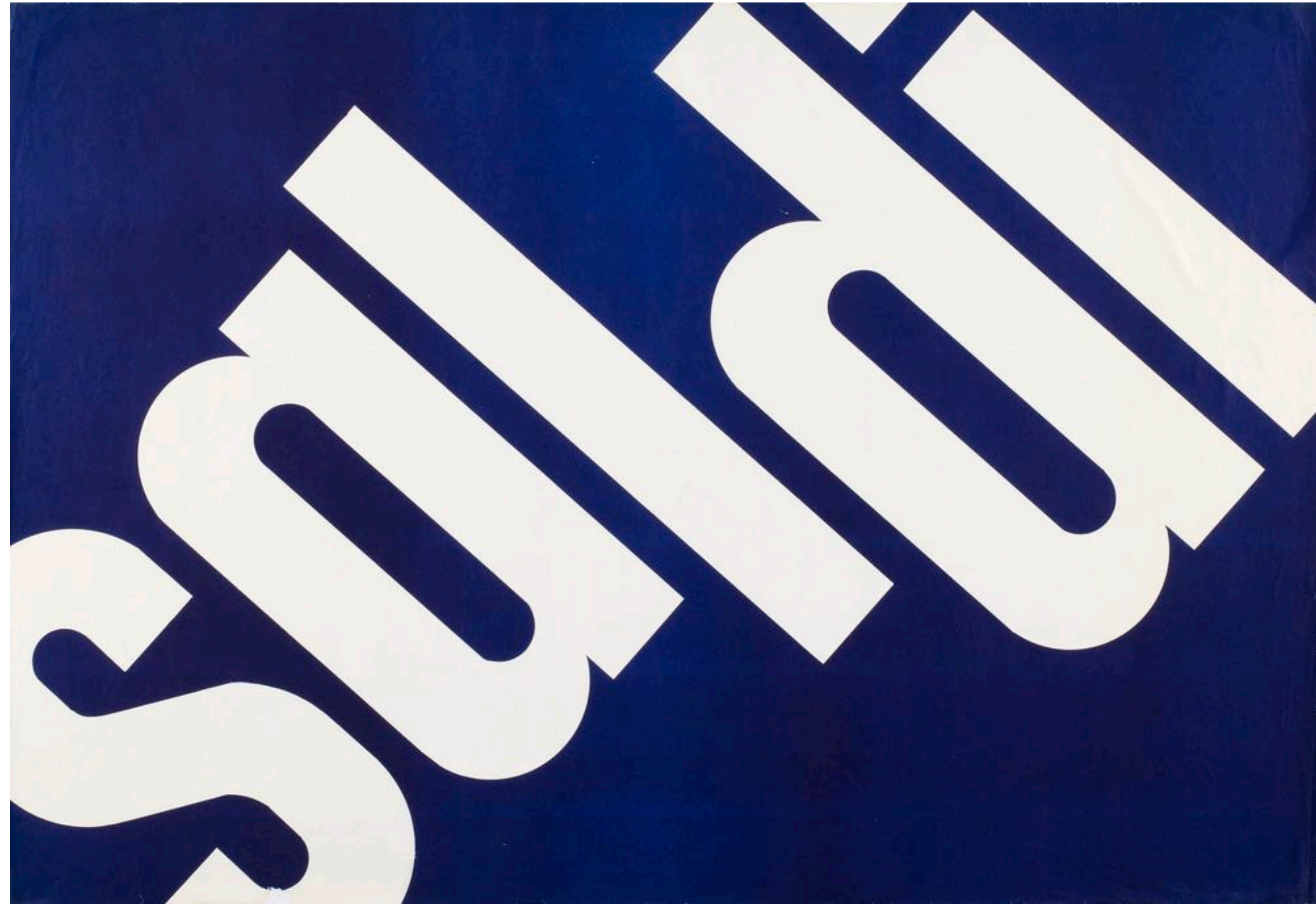




## Lora Lamm, Milan, 1950's—60's



1959



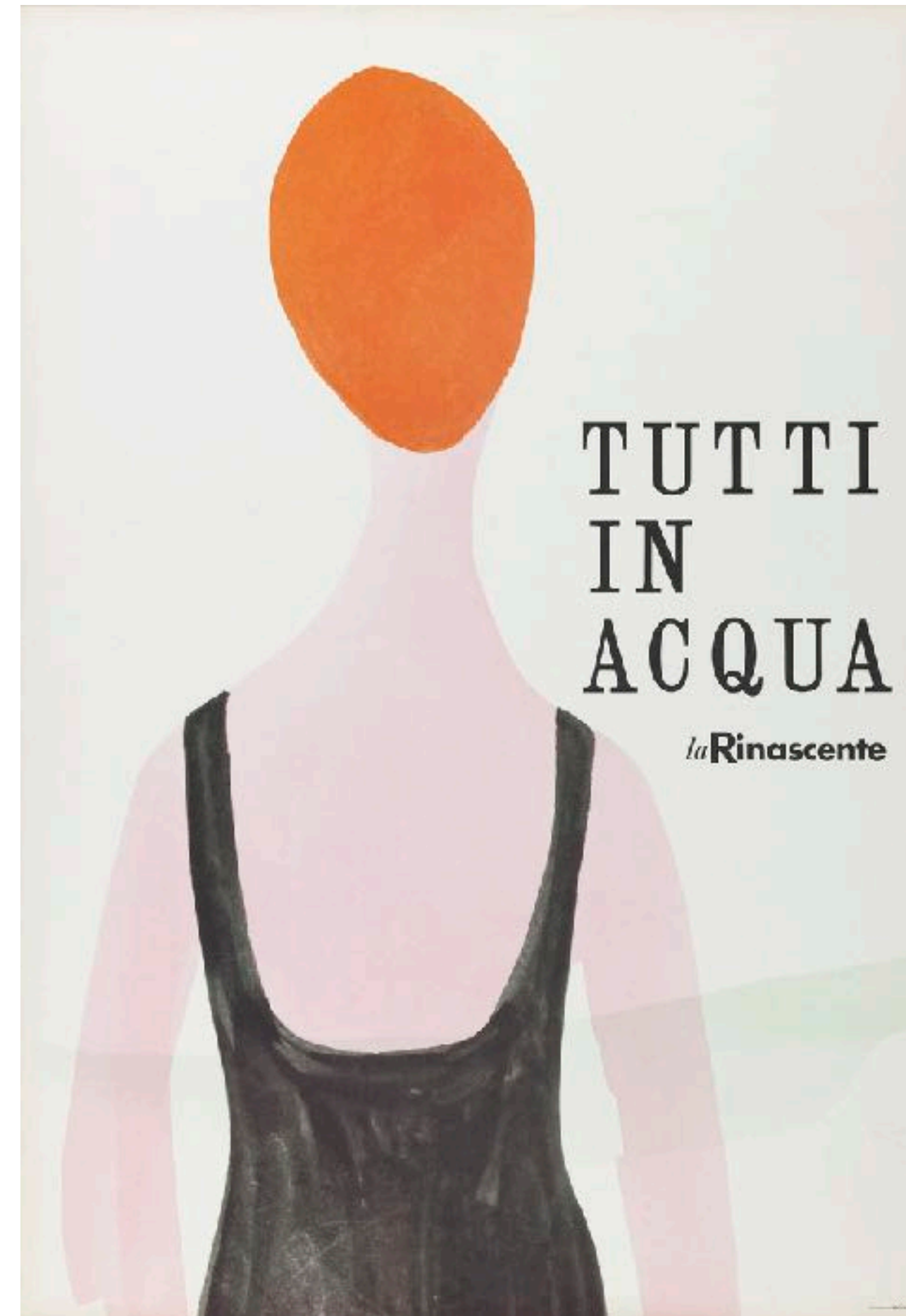
1961



## Lora Lamm, Milan, 1950's—60's



1959



1957



# Lora Lamm, Milan, 1950's—60's



1959



1960



## Lora Lamm, Milan, 1950's—60's



1959



1960



# Lora Lamm, Milan, 1950's—60's

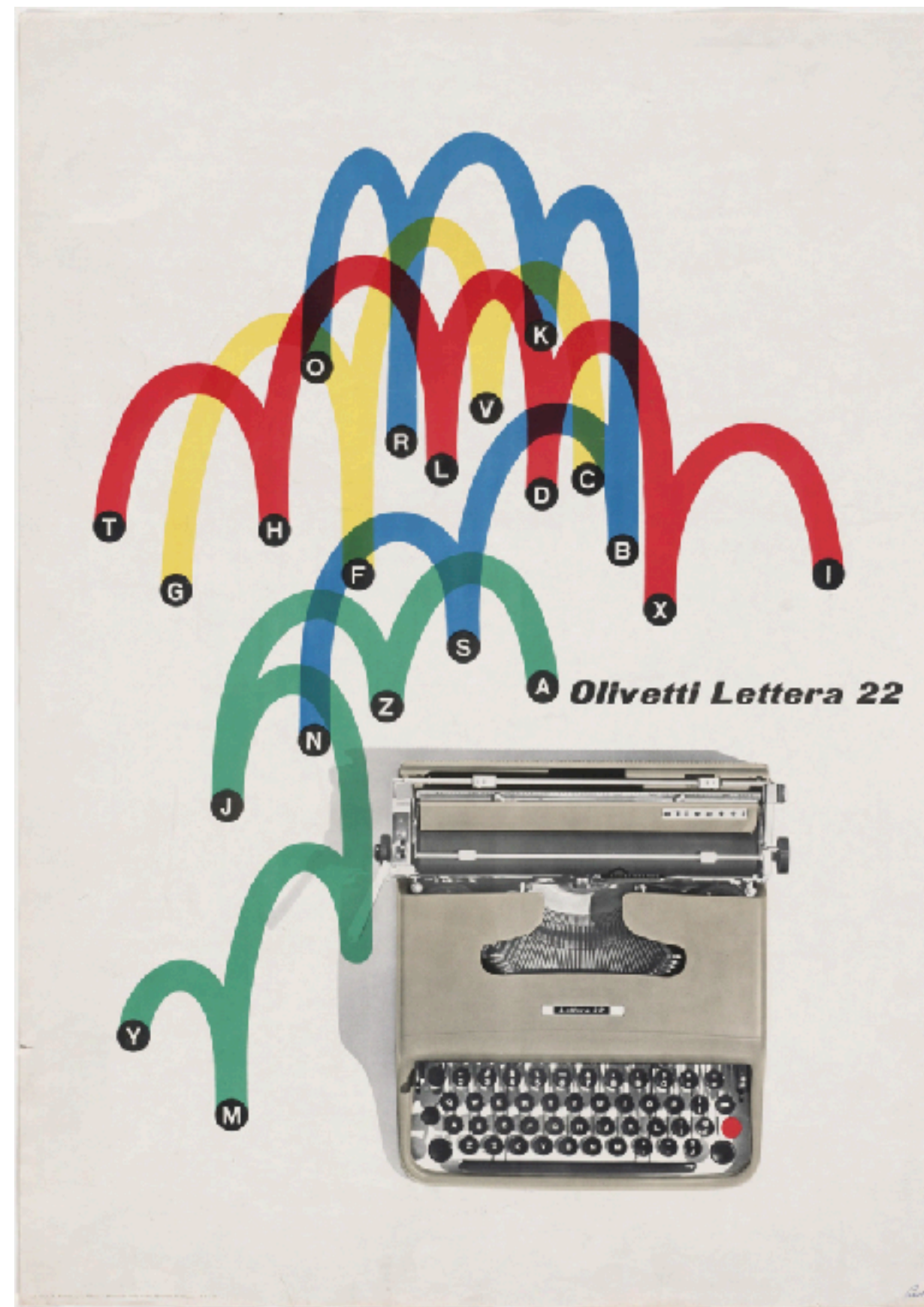




# Giovanni Pintori, Turin & Milan, 1930's—1980's



1953



1953



1962



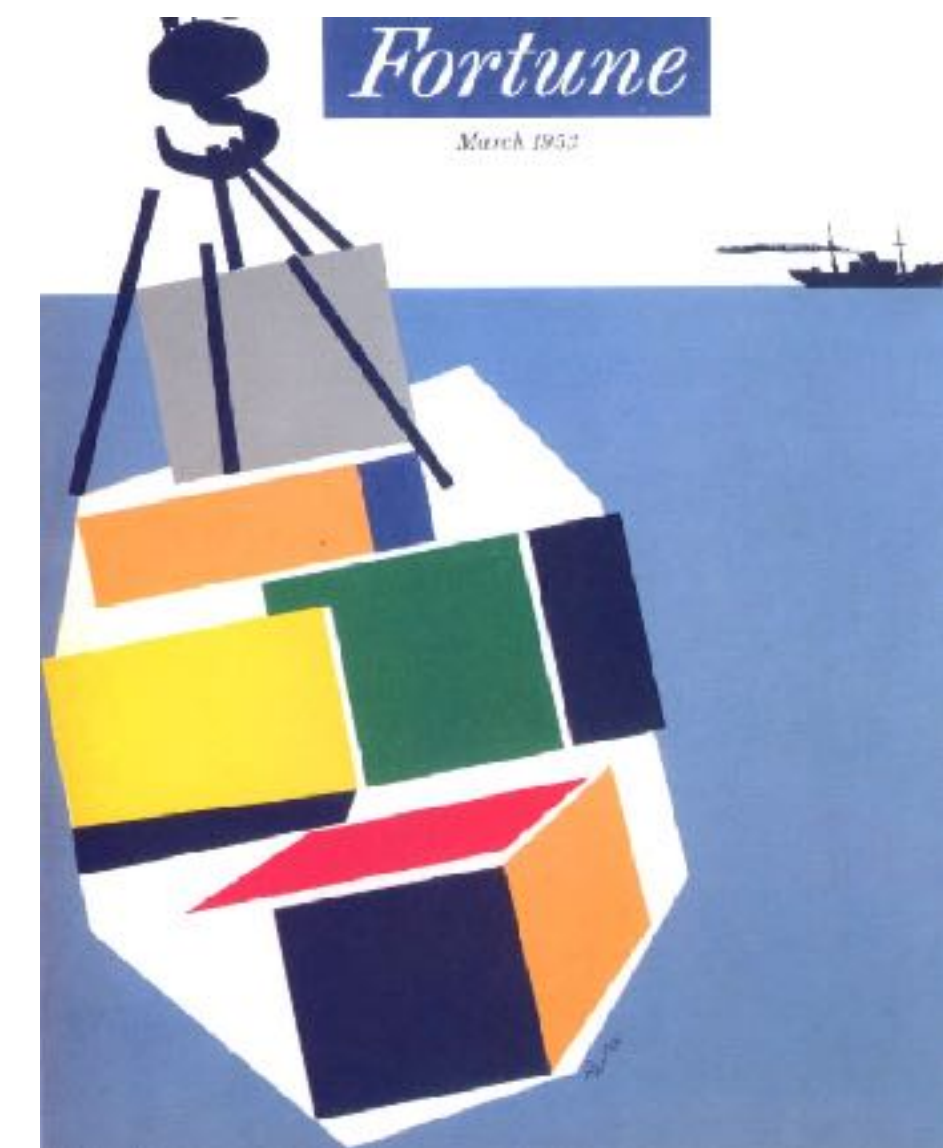
# Giovanni Pintori, Turin & Milan, 1930's—1980's



1954



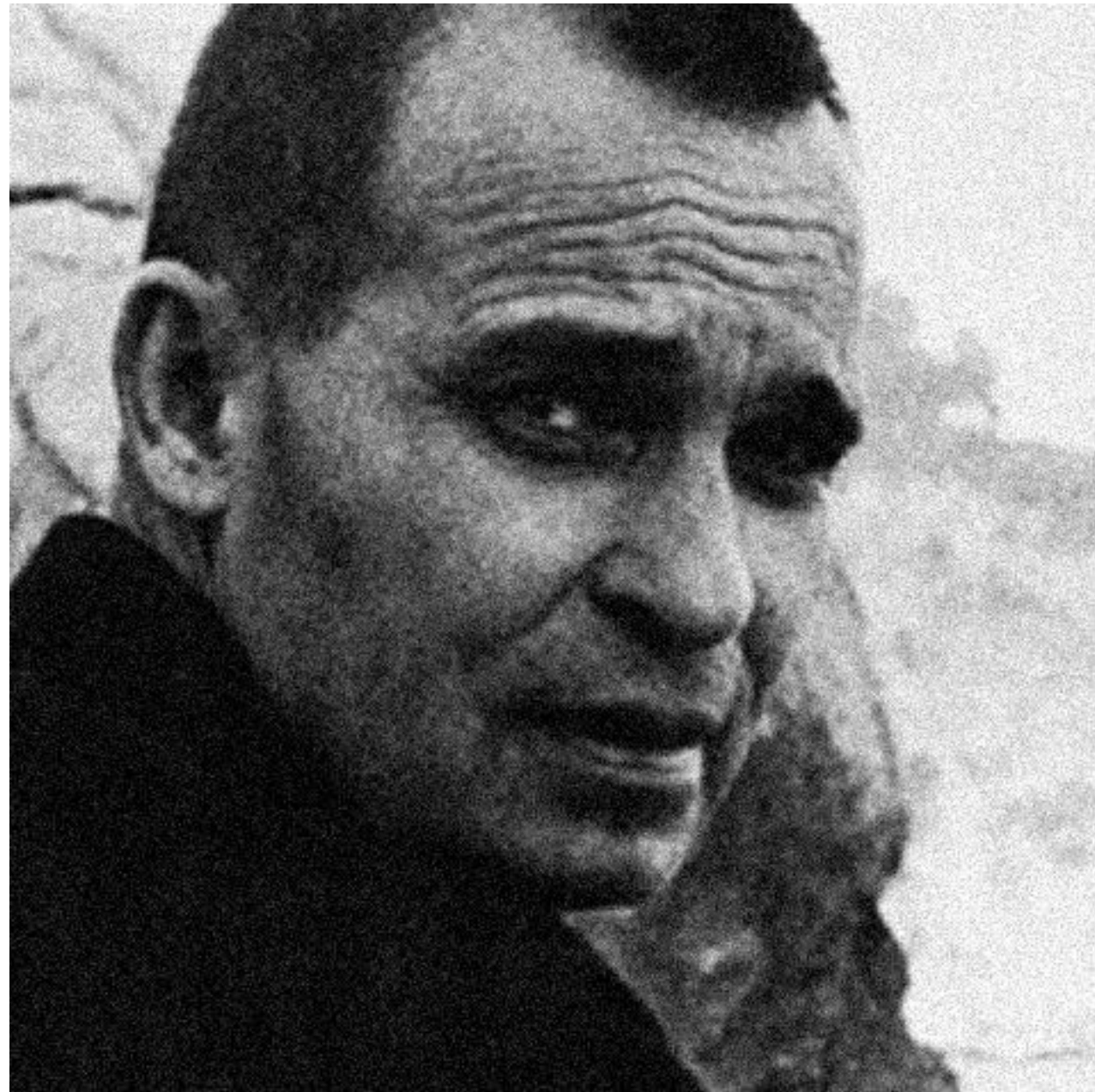
1952



1953



# Giovanni Pintori, Turin & Milan, 1930's—1980's



**olivetti**



**MODERNISM**

**ARRIVES**

**IN THE US**



# World War 1



Imaged by Heritage Auctions, HA.com



1930

**Nazi party rises to power, begins  
campaign against Jewish citizens**

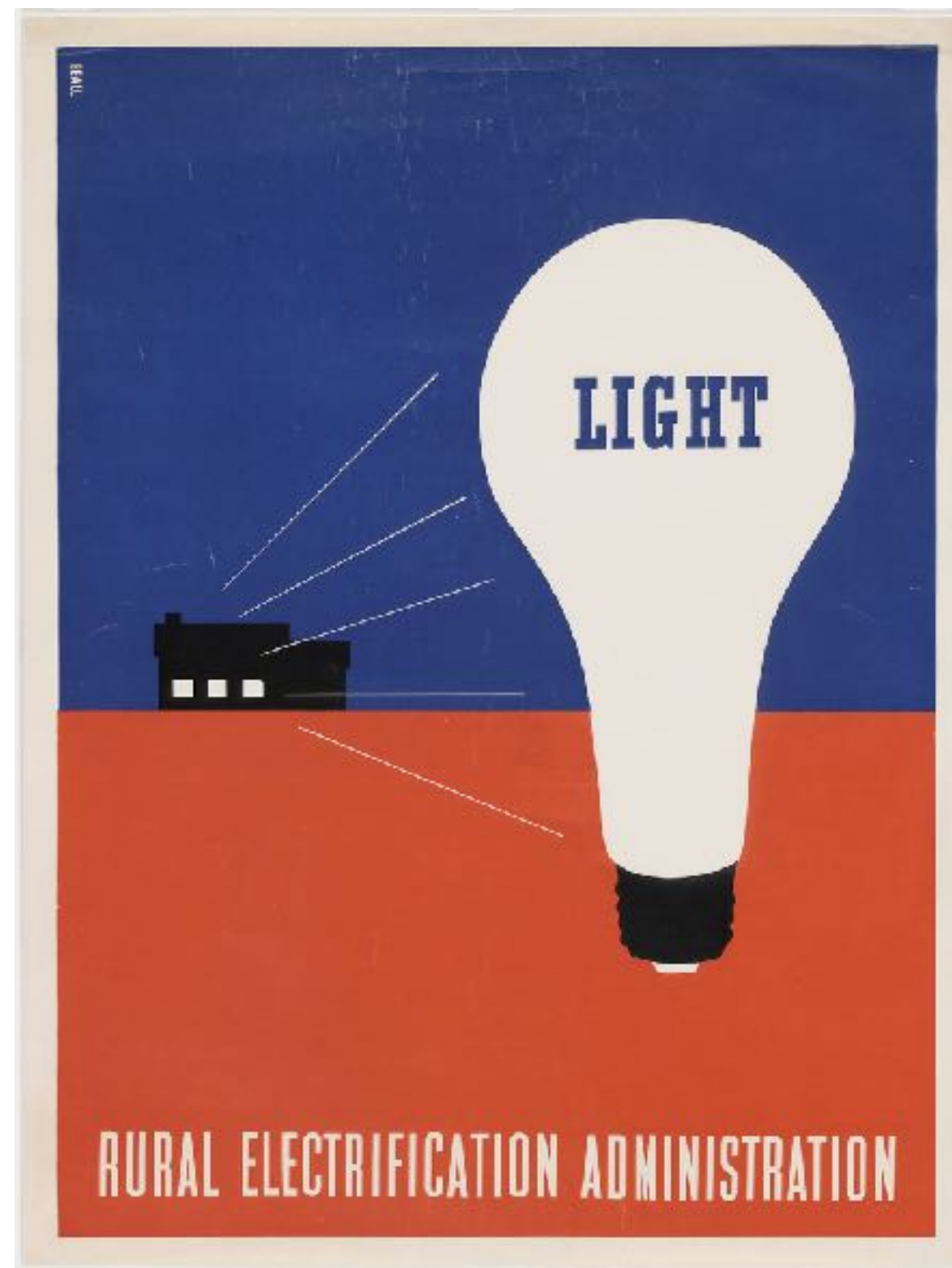


**1929—1939**

**The Great Depression**



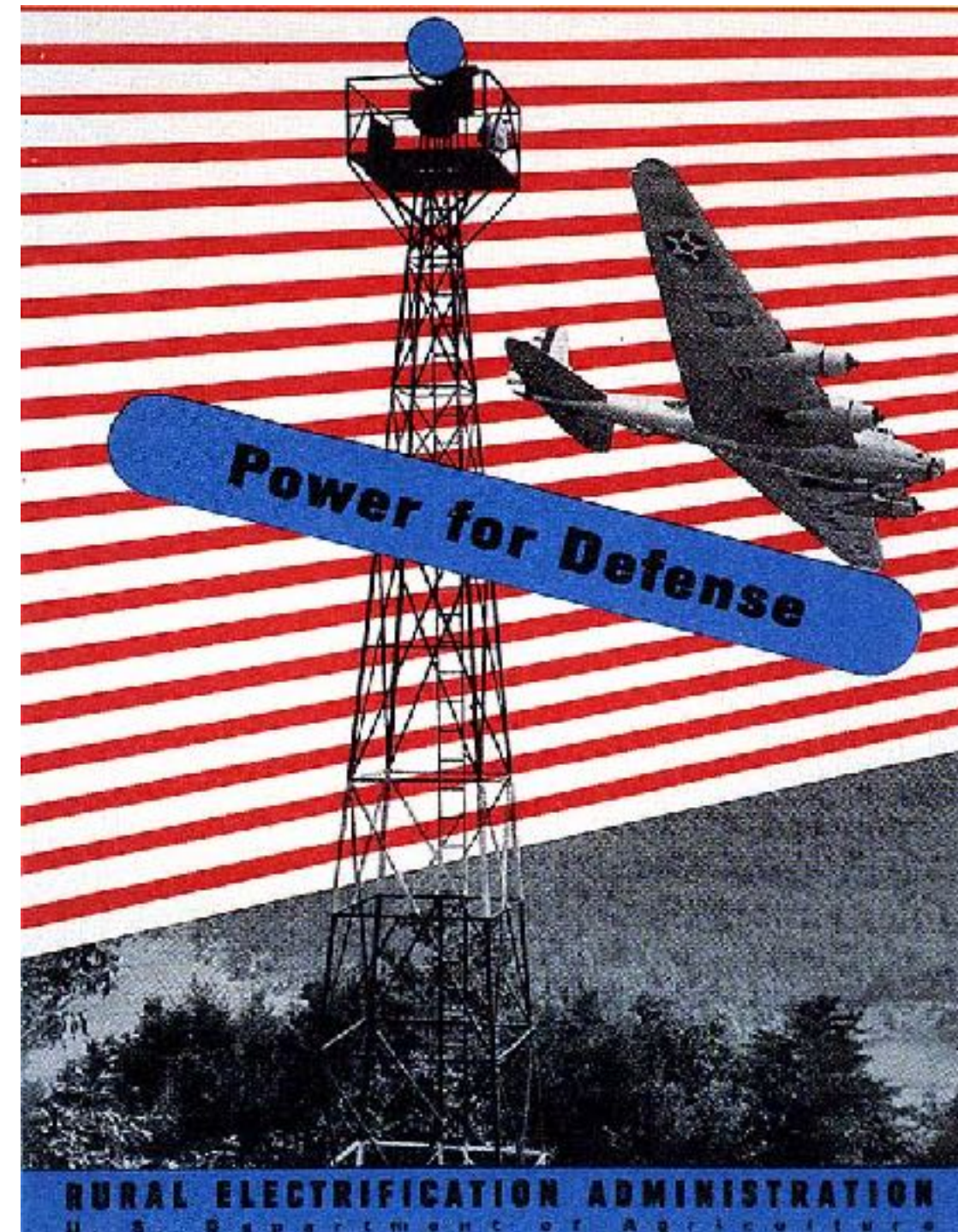
# Lester Beall, New York, 1935



1937



# Lester Beall, New York, 1935



1935





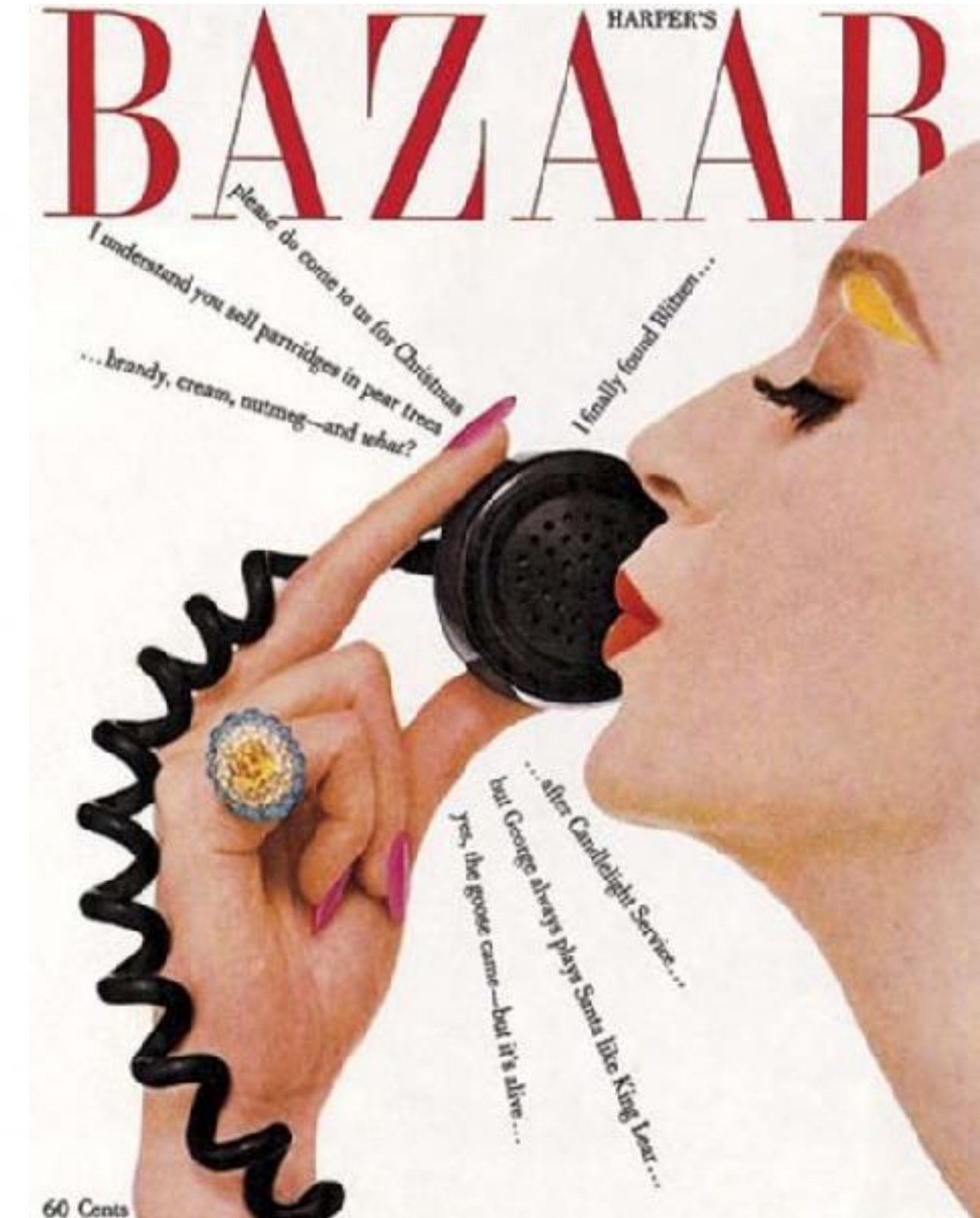
Alexander Rodchenko, 1924



The rise of the Nazi regime in Europe created one of the greatest transitional migrations of intellectual and creative talent in history. Walter Gropius, Mies Van Der Rohe, Marcel Breuer, Herbert Bayer, Laszlo Moholy Nagy, and Herbert Matter, Jean Carlu all fled to the US importing the perspectives and approaches of Europe's avant grade and the Bauhaus. The US was in a time of great turmoil—attempting to come out of the great depression and entering in a global conflict. Many of the groundbreaking creatives who were immigrating from Europe took positions as educators in the US.



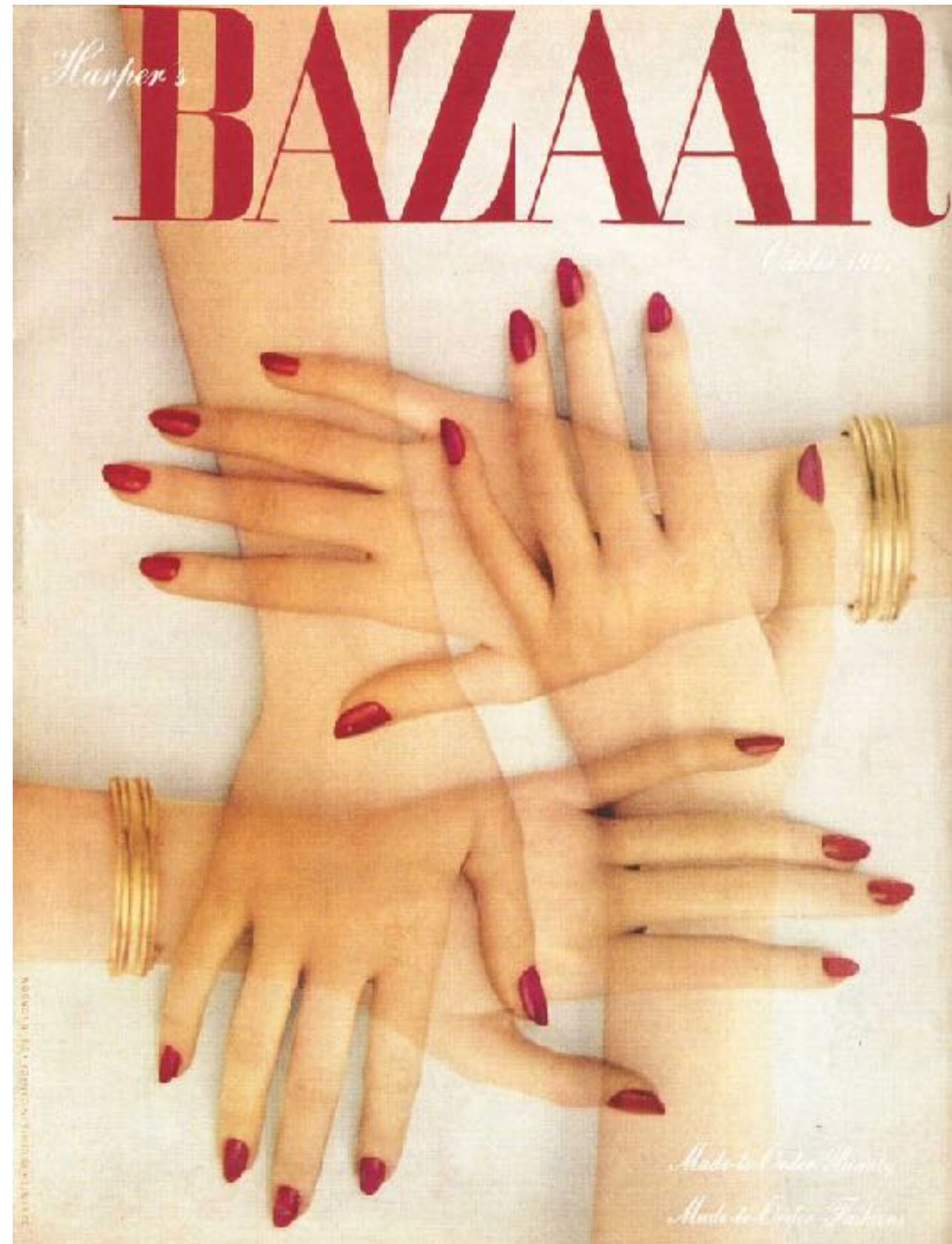
# Alexey Brodovich, New York, 1930



## Harper's Bazaar, 1934—1958



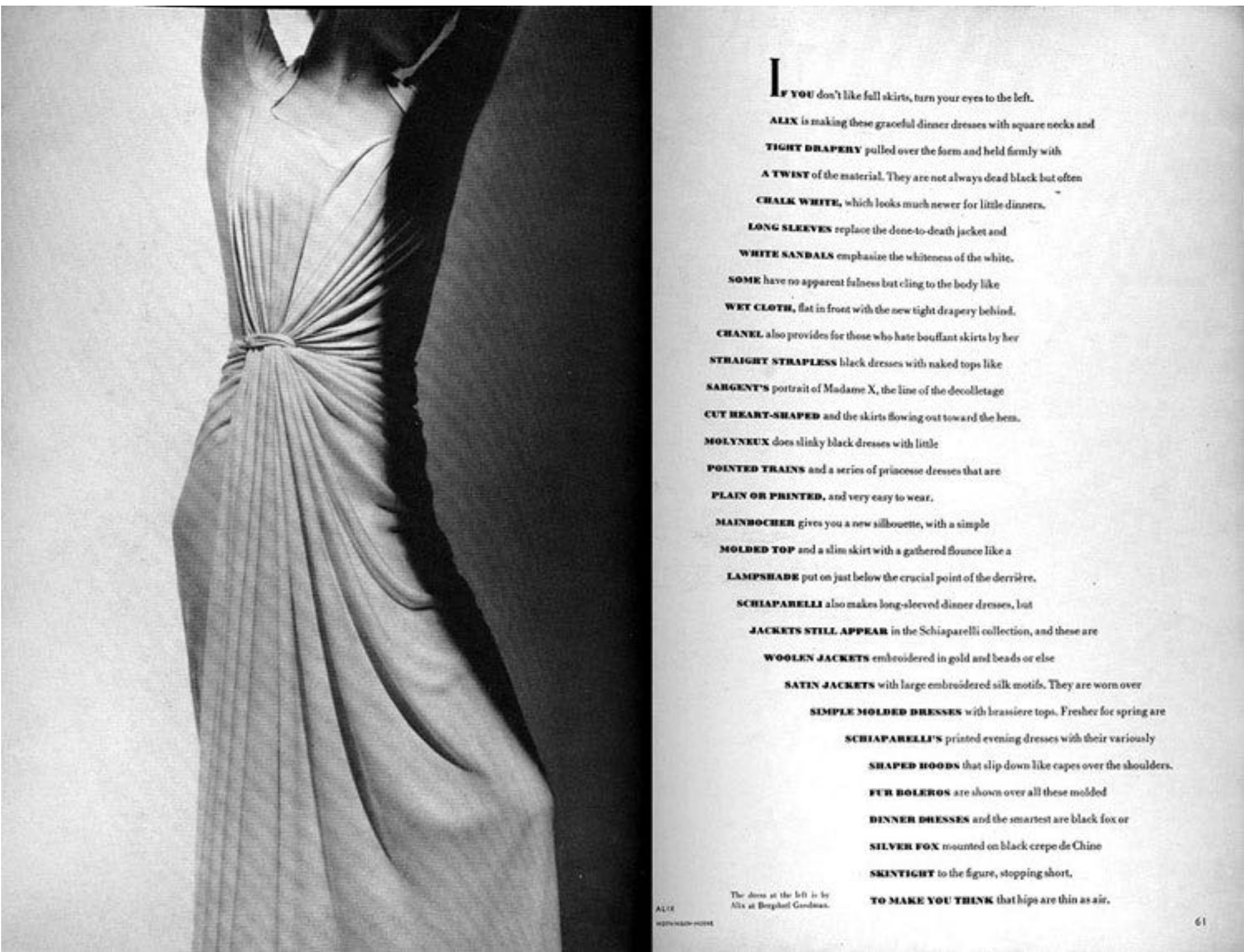
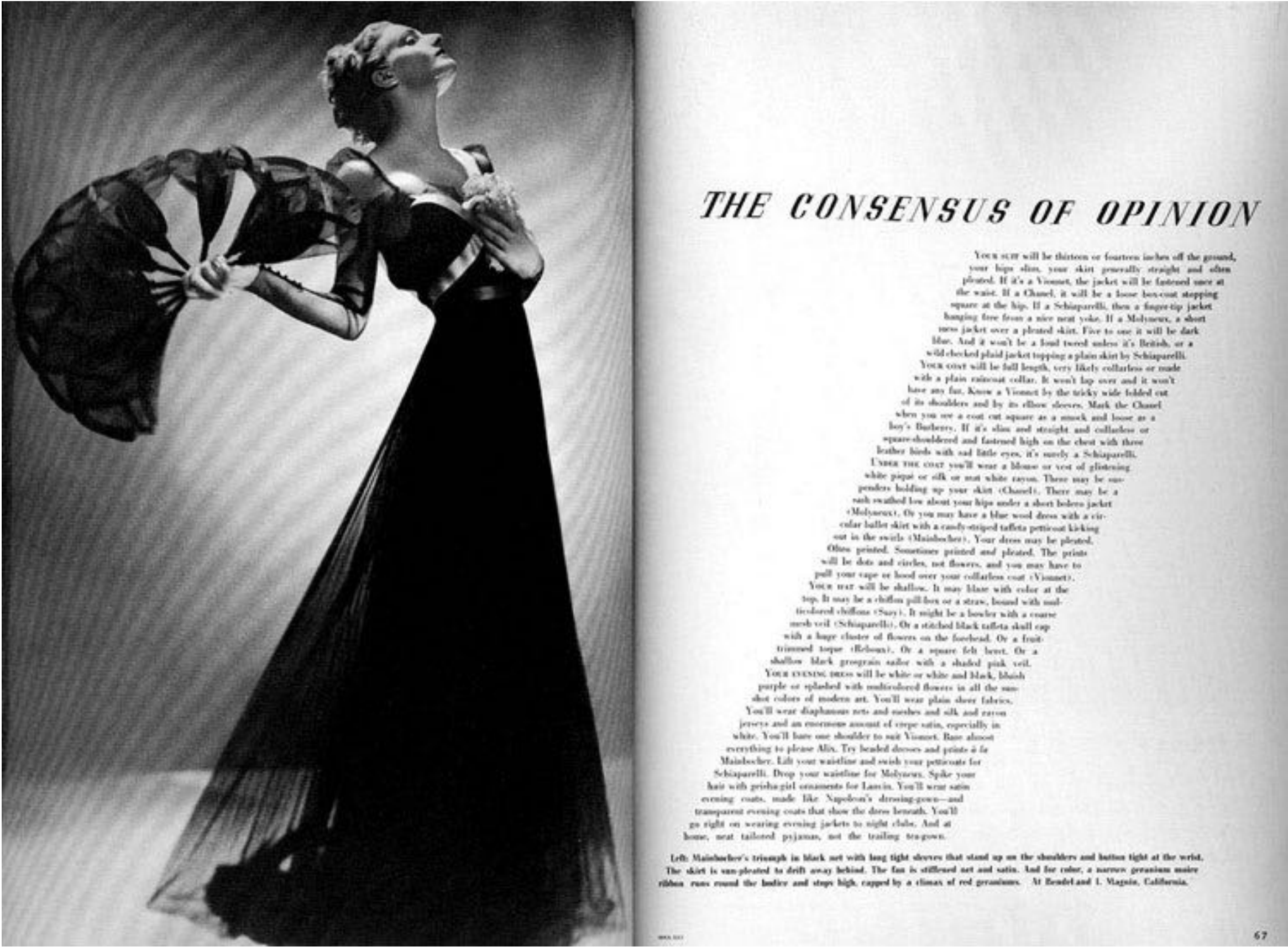
# Alexey Brodovich, New York, 1930



Harper's Bazaar, 1934—1958



# Alexey Brodovich, New York, 1930



# Harper's Bazaar, 1934—1958



## A. M. Cassandre, New York



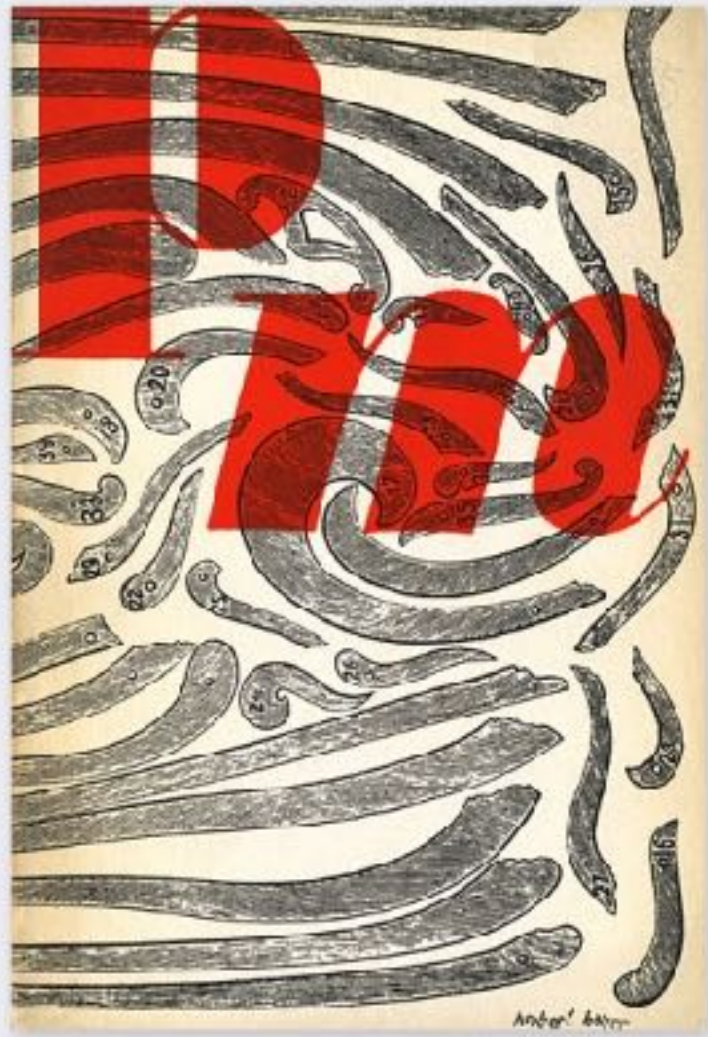
1938



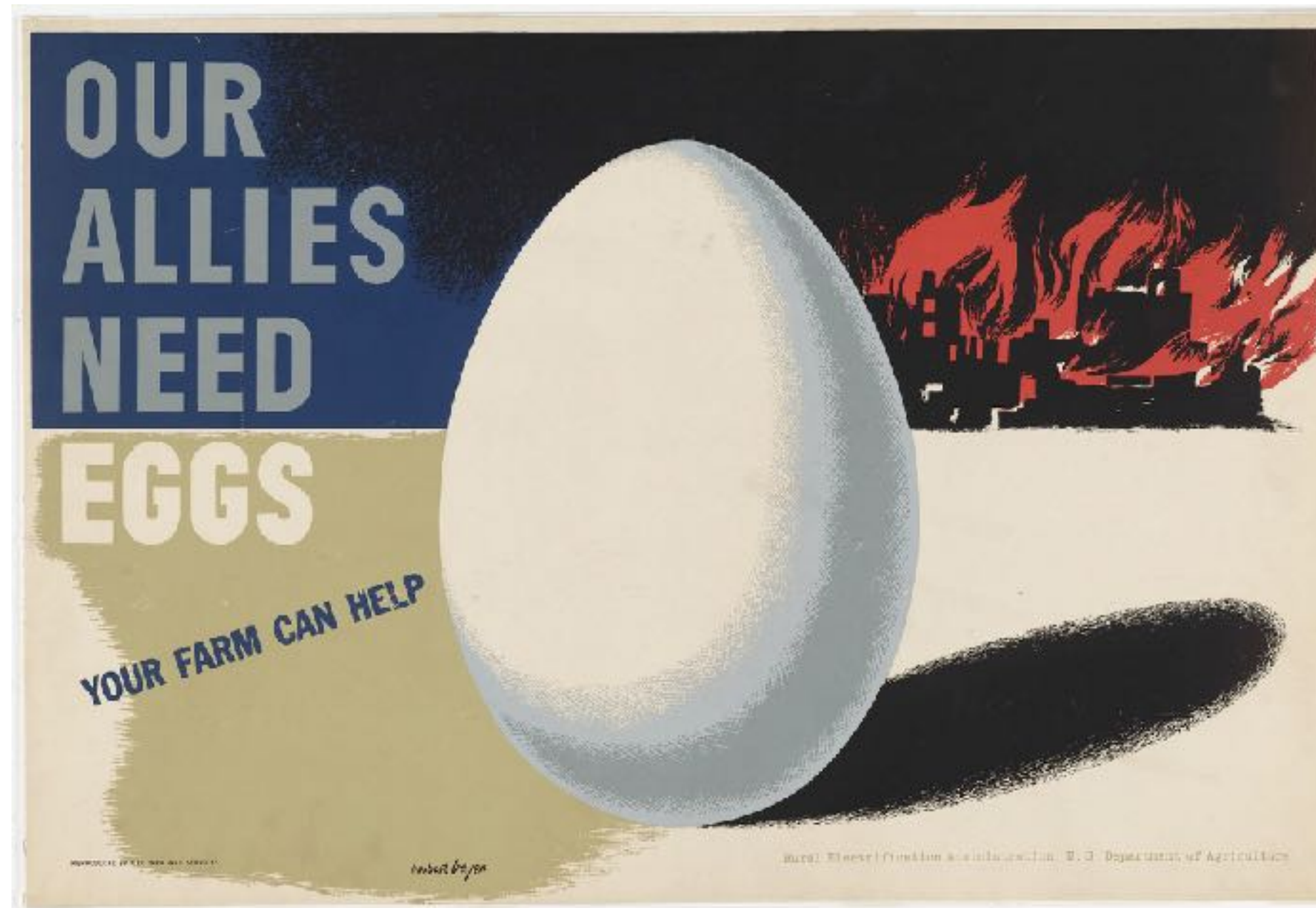
1939



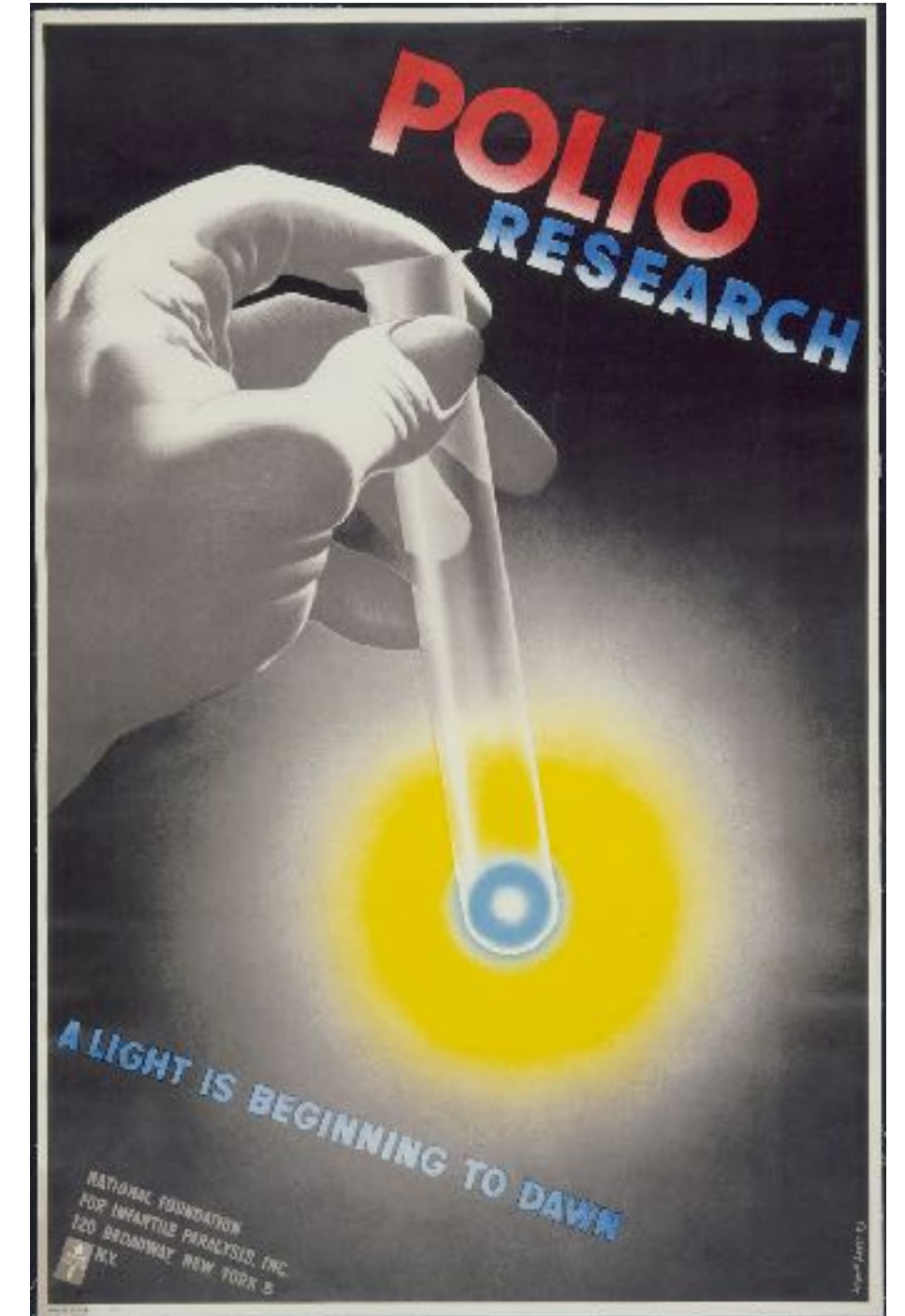
# Herbert Bayer



1940



1943



1949



# Jean Carlu



1939



1941



1941



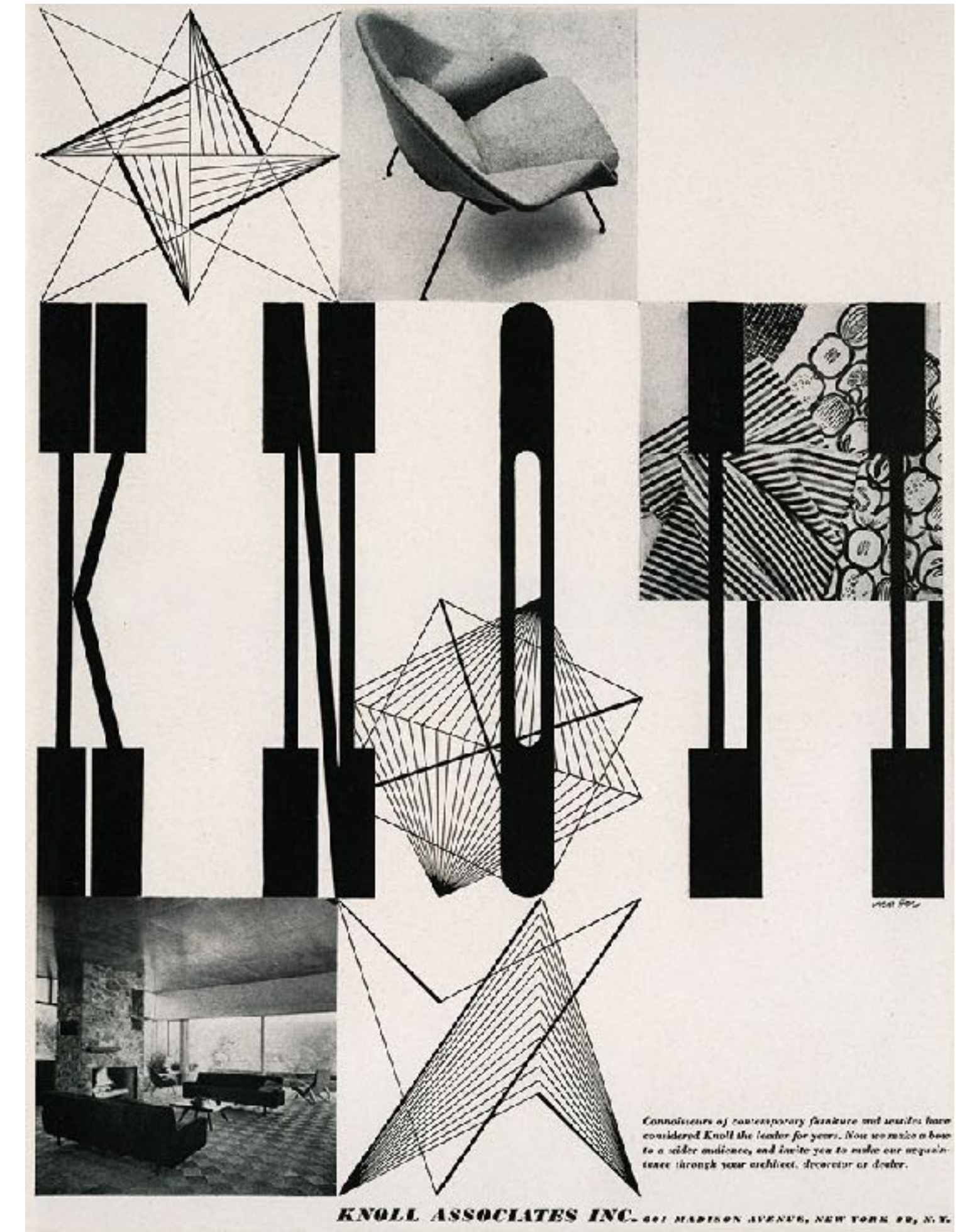
# Herbert Matter



1948



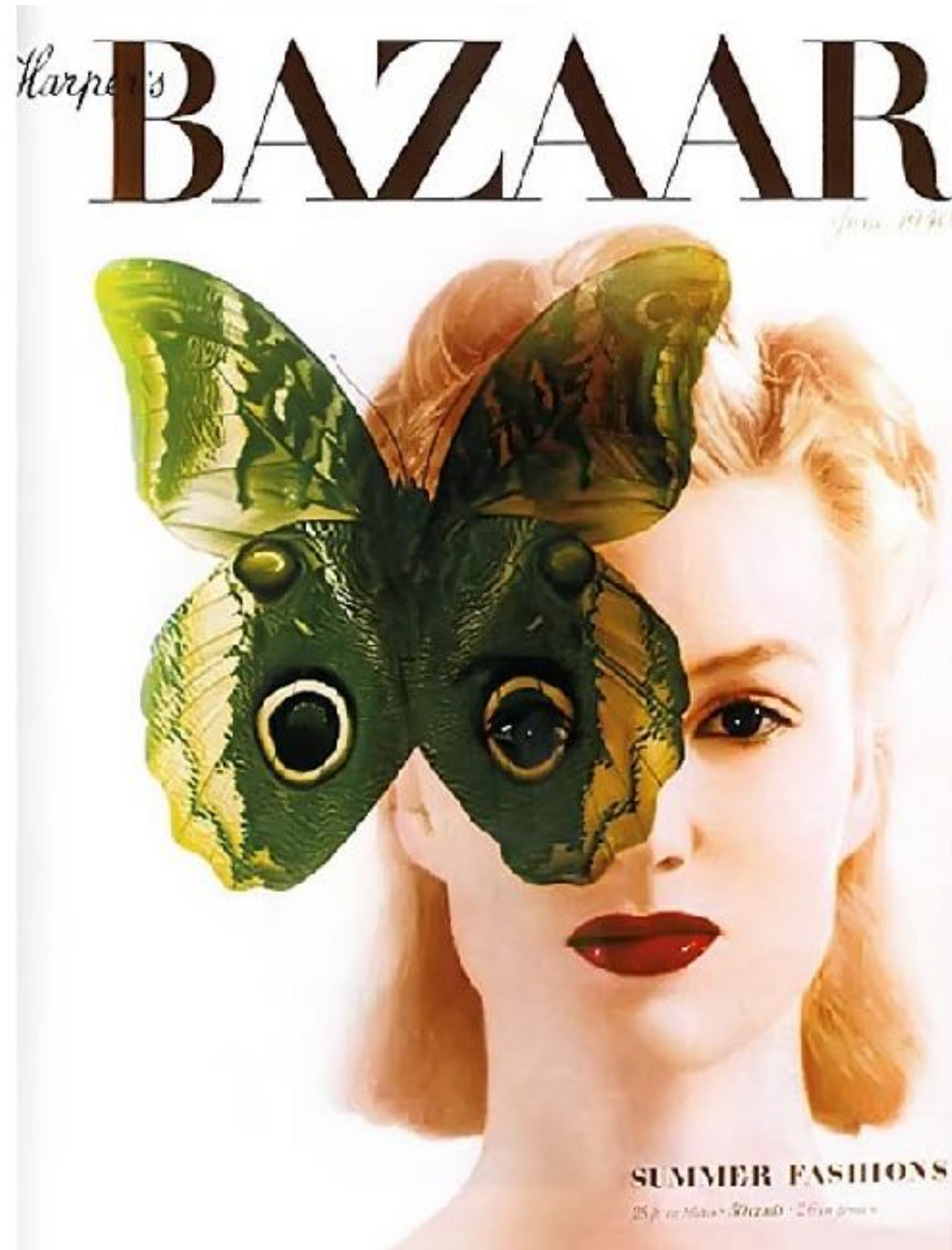
1946



1946



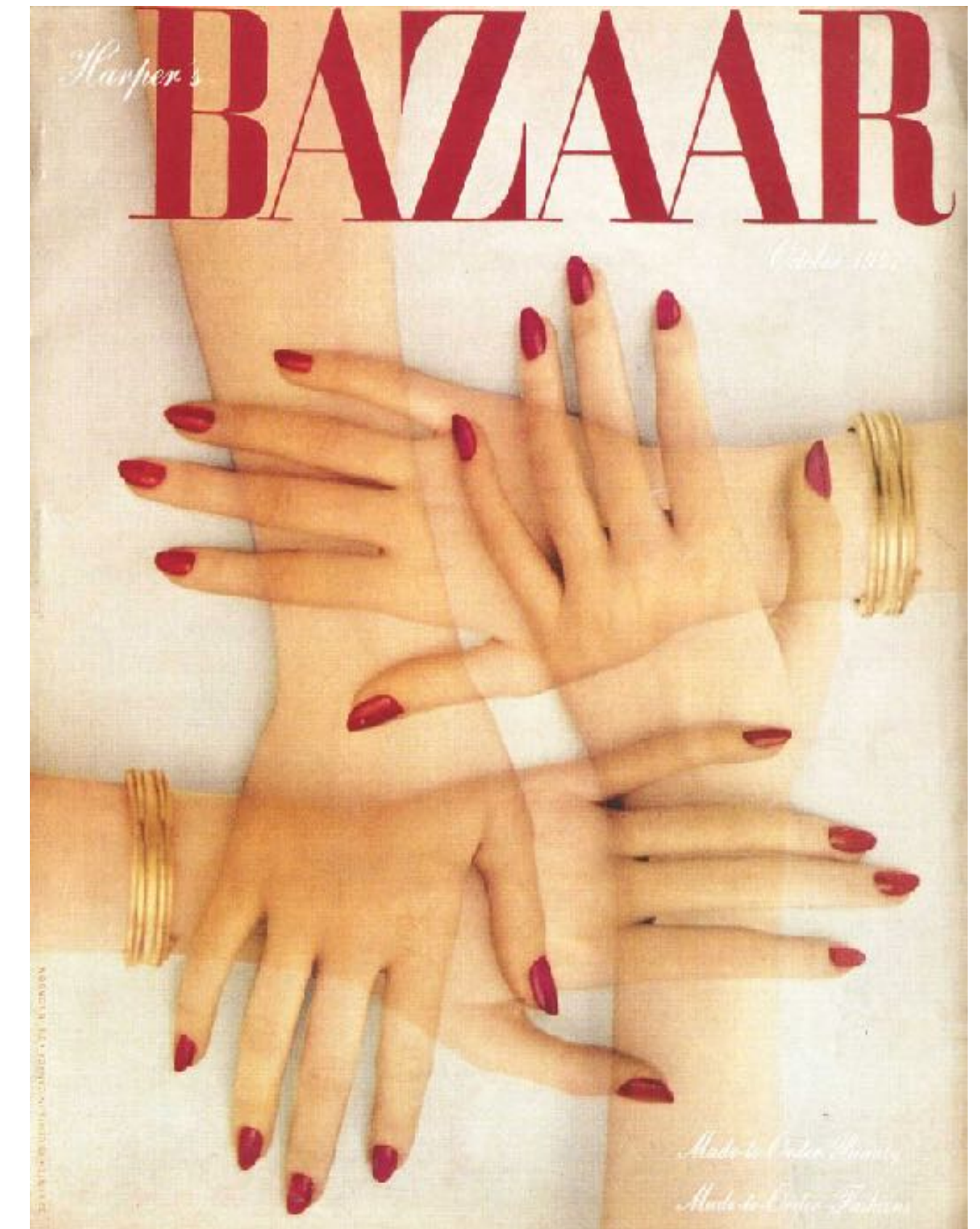
# Herbert Matter



1940



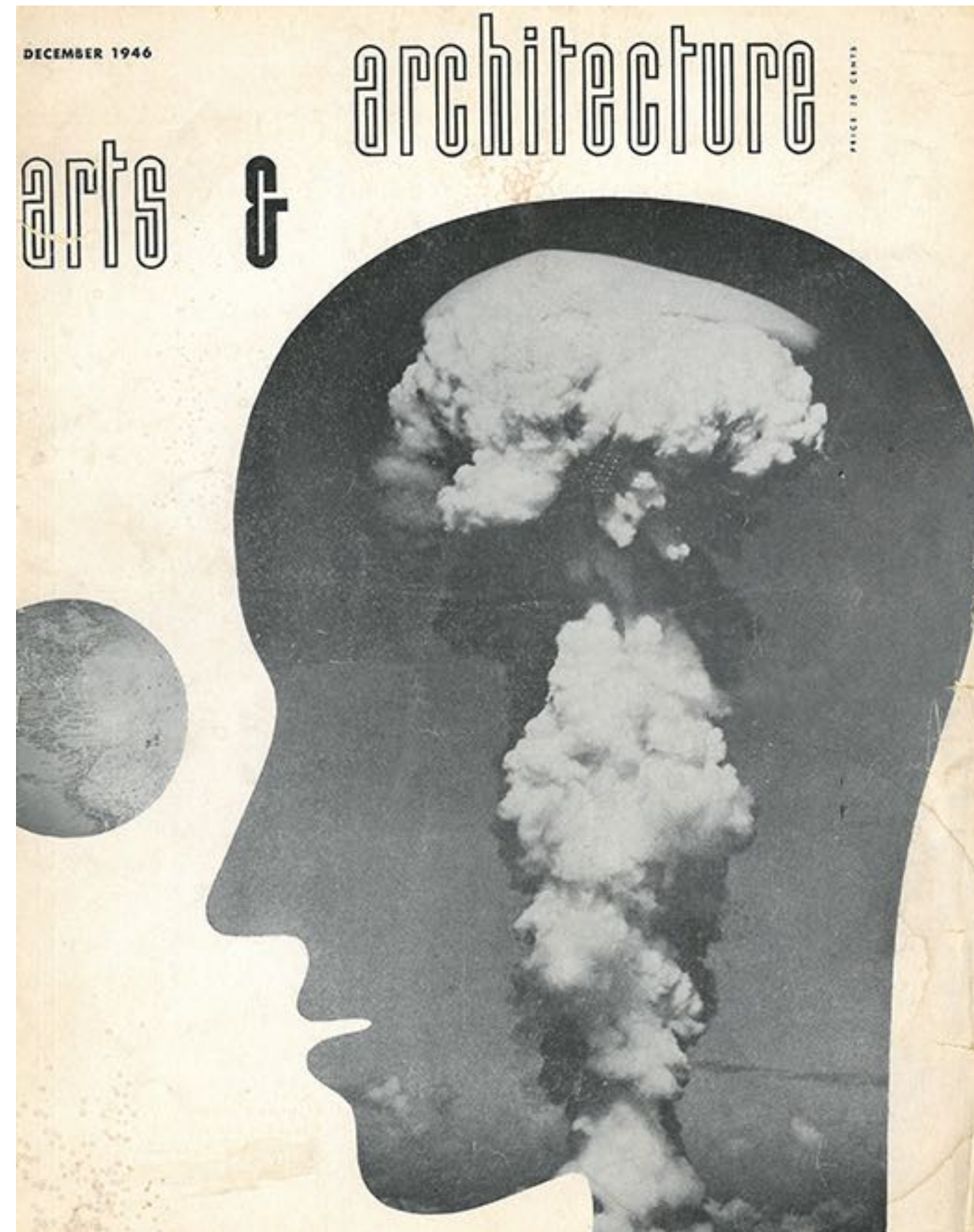
1948



1946



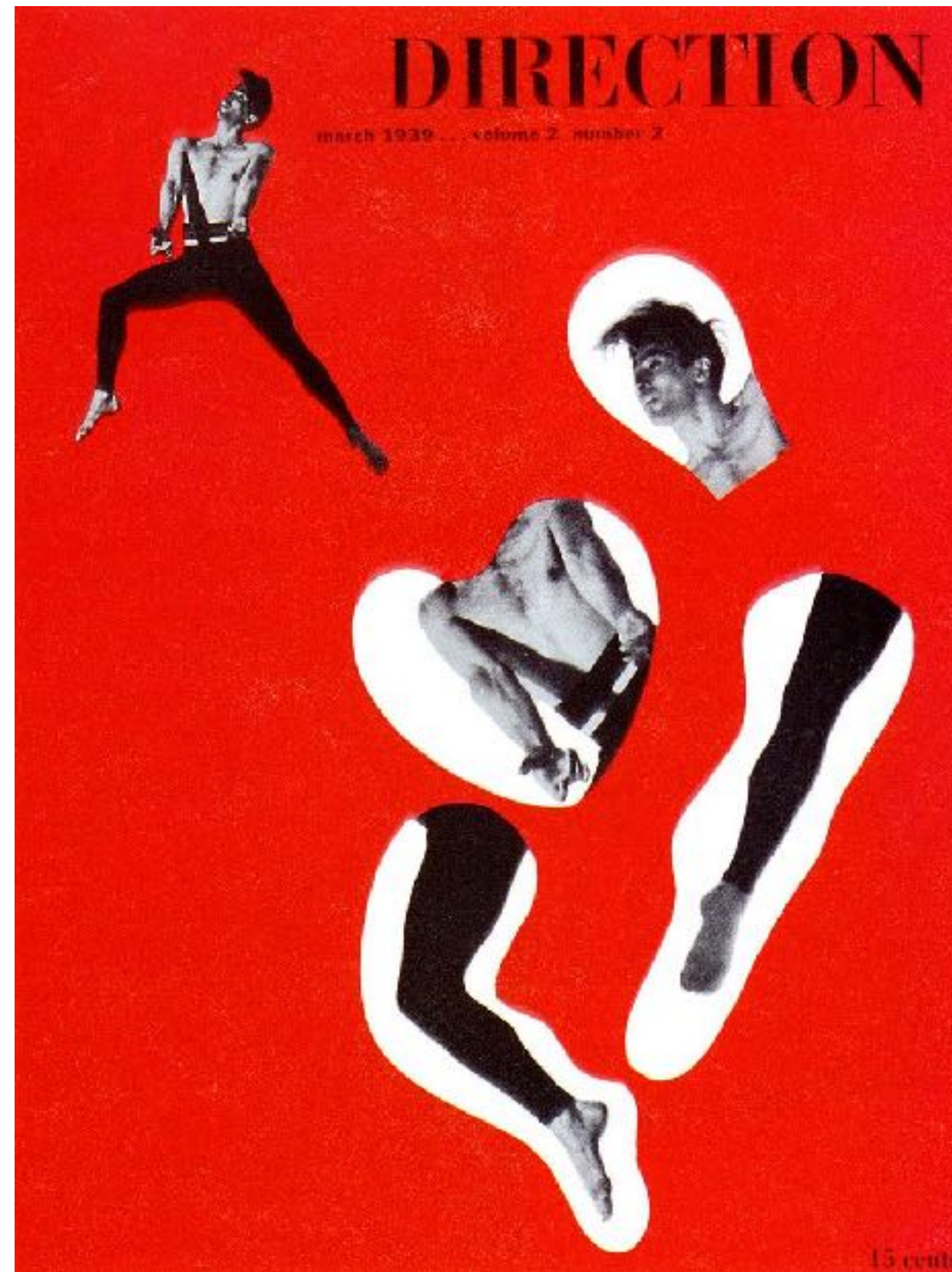
# Herbert Matter



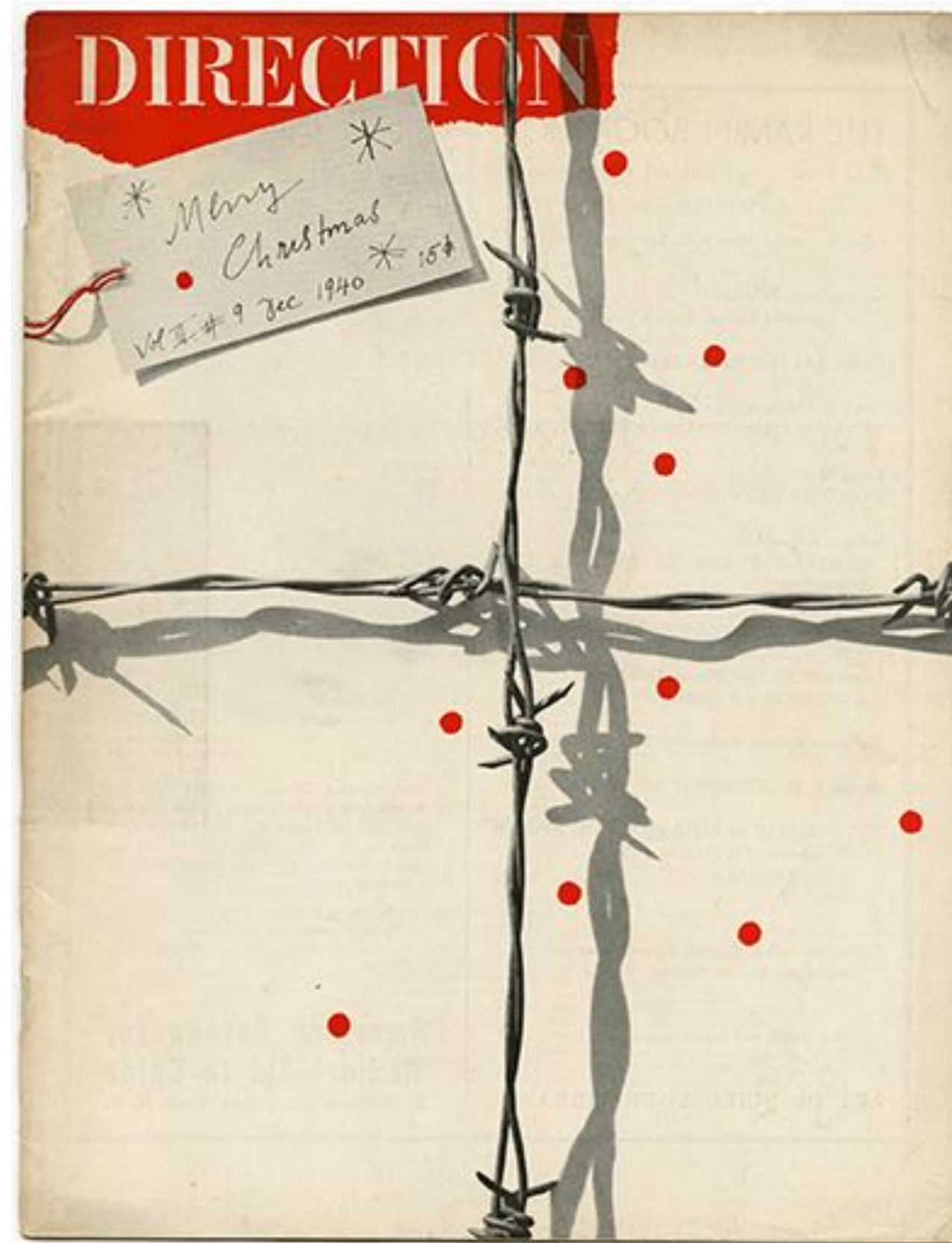
1946



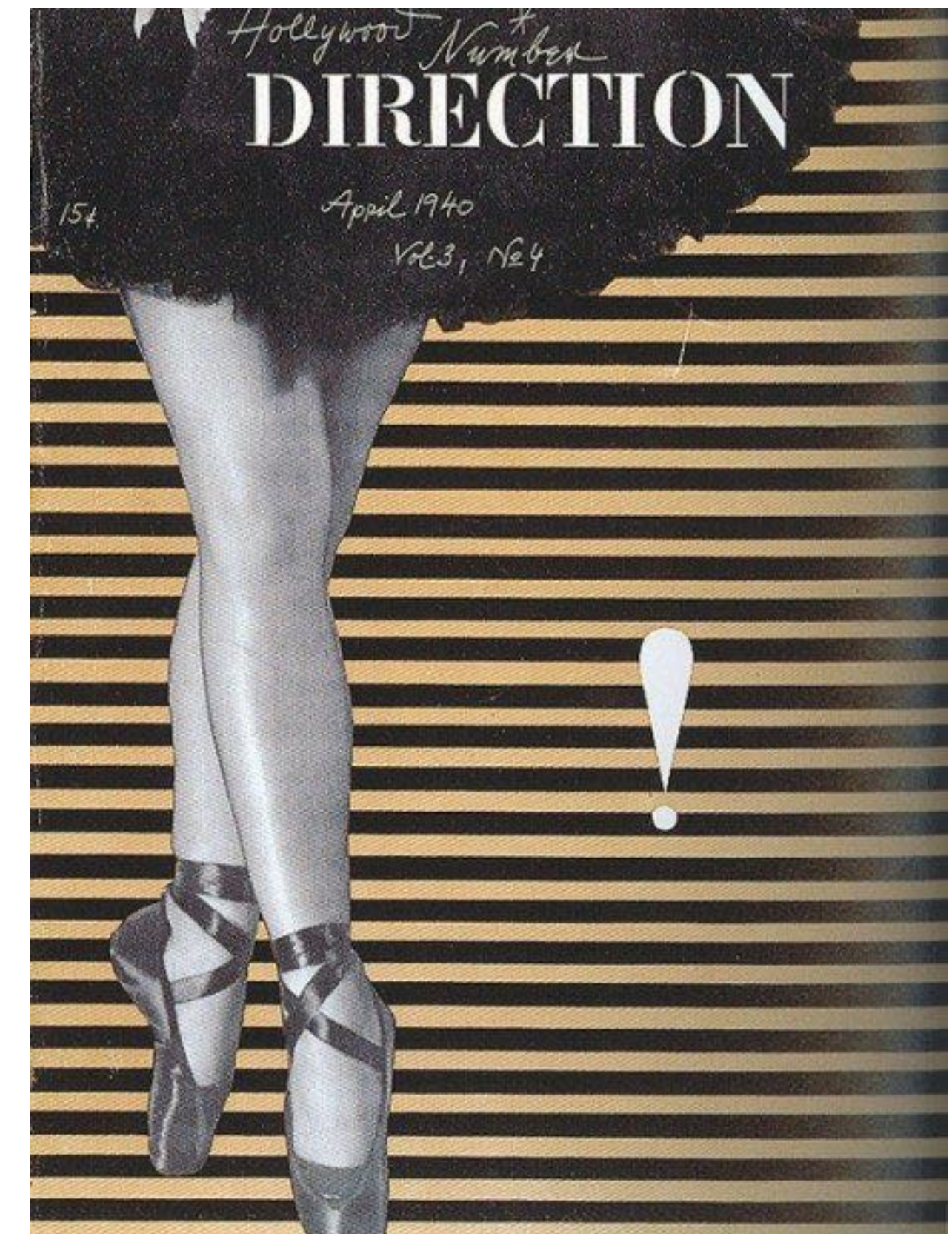
# Paul Rand, New York, 1936—1985



1939



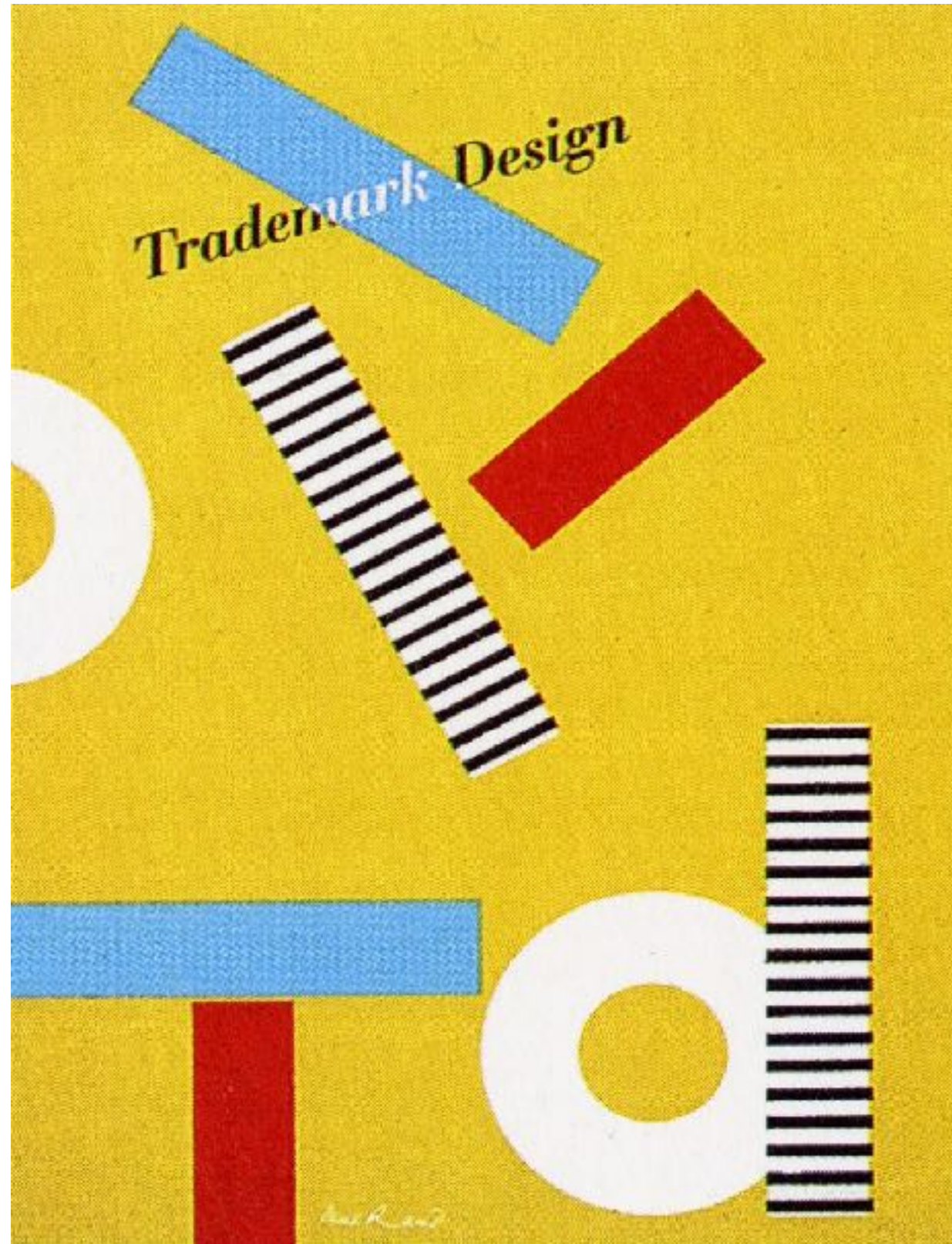
1940



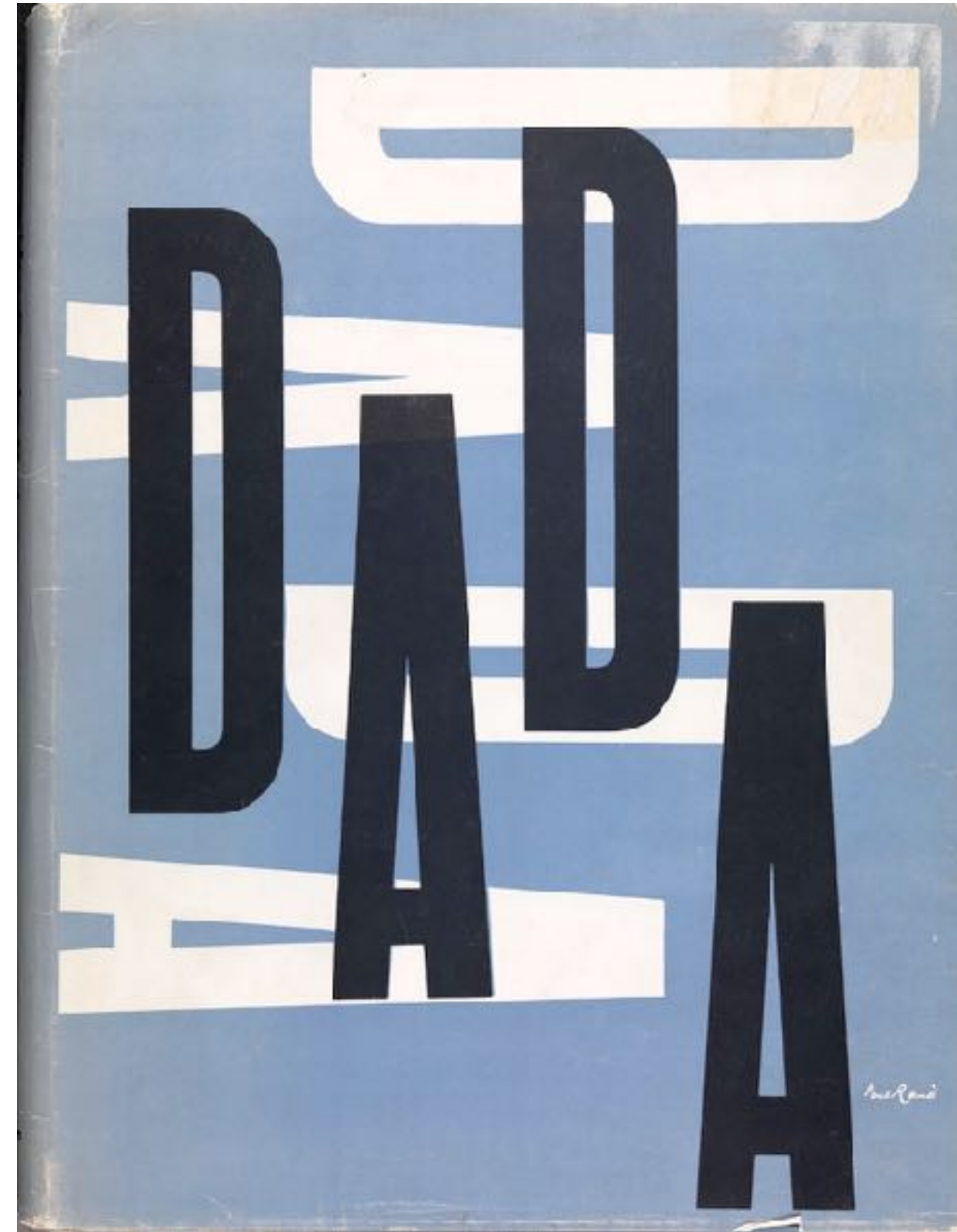
1940



# Paul Rand, New York, 1936—1985



1951



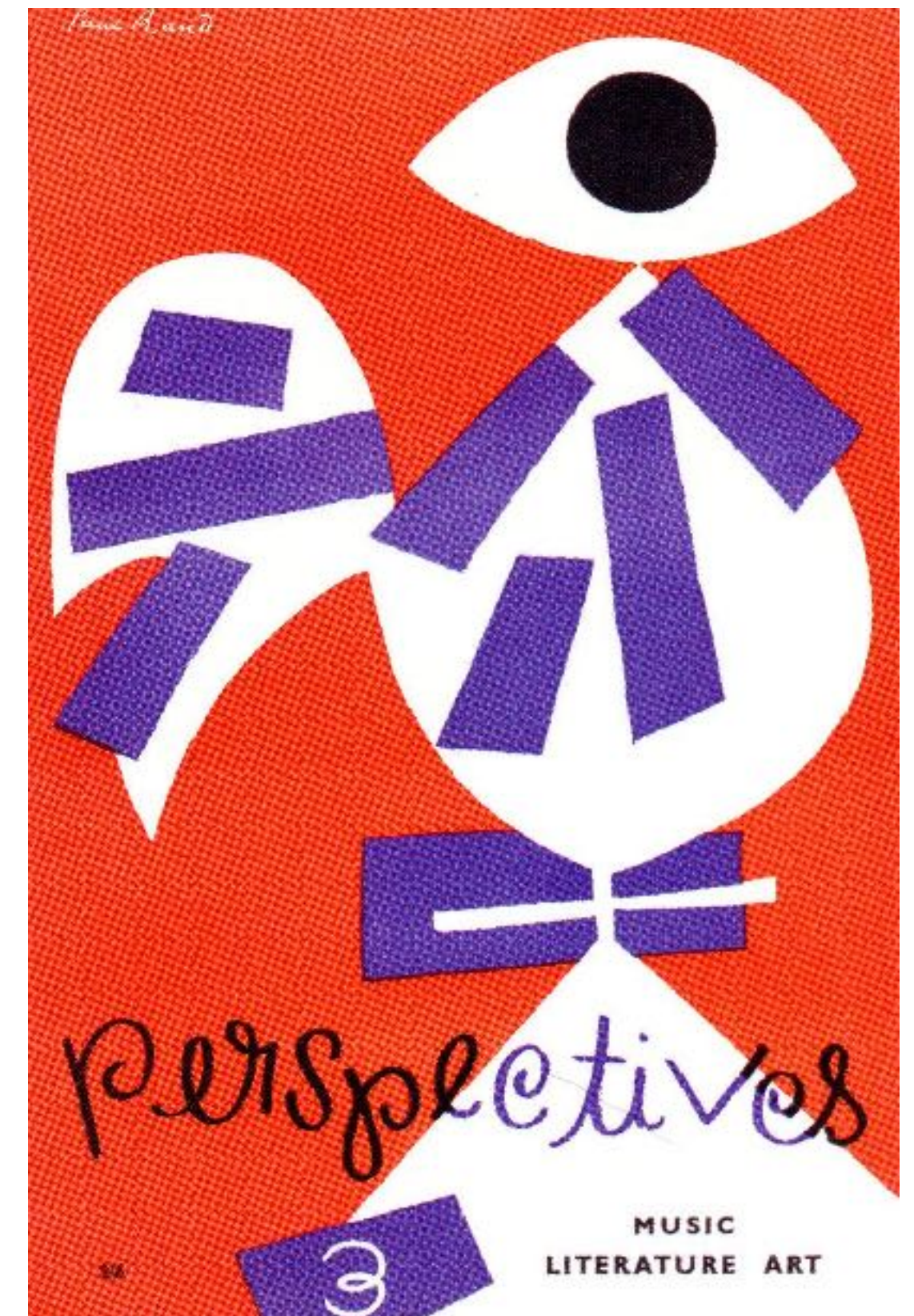
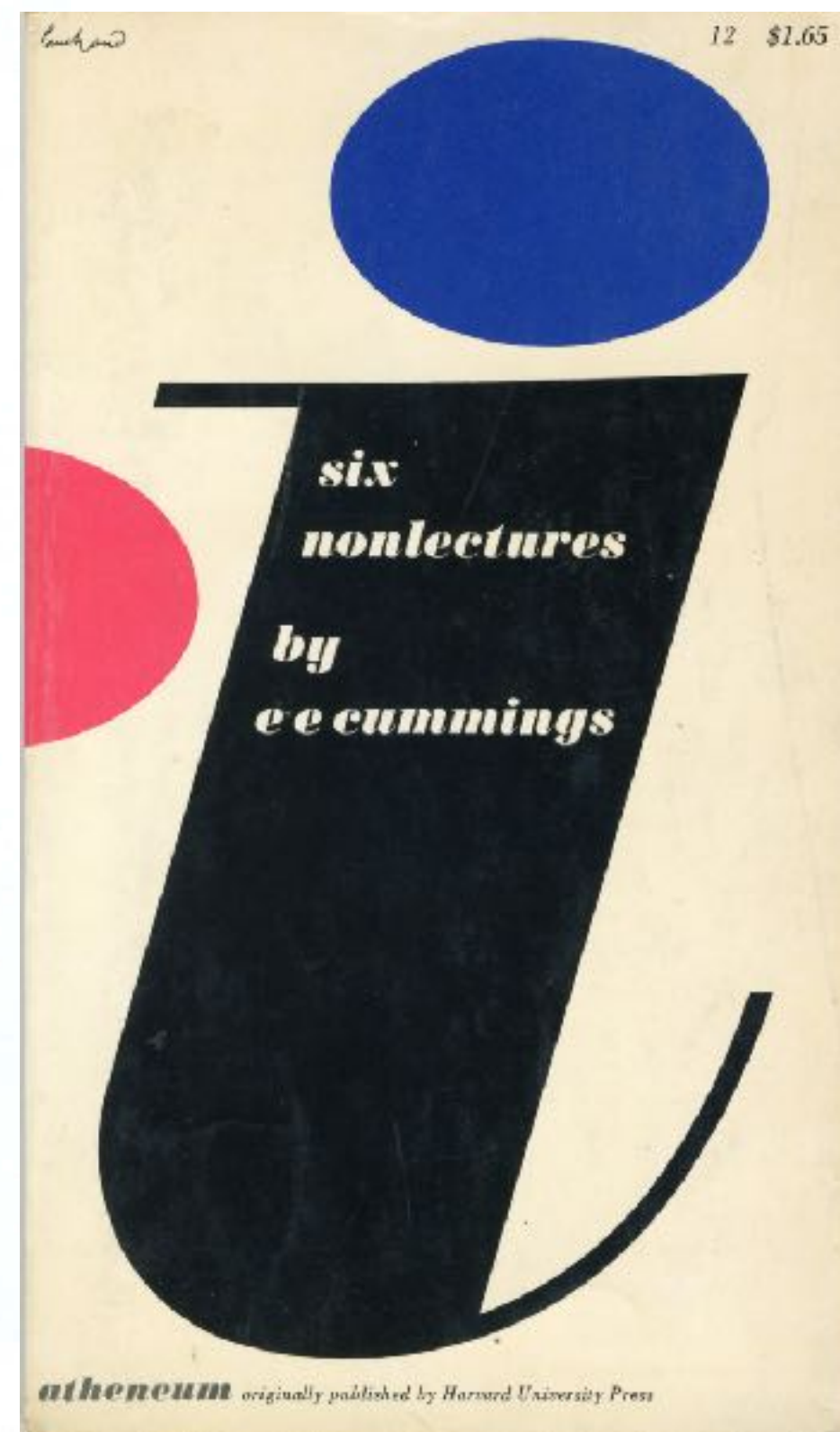
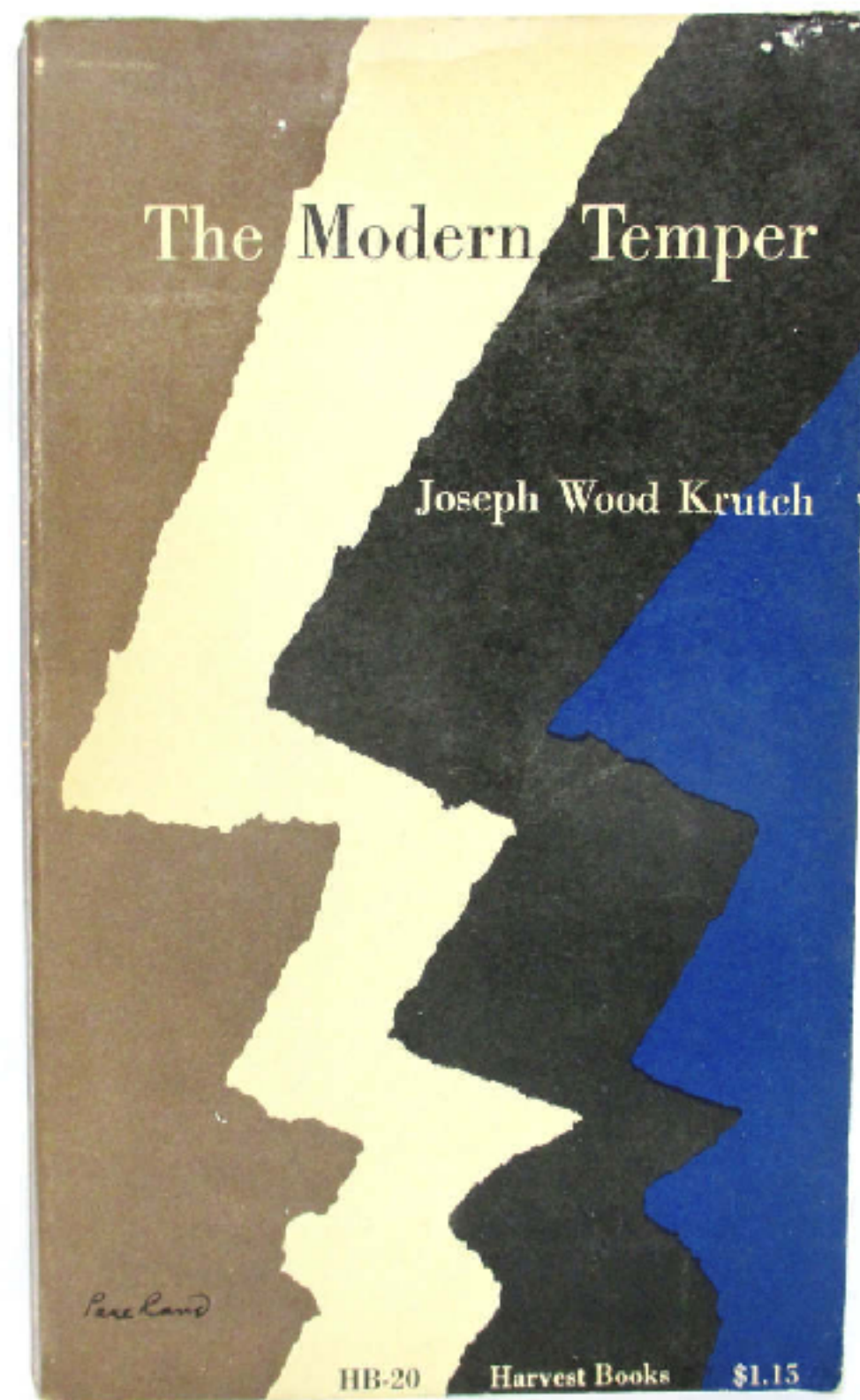
1951



1968



# Paul Rand, New York, 1936—1985



1960

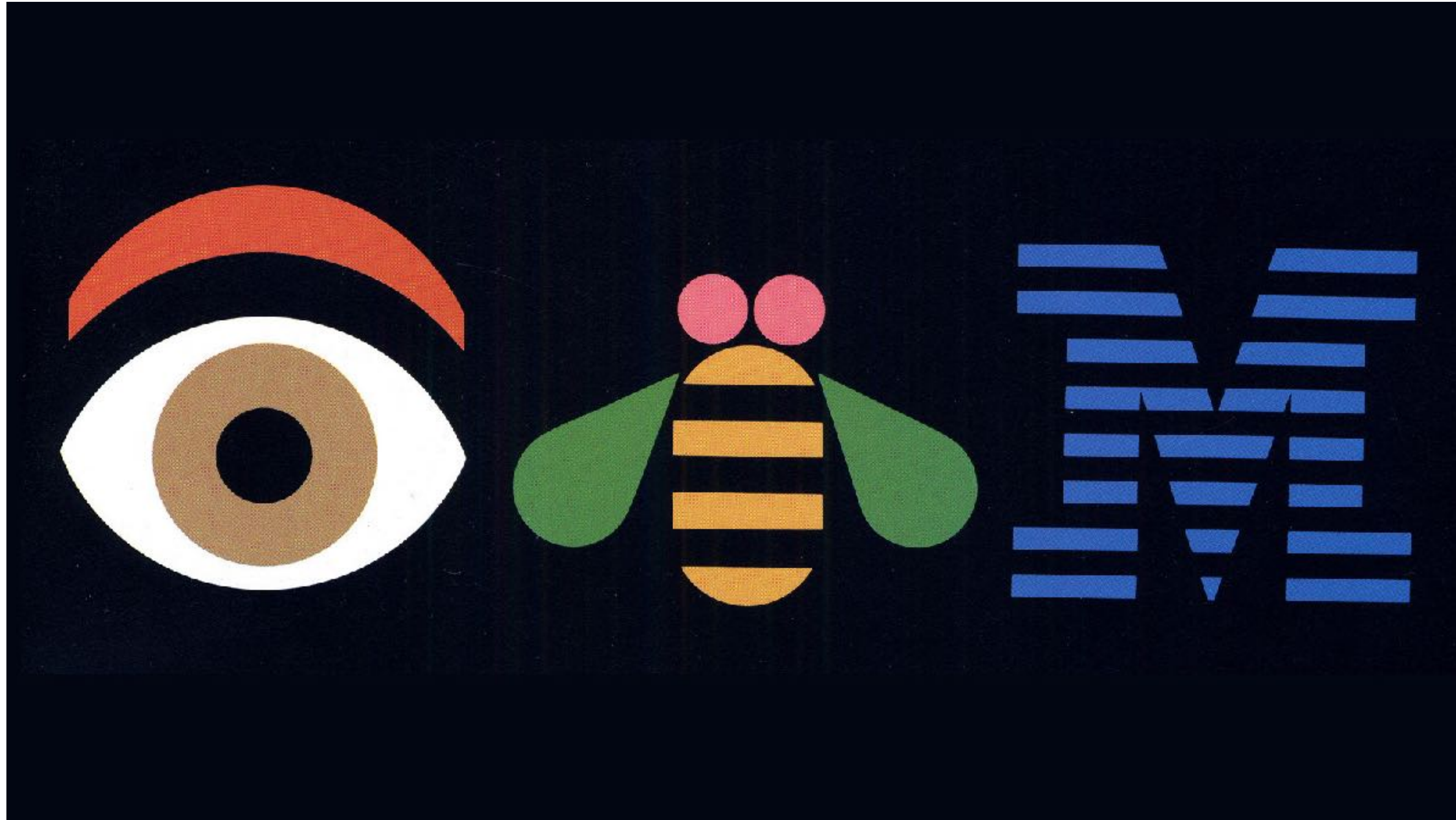


# Paul Rand, New York, 1936—1985





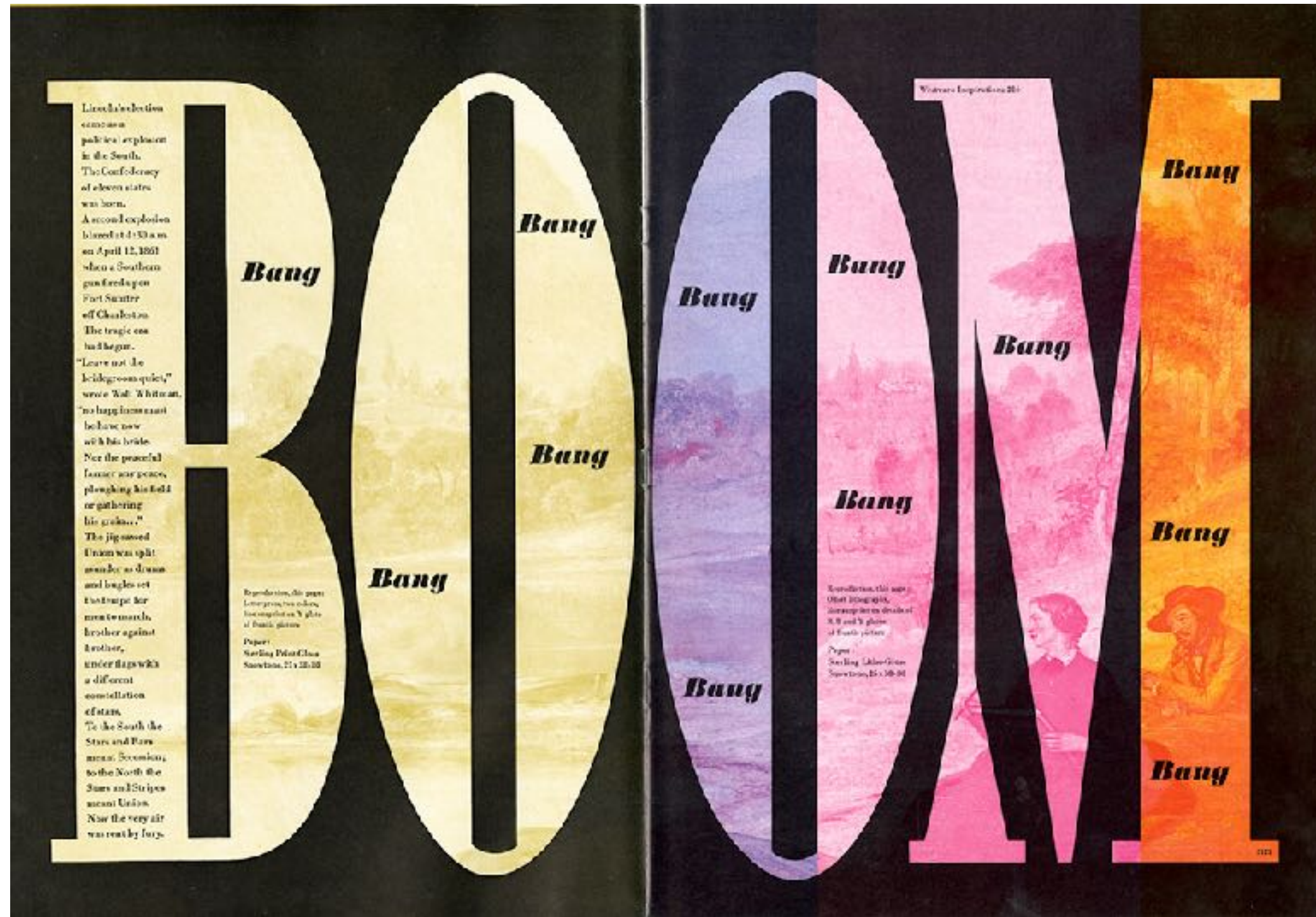
# Paul Rand, New York, 1936—1985



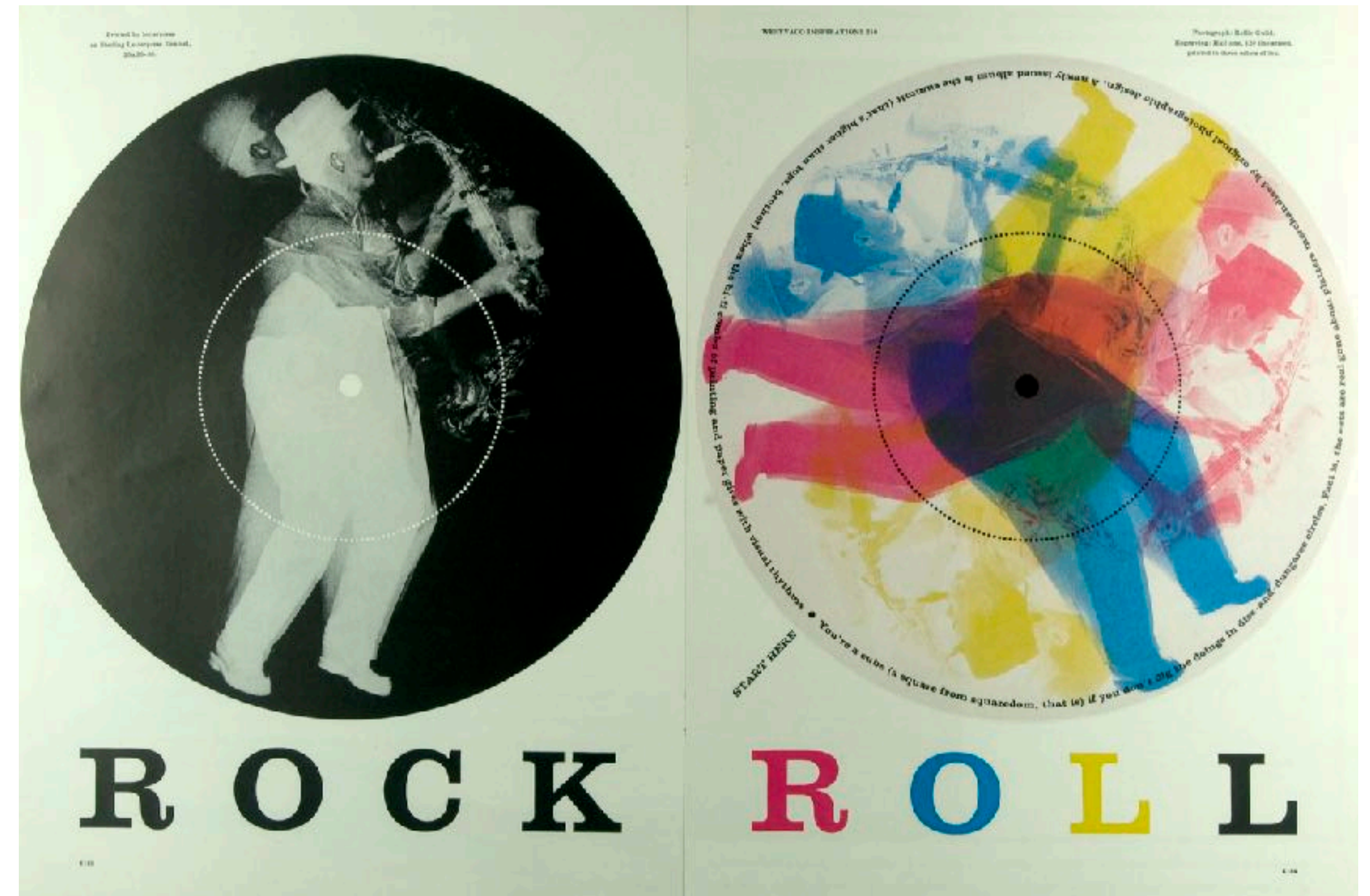
1956



# Bradbury Thompson, New York, 1938



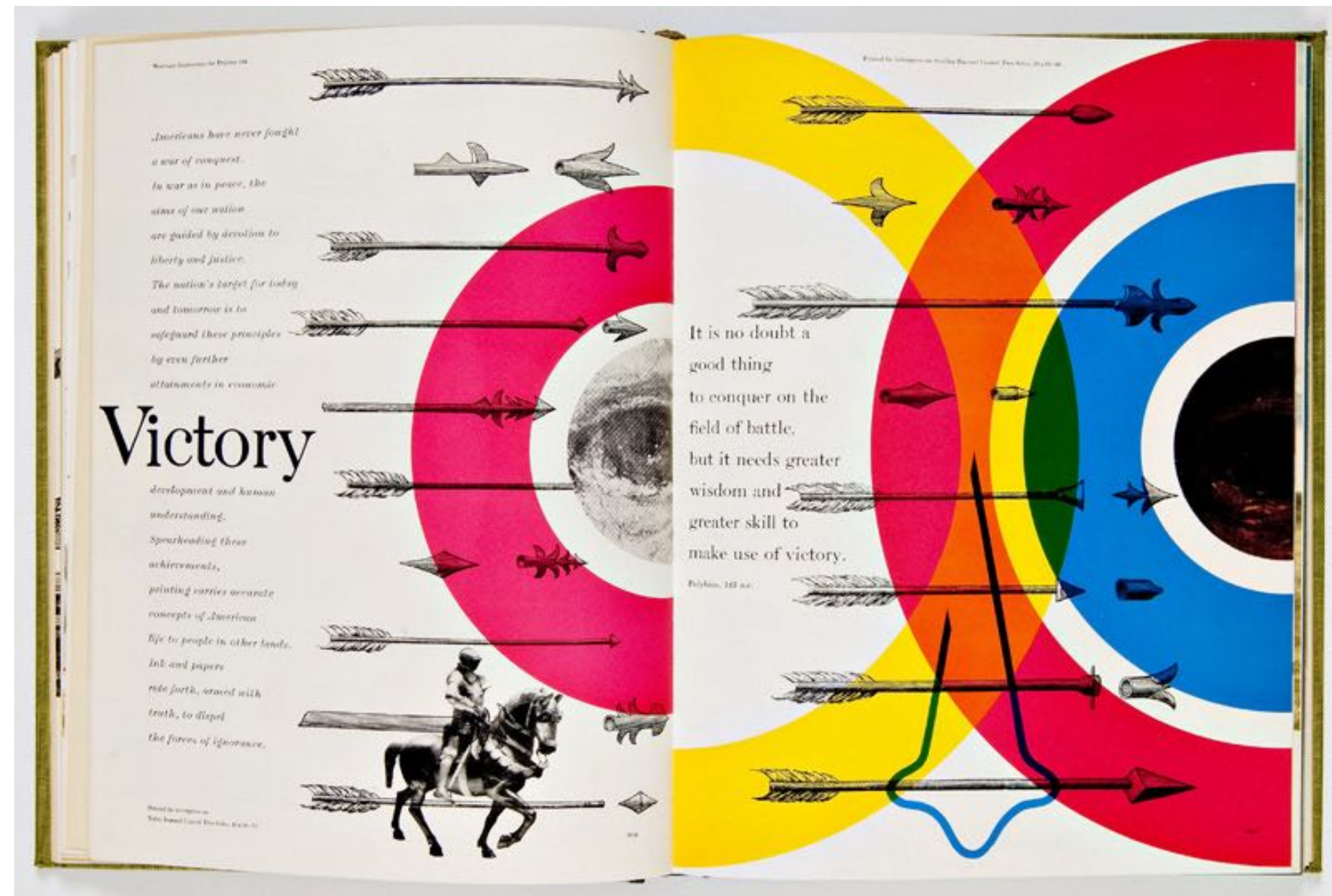
1961



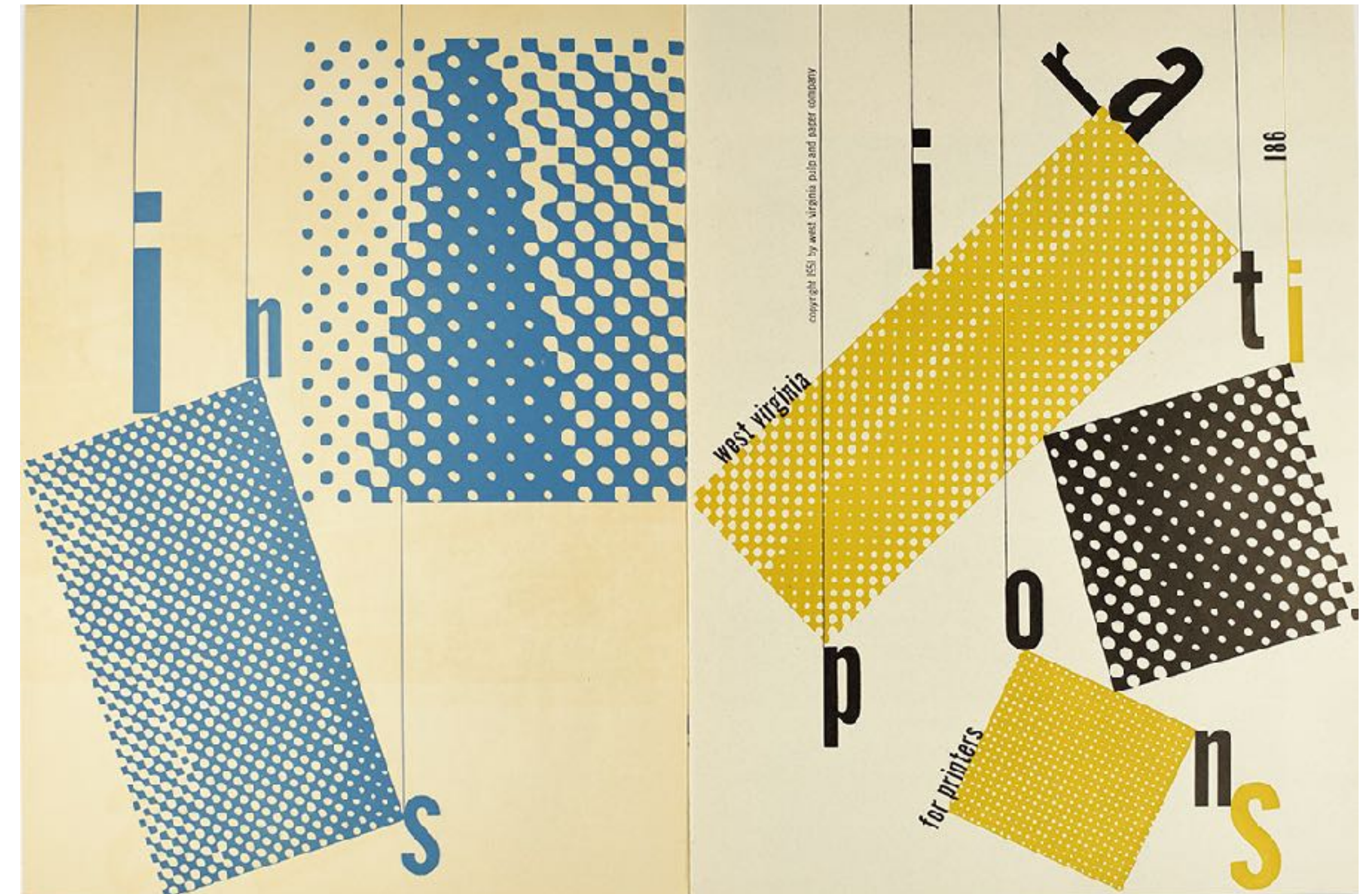
1958



# Bradbury Thompson, New York, 1938



1967



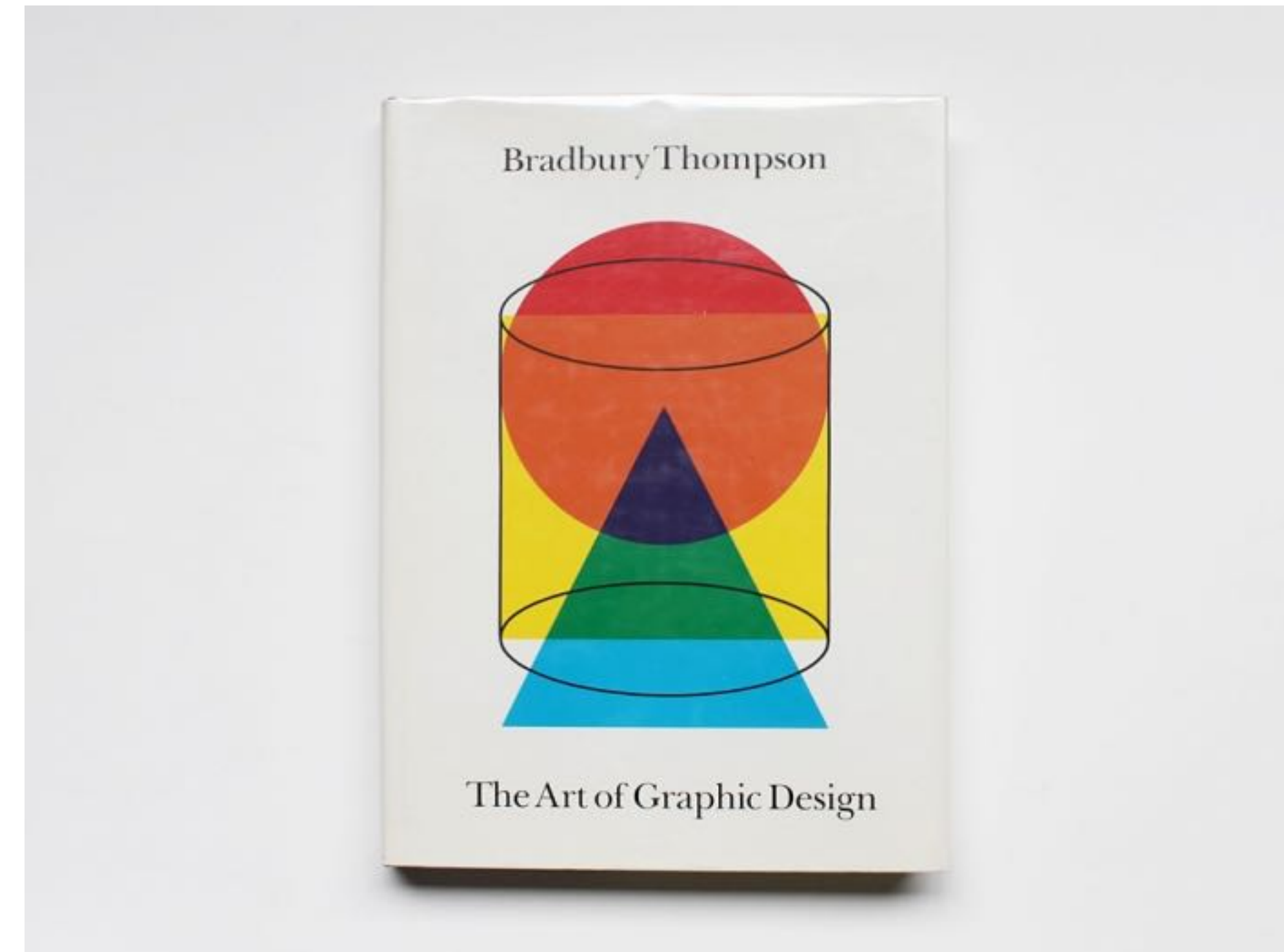
1951



# Bradbury Thompson, New York, 1938



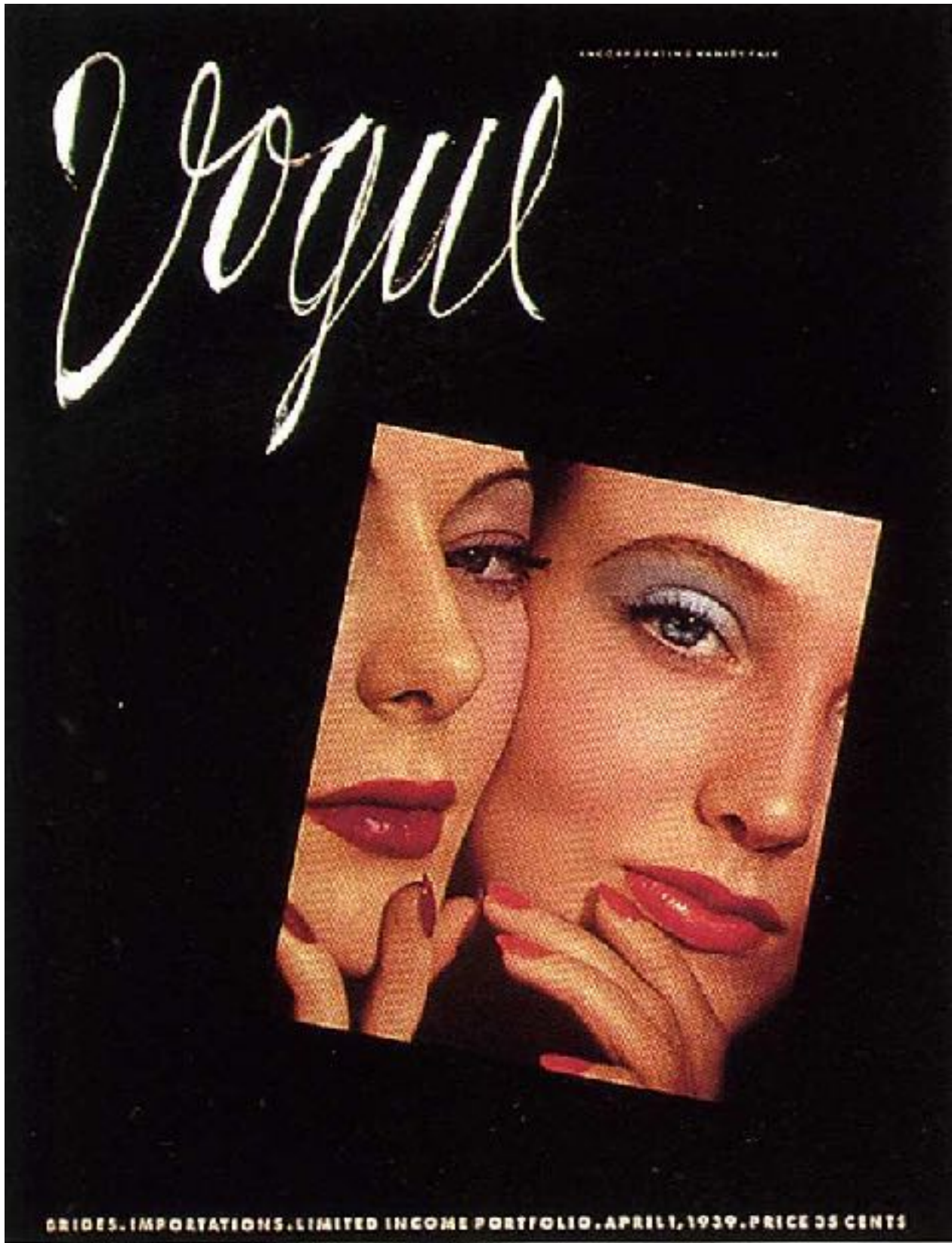
1967



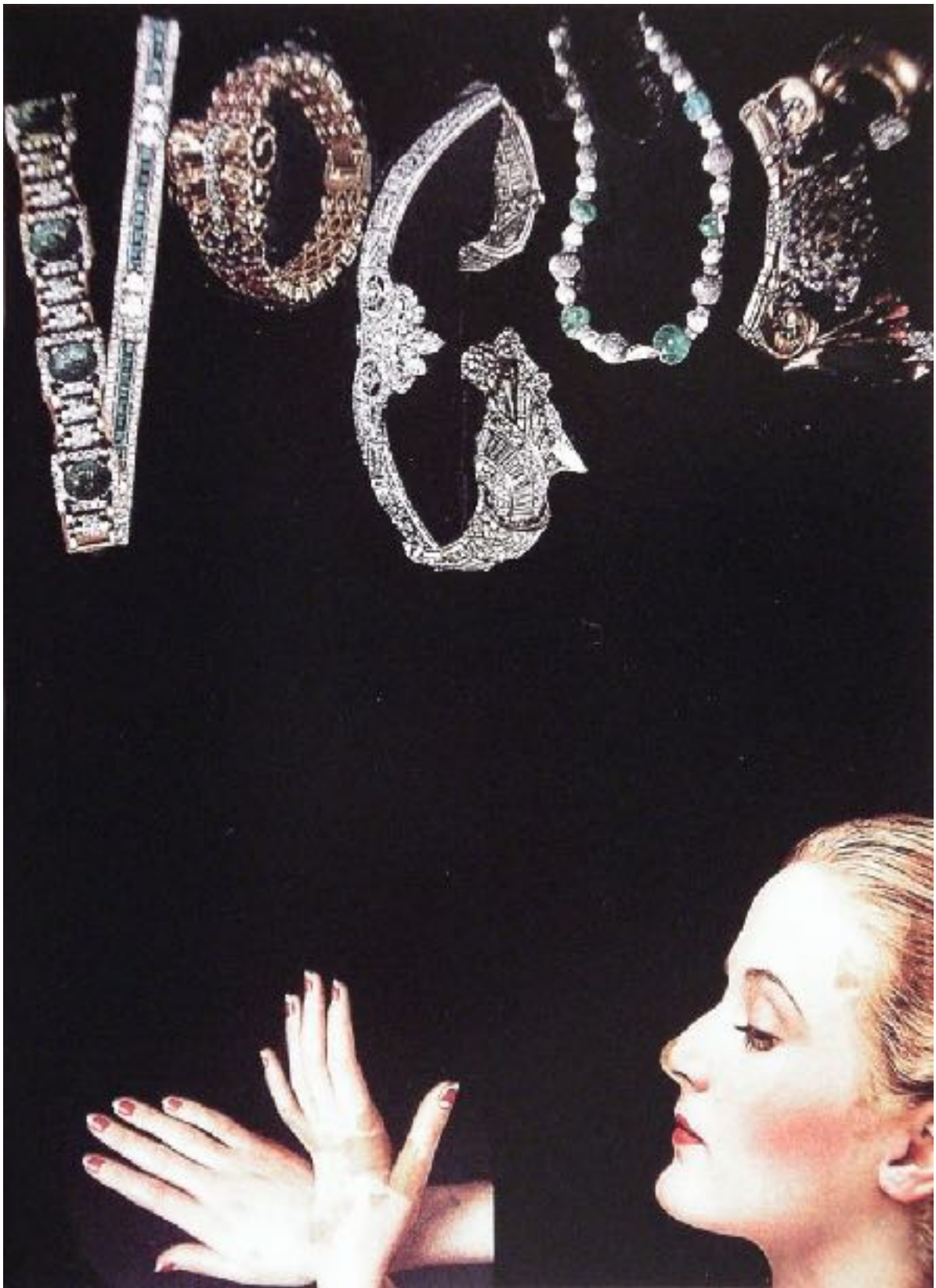
1988



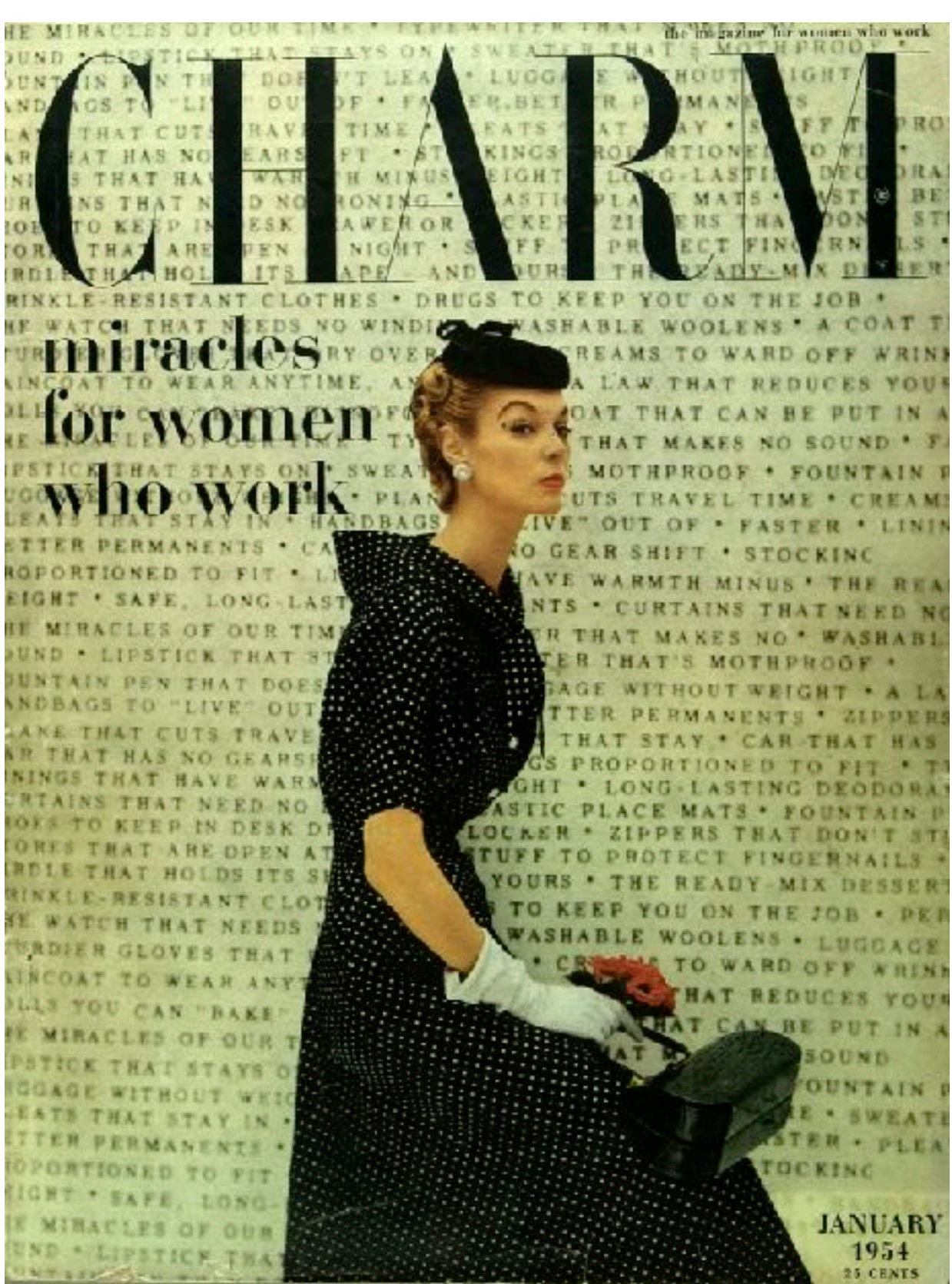
Cipe Pineles, New York, 1930



1939



1939



1954



# Cipe Pineles, New York, 1930



1956



1949

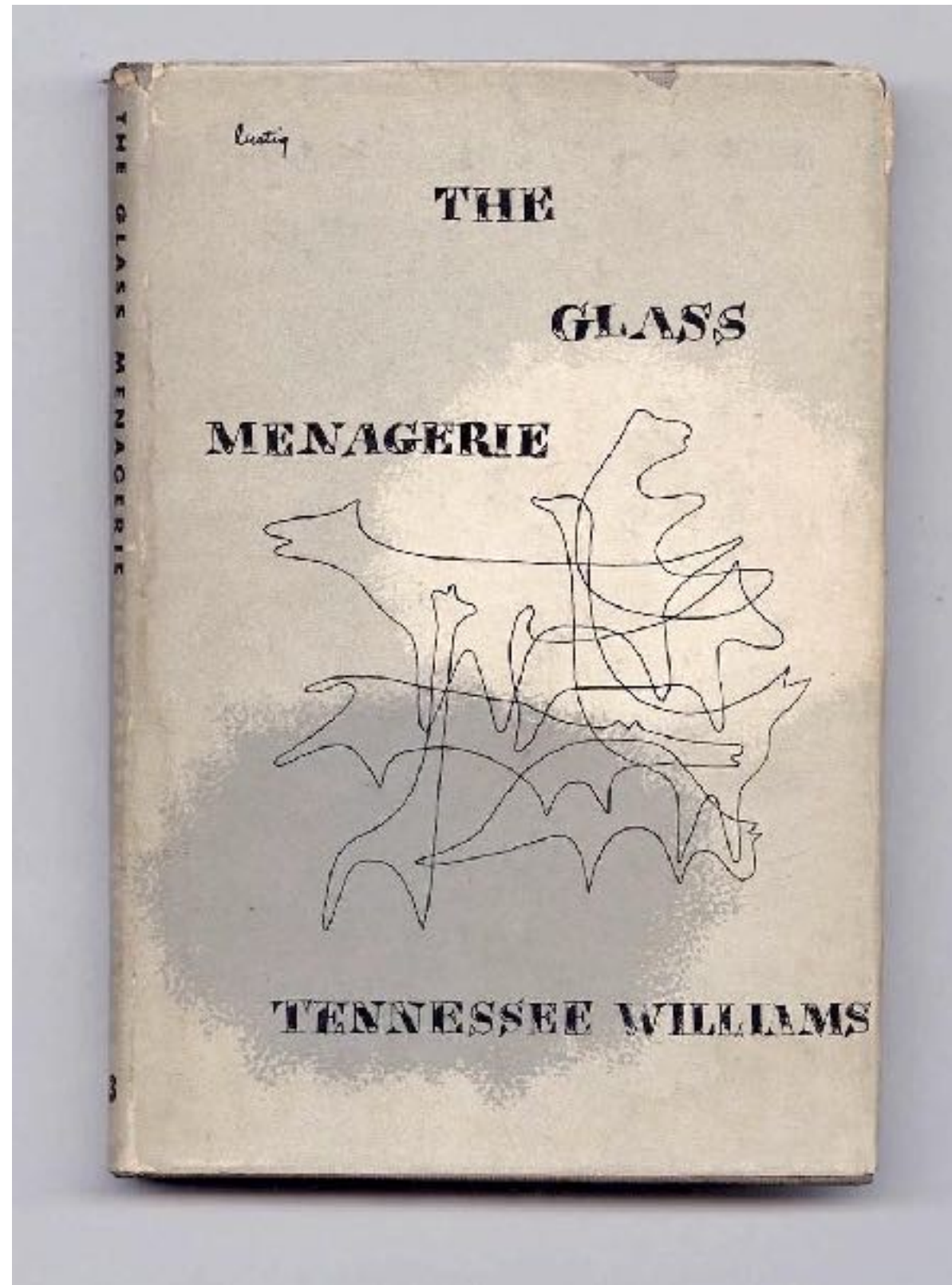




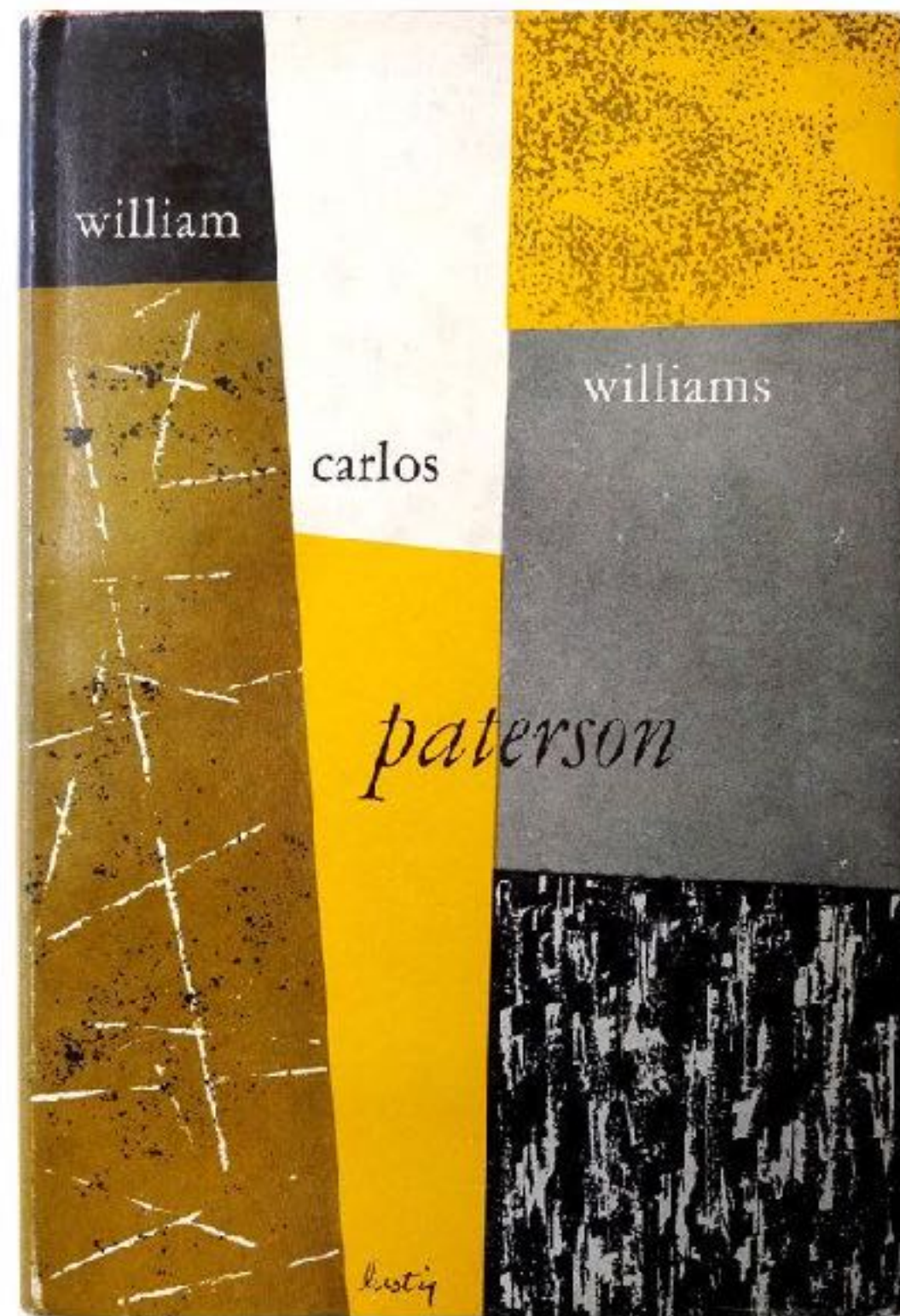
Cipe Pineles, New York, 1930



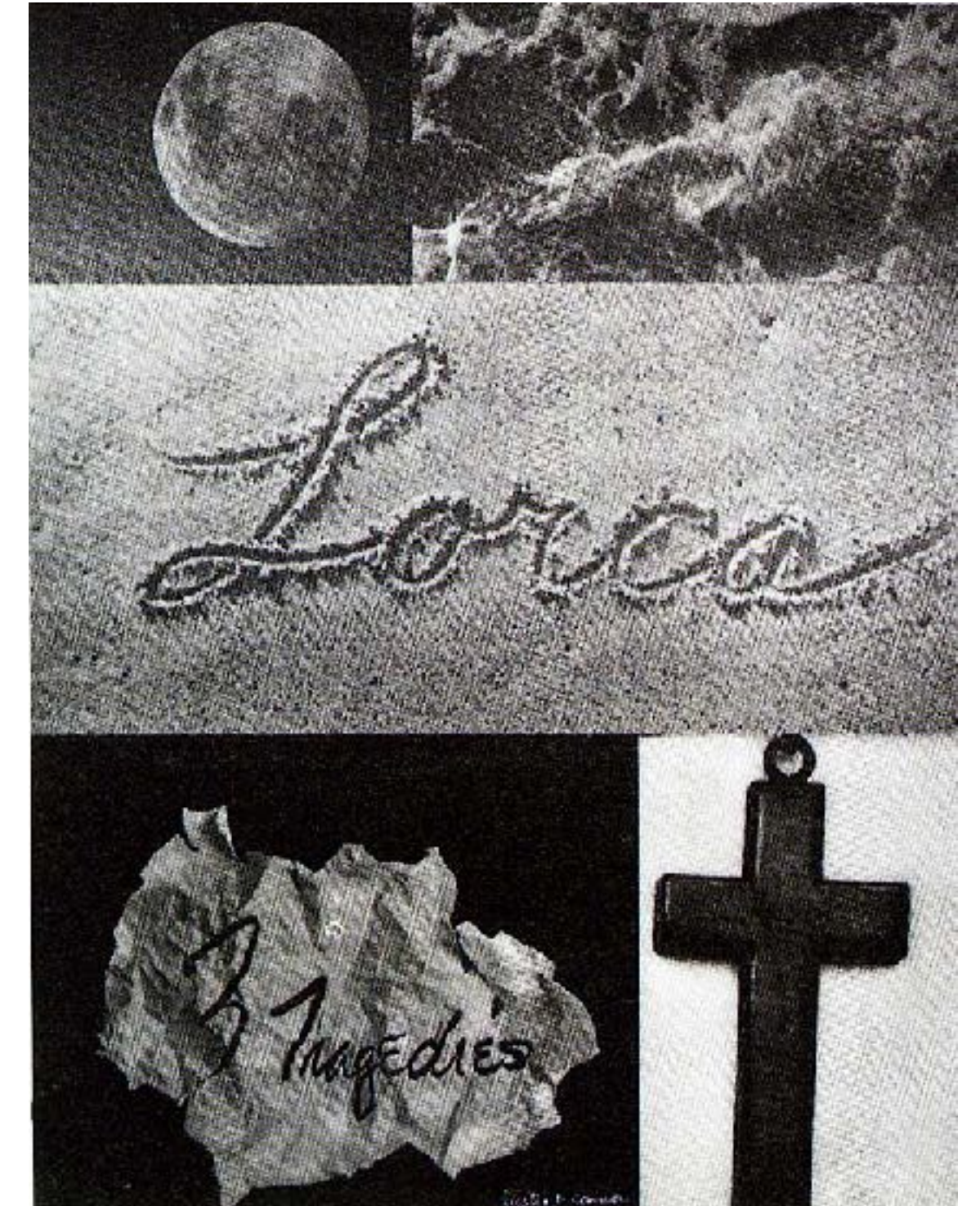
# Alvin Lustig, Los Angeles, 1936—1955



1939



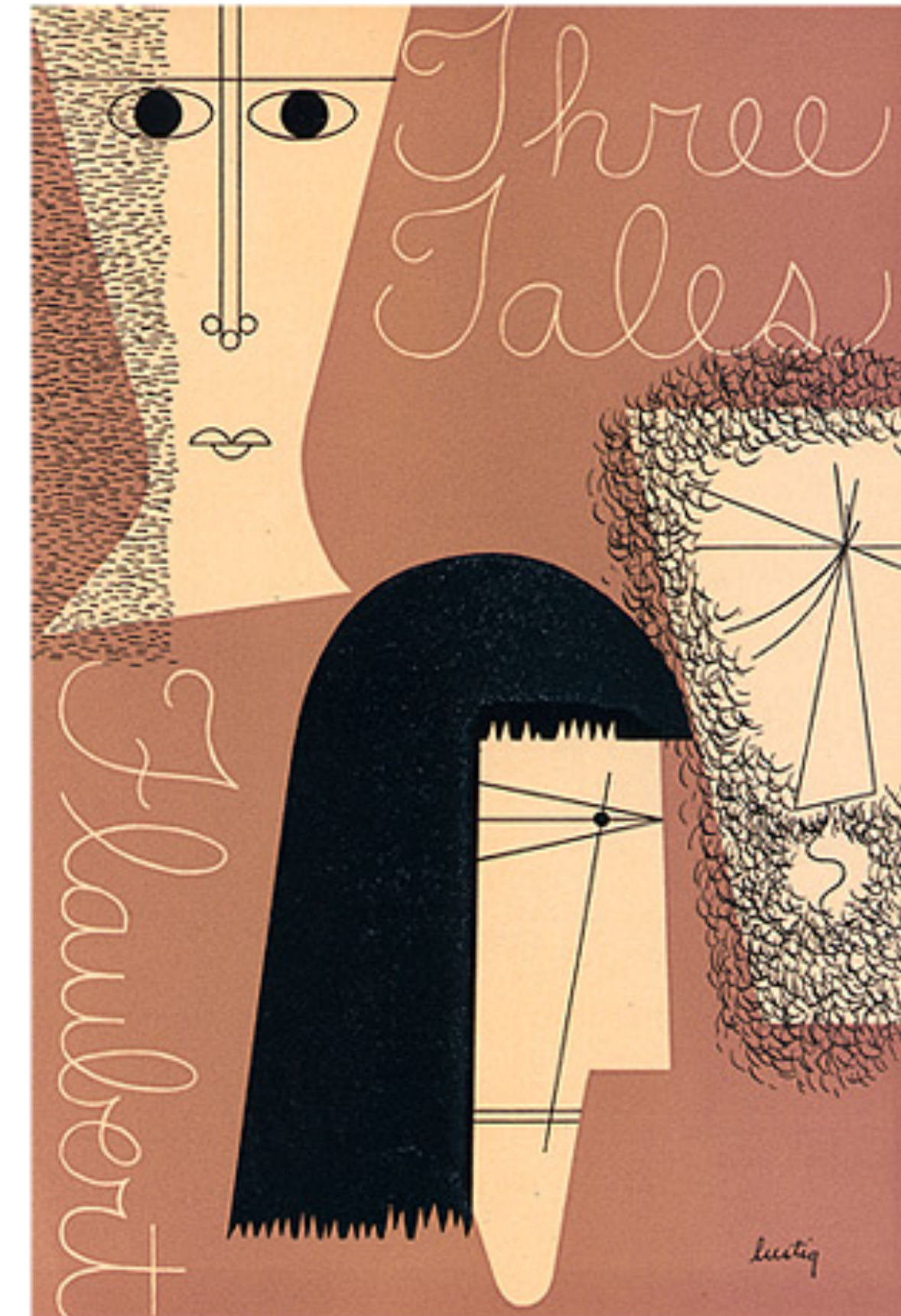
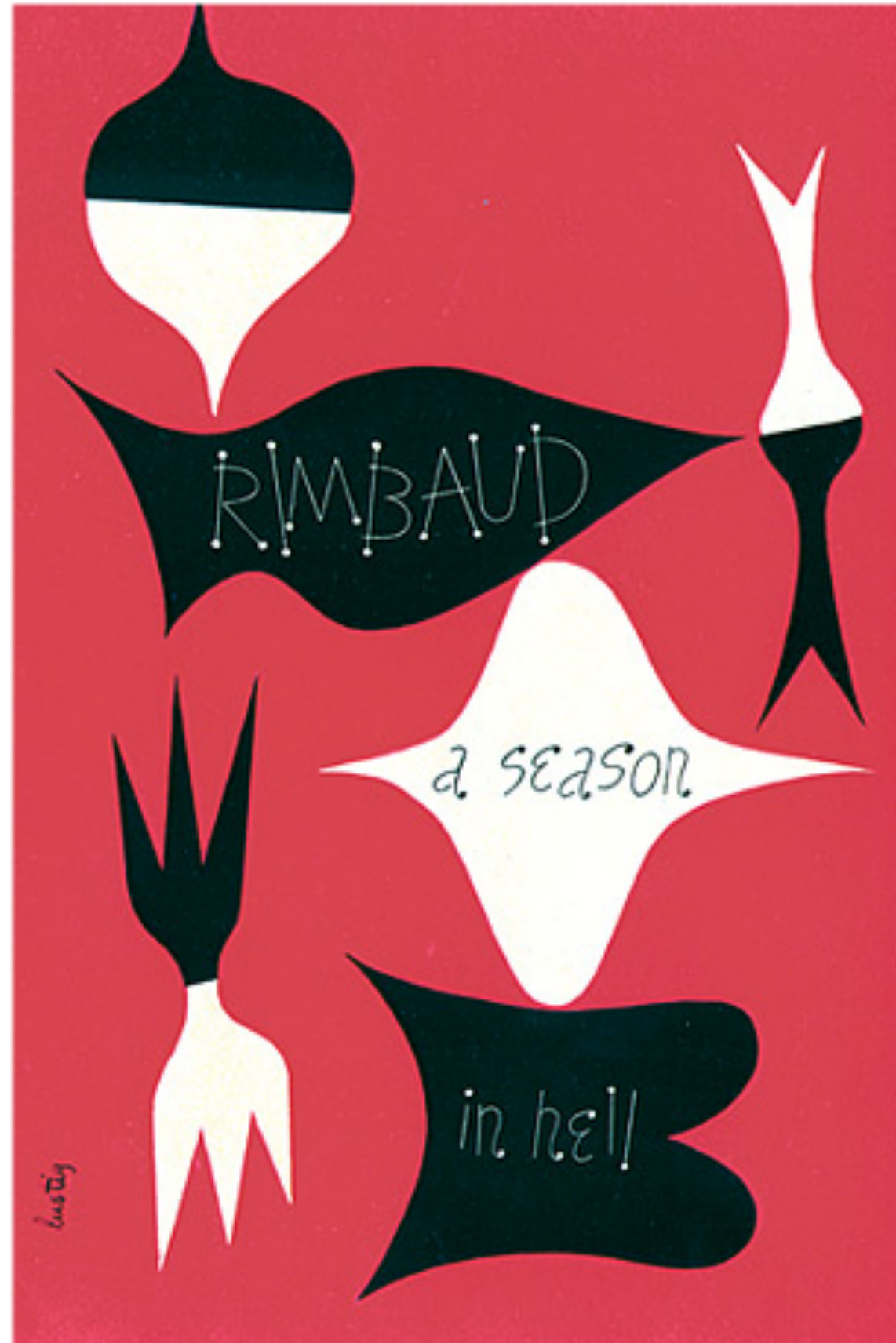
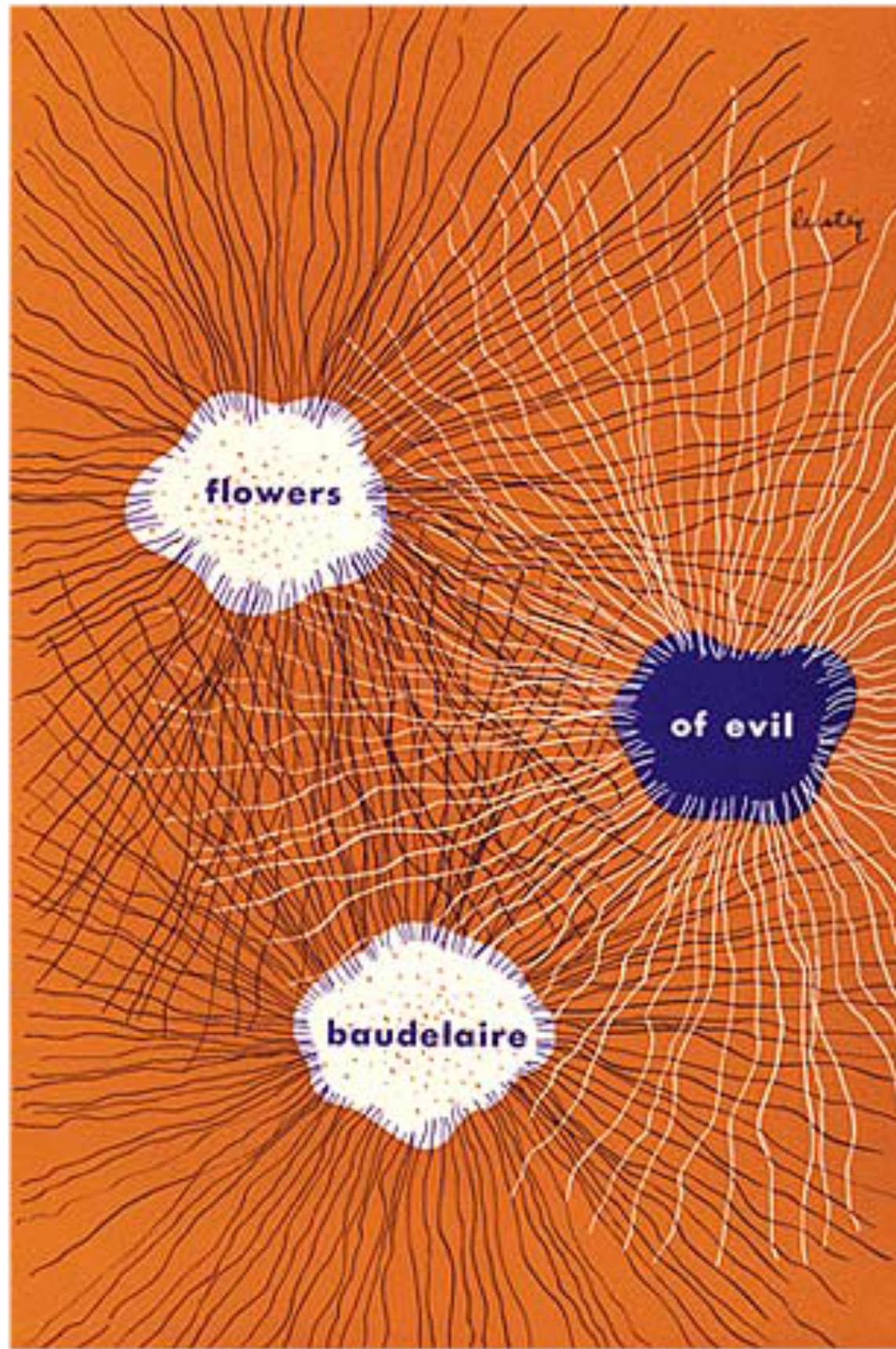
1950



1949

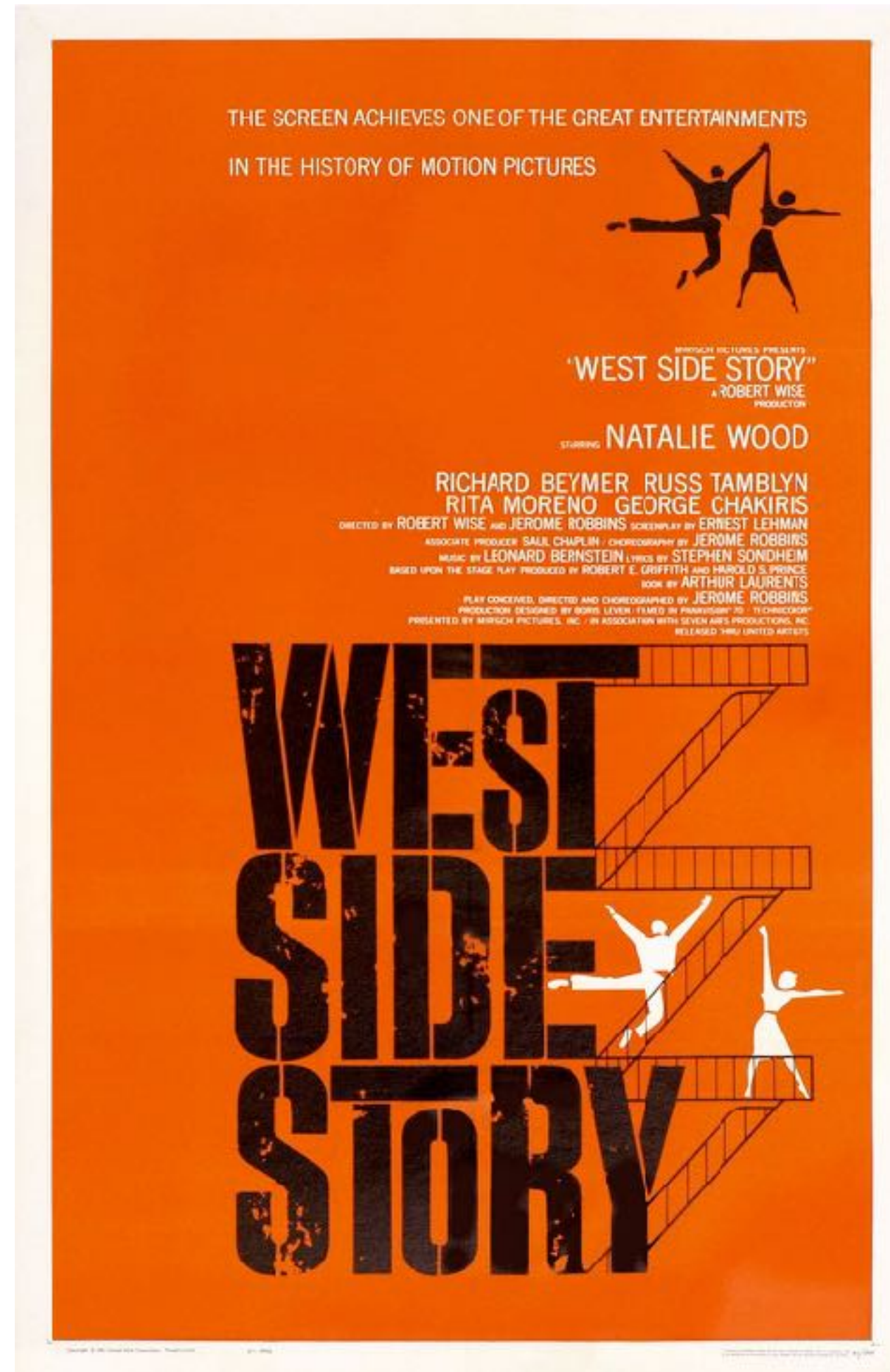


# Alvin Lustig, Los Angeles, 1936—1955

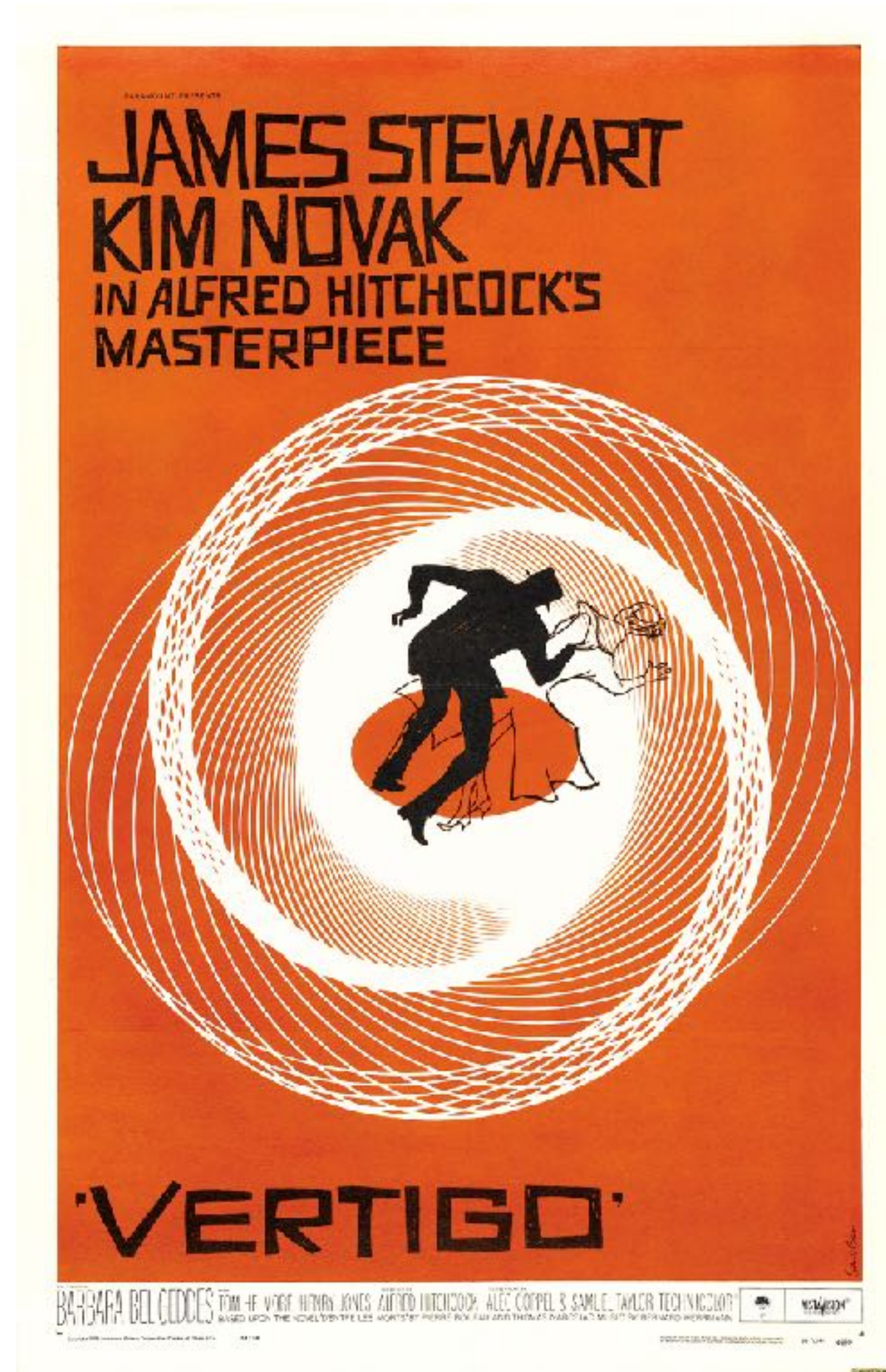




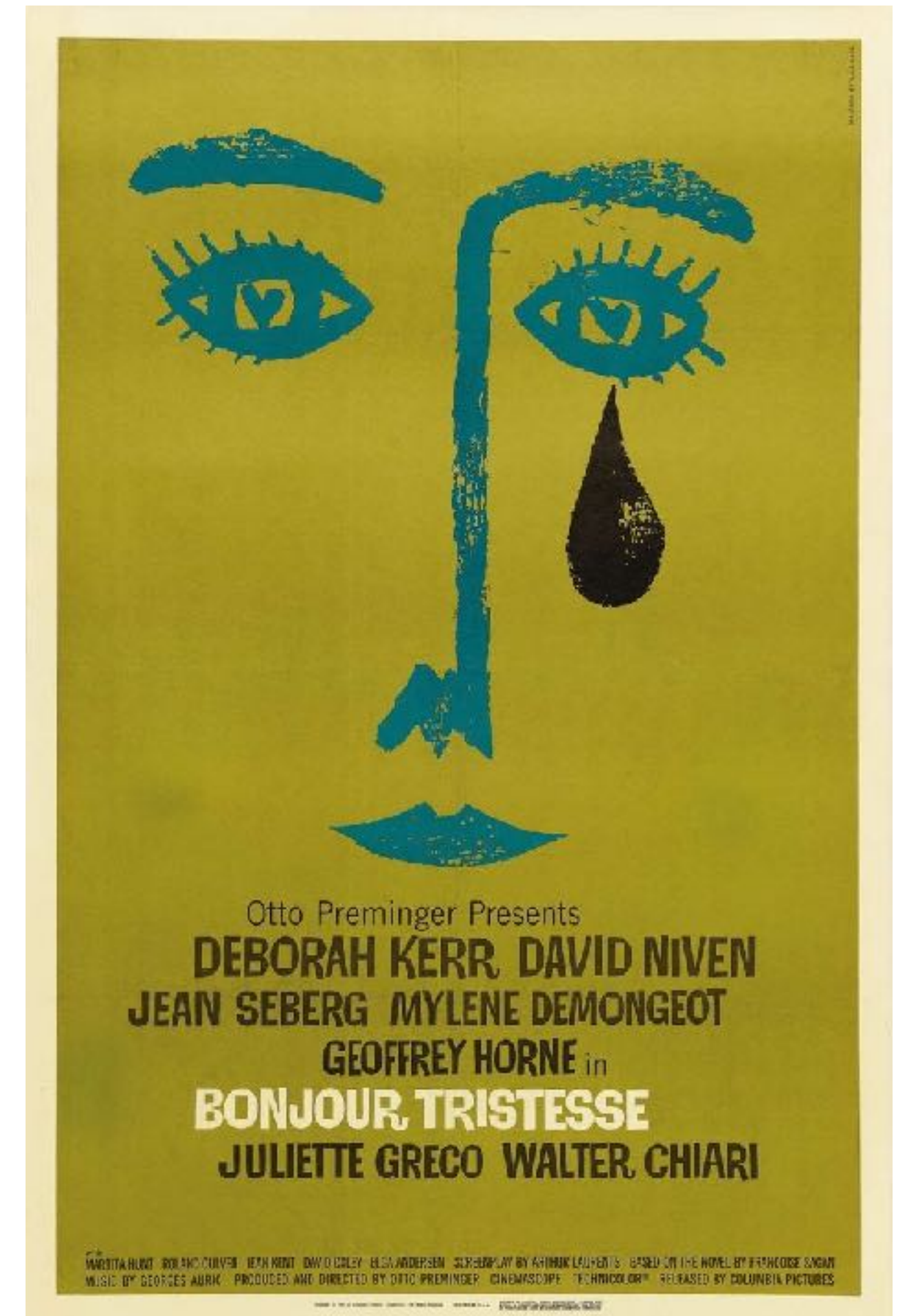
# Saul Bass, Los Angeles, 1950



1961



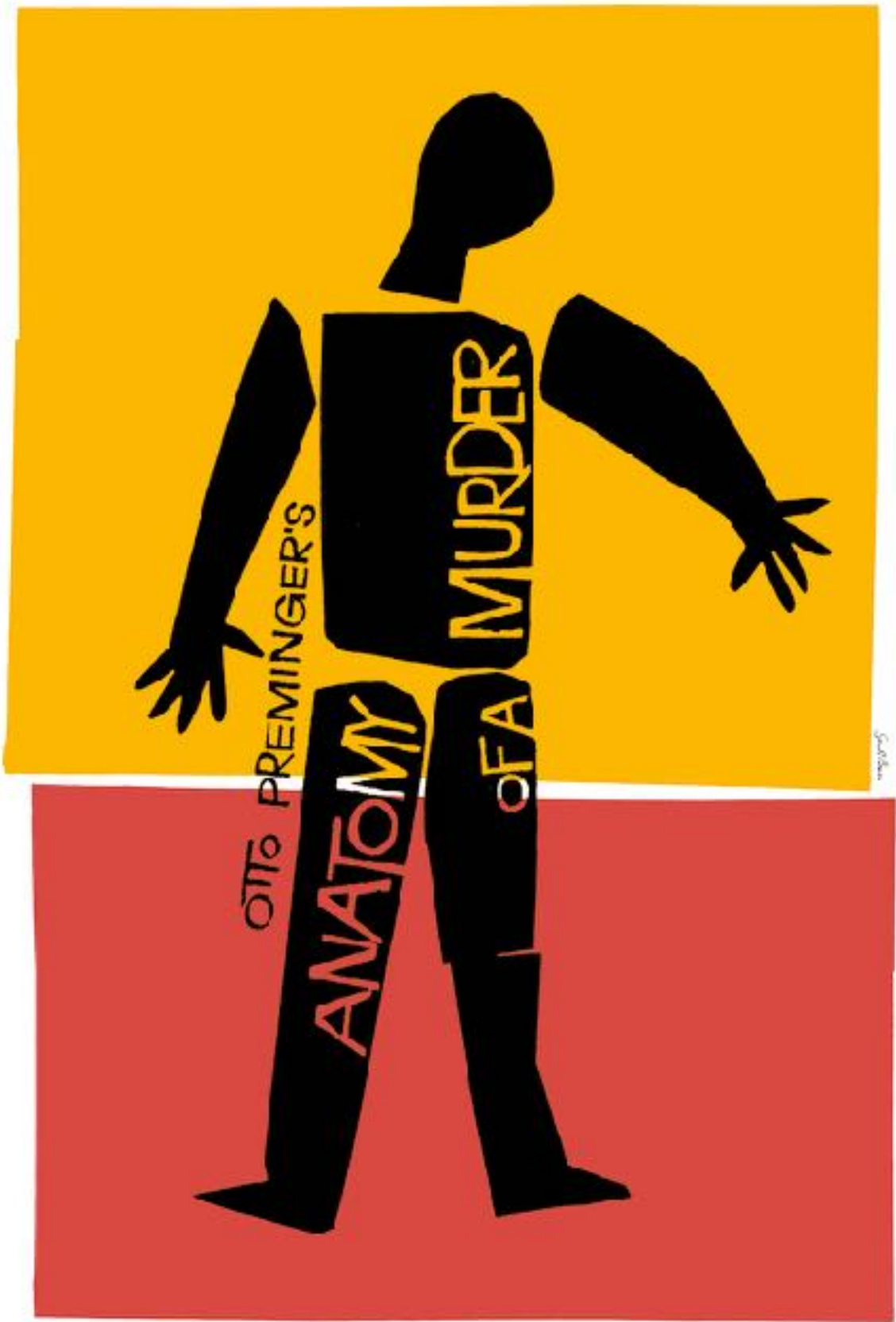
1958



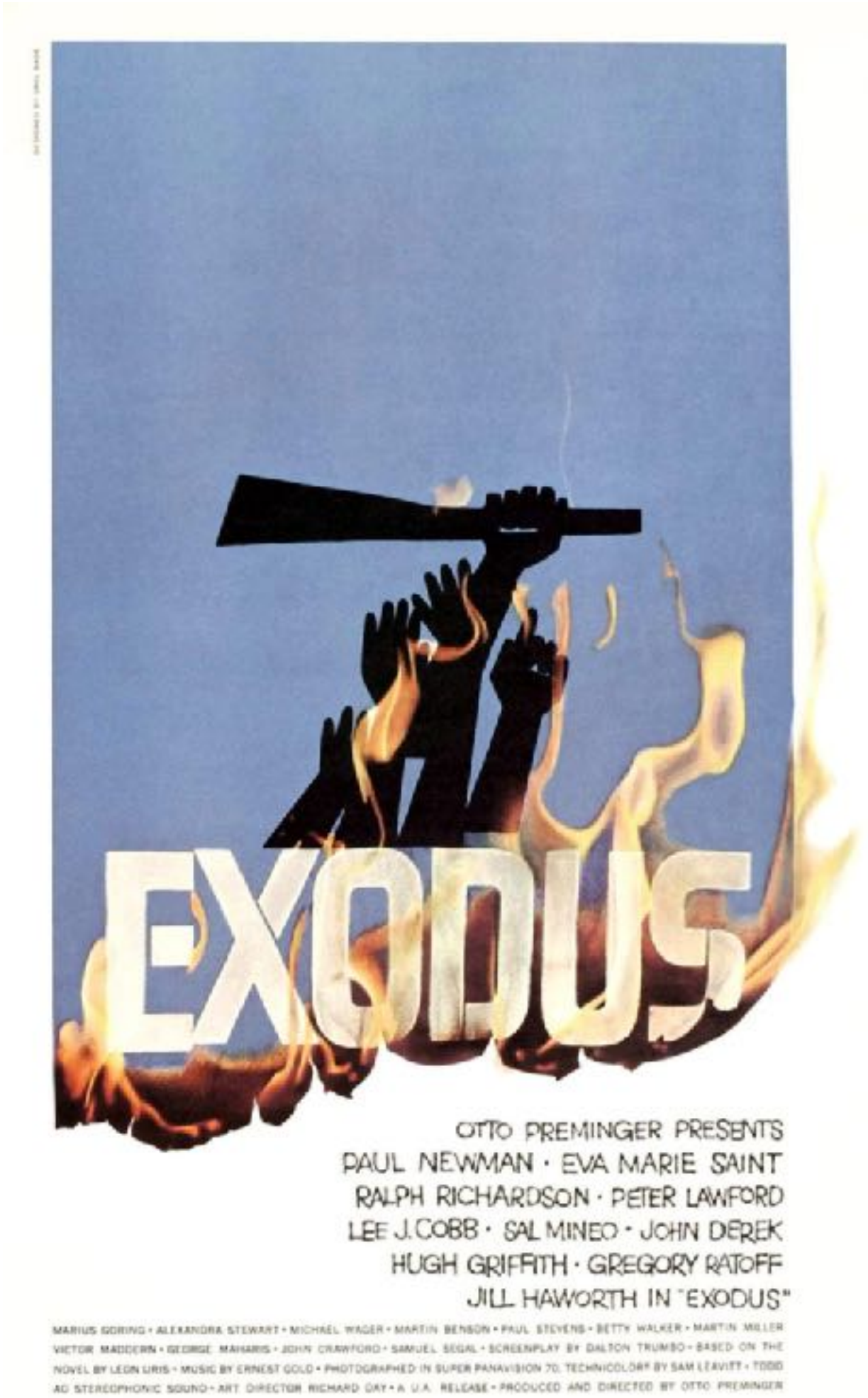
1957



Saul Bass, Los Angeles, 1950



1959



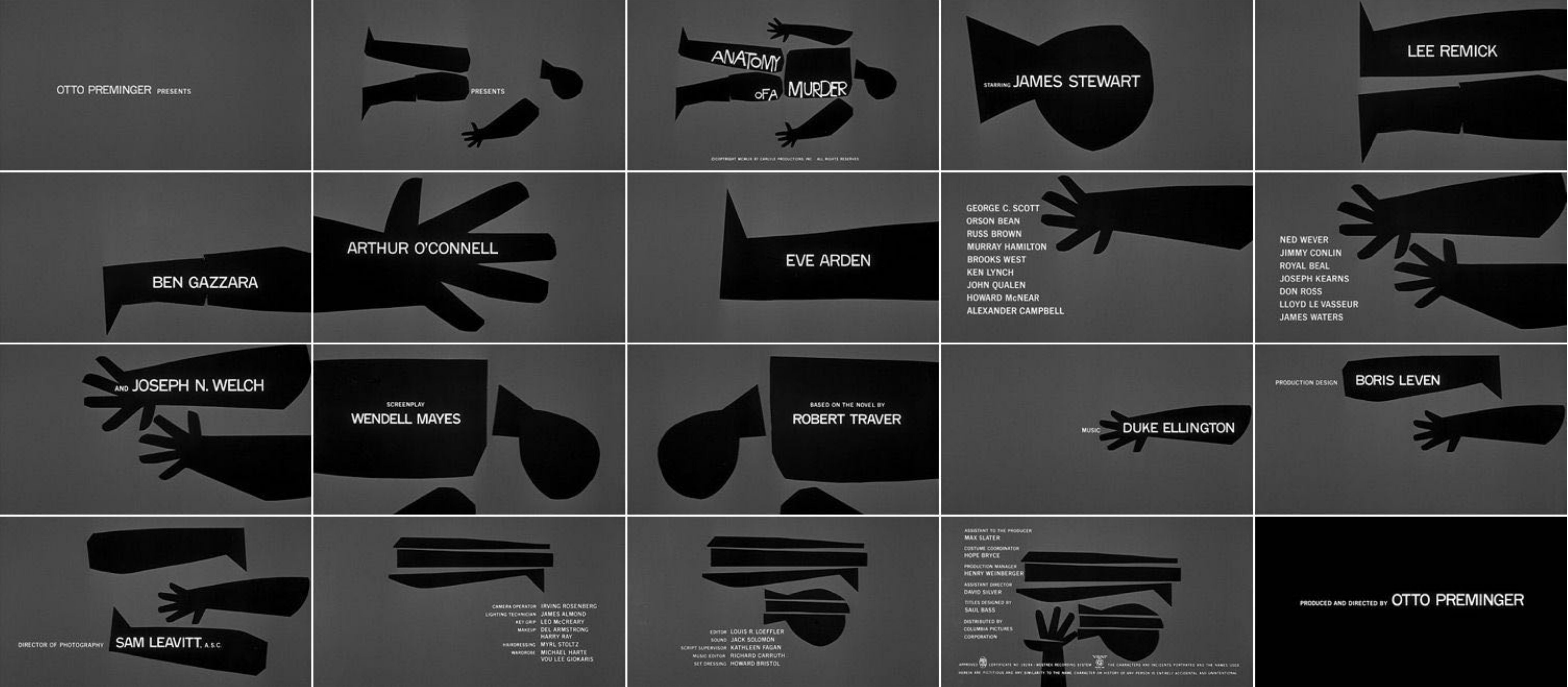
1960



1980



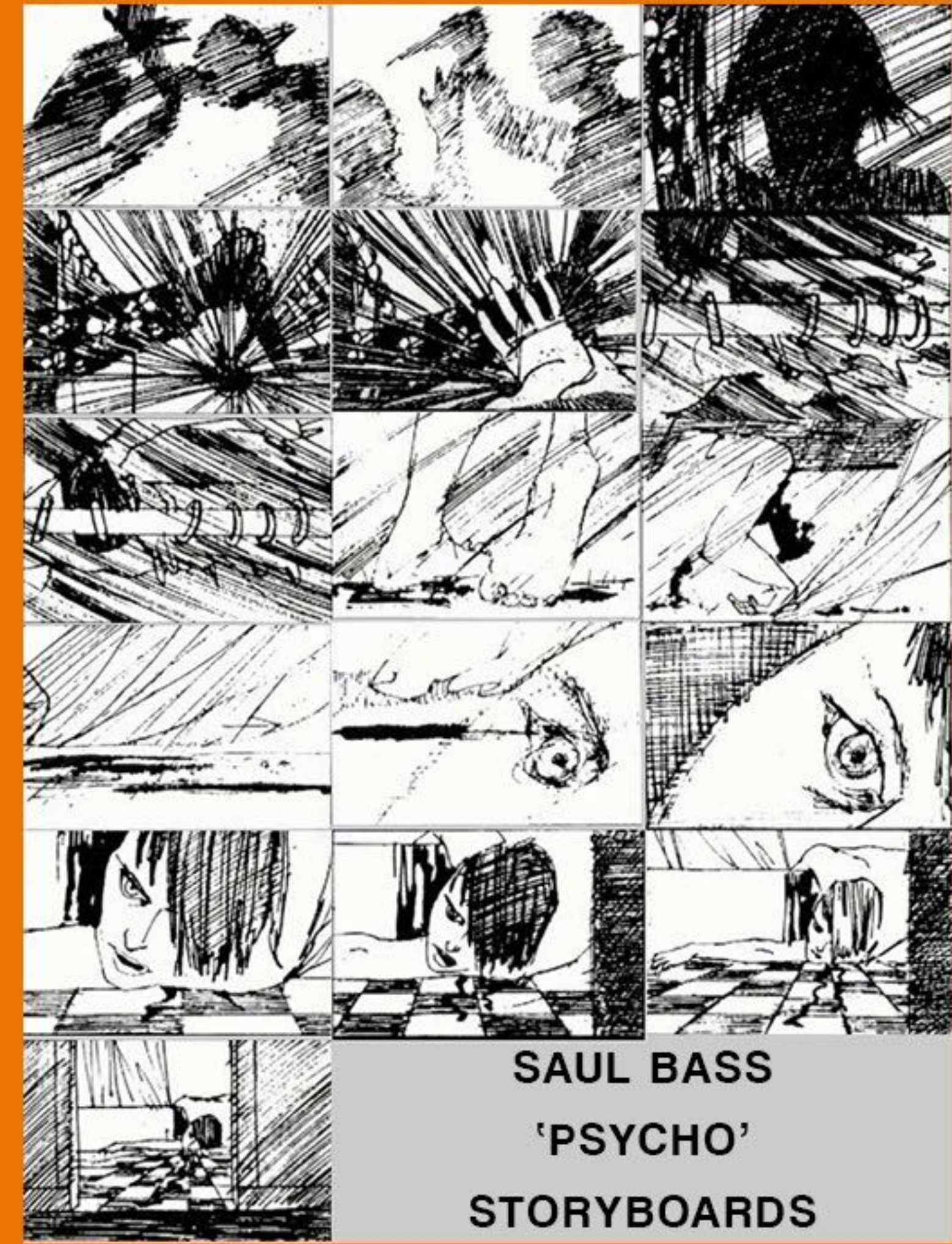
# Saul Bass, Los Angeles, 1950



1959



# Saul Bass, Los Angeles, 1950



SAUL BASS  
'PSYCHO'  
STORYBOARDS

1960

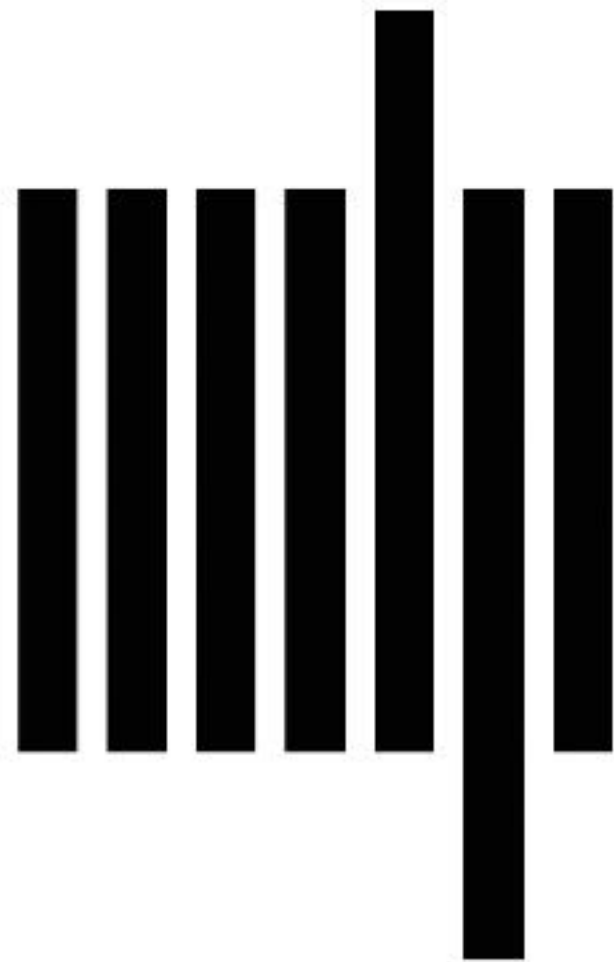


# Saul Bass, Los Angeles, 1950

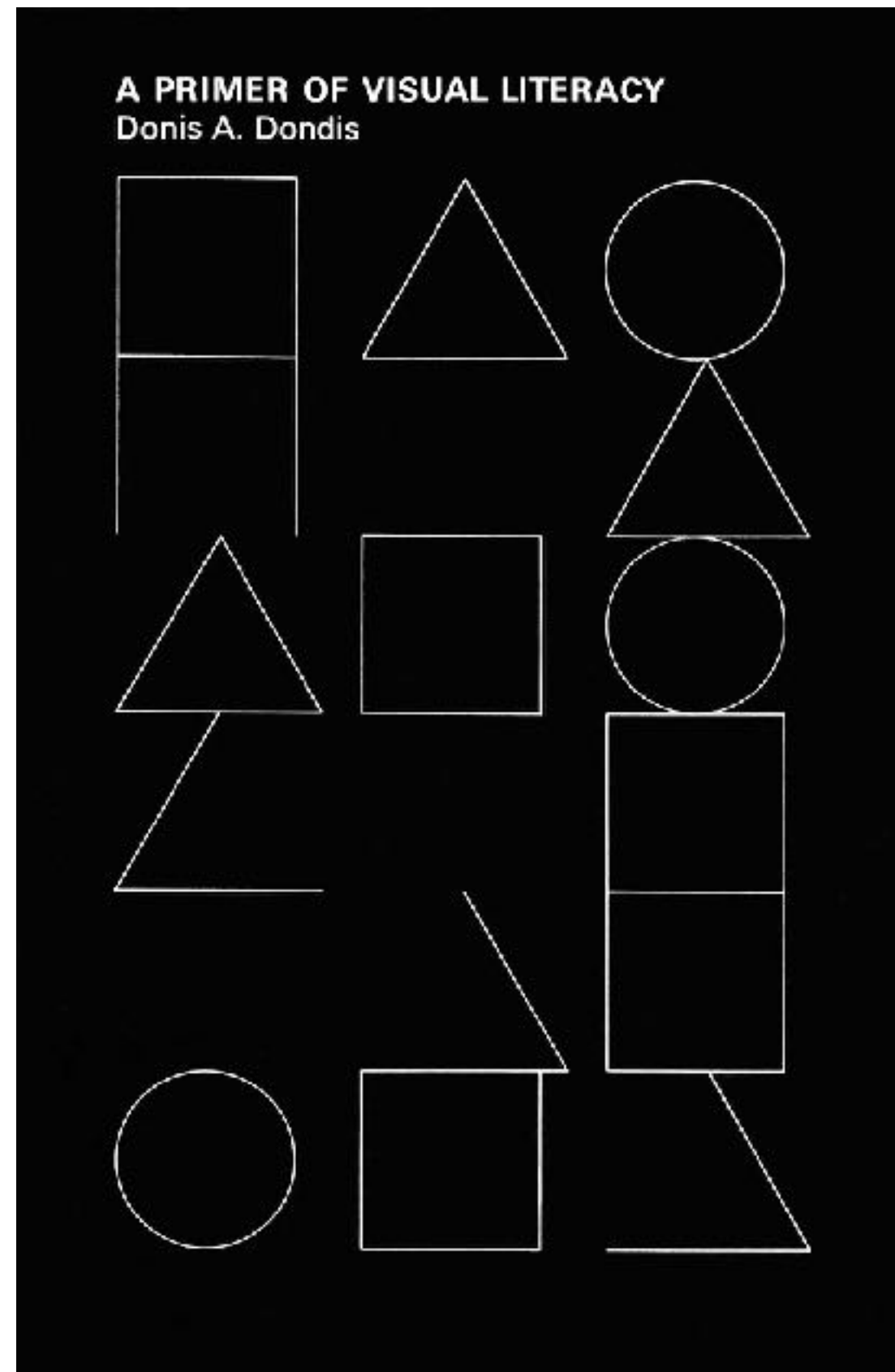




# Muriel Cooper, MIT, 1952



1964



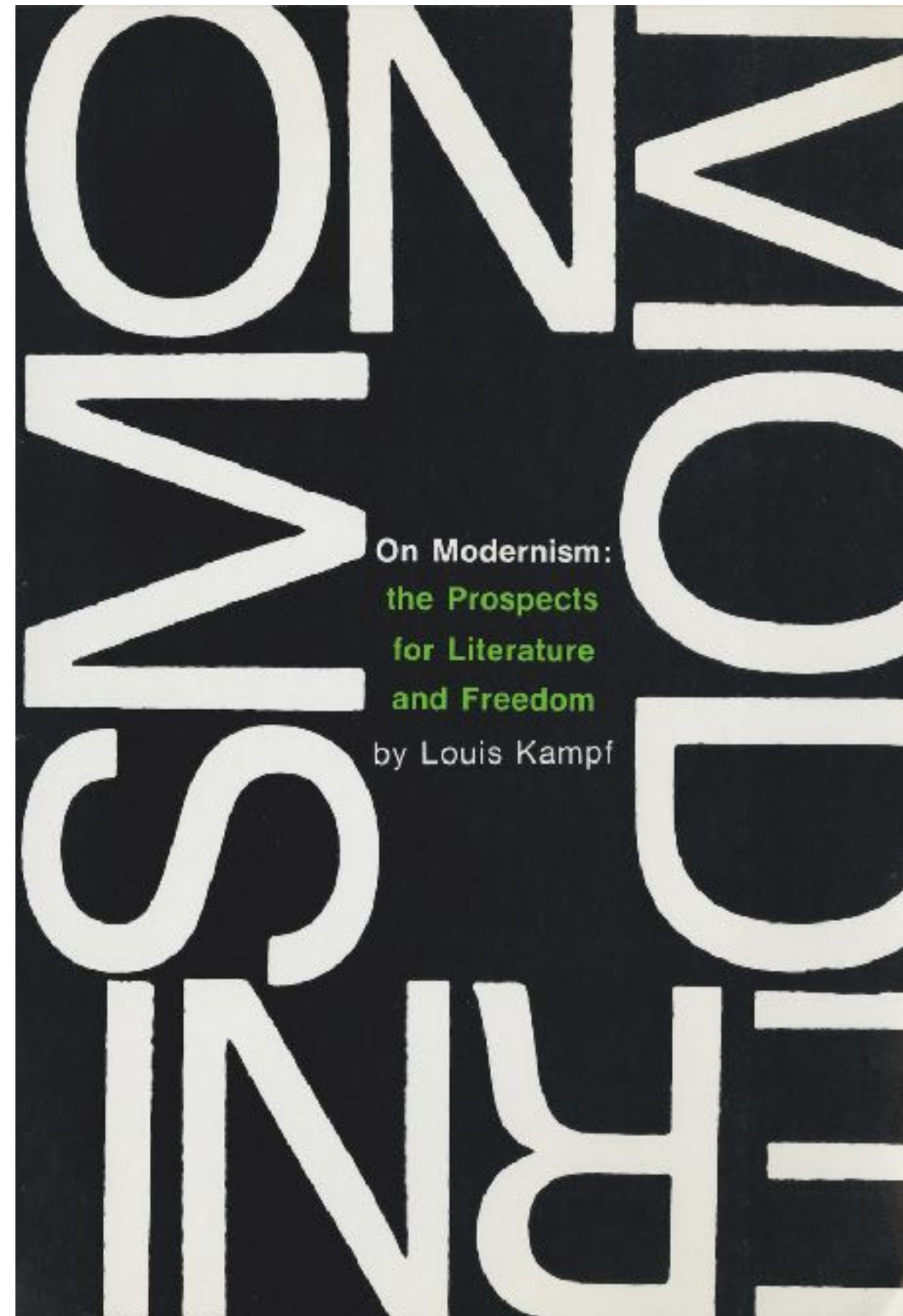
1973



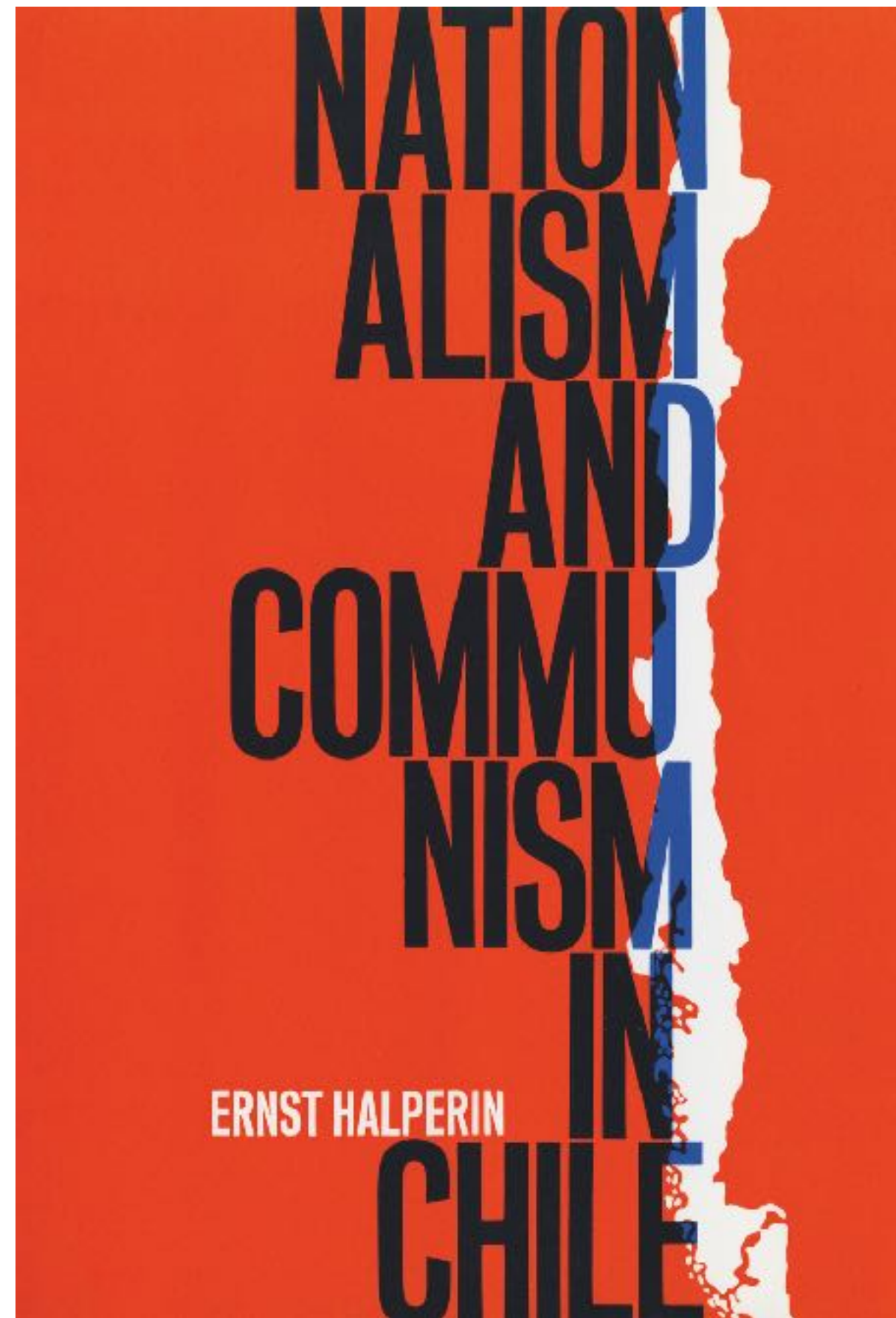
1969



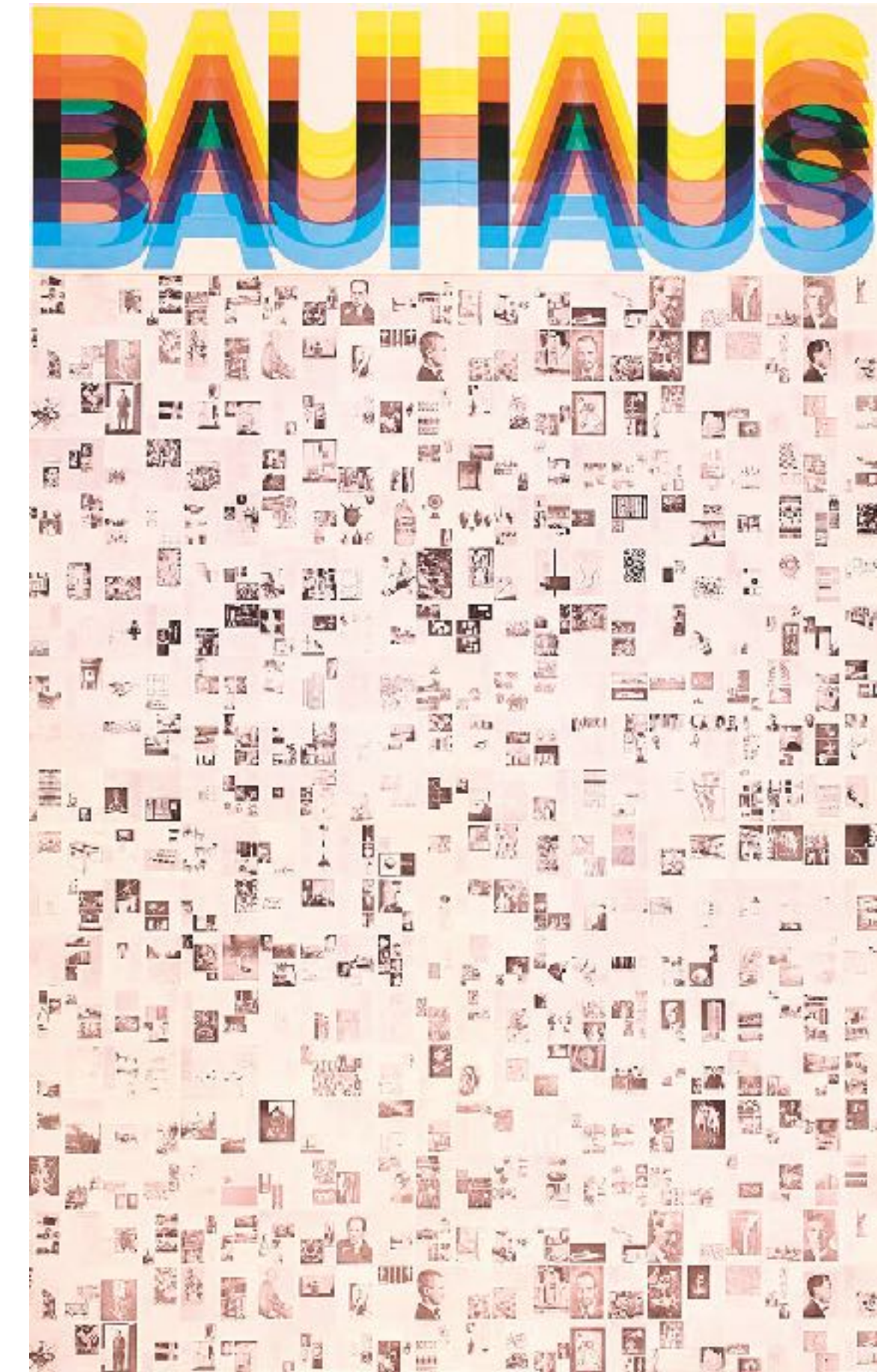
## Muriel Cooper, MIT, 1952



1967



1965



1969



# Jacqueline Casey, MIT, 1955



1970



1964



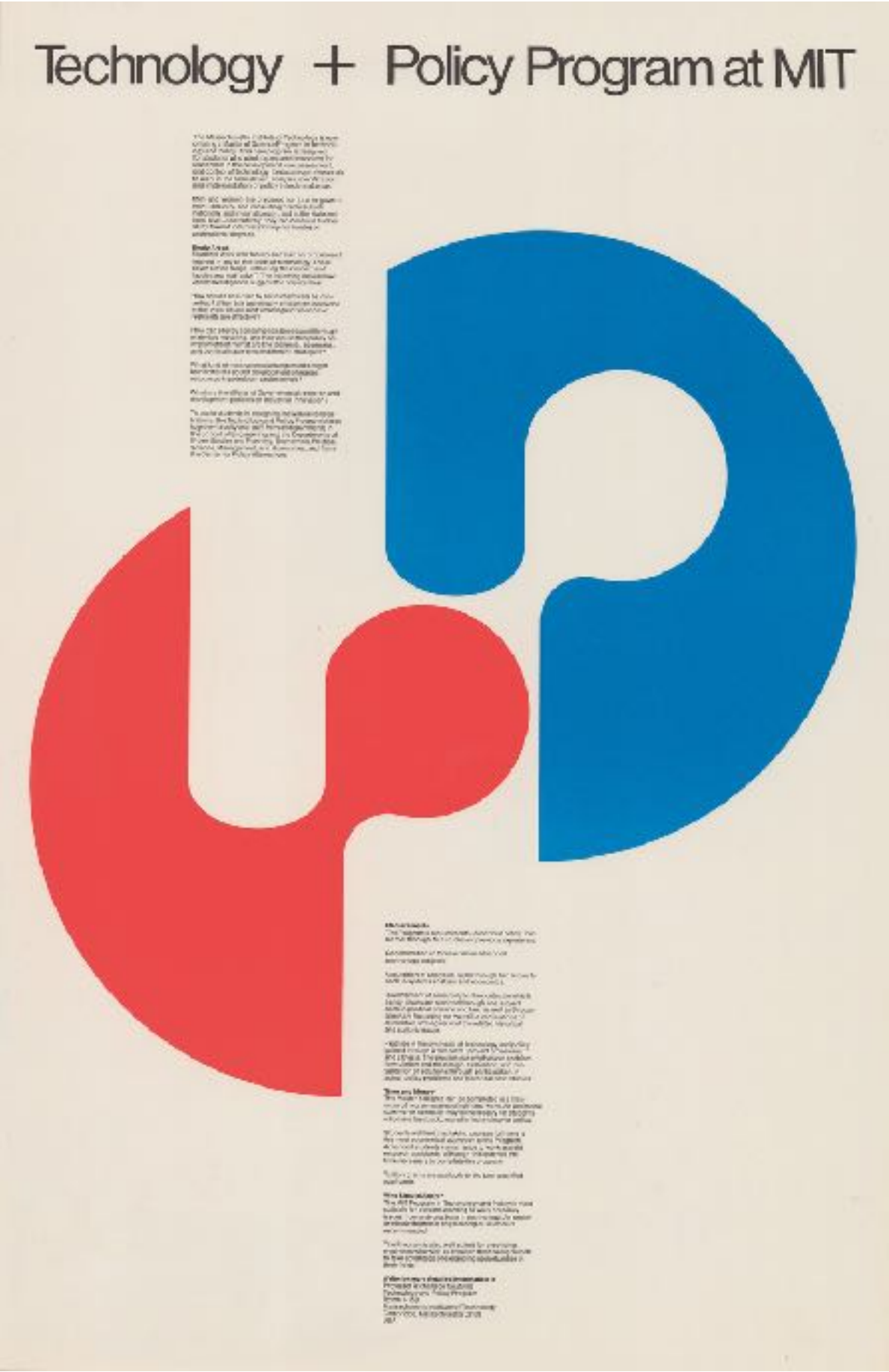
1972



# Jacqueline Casey, MIT, 1955



1972



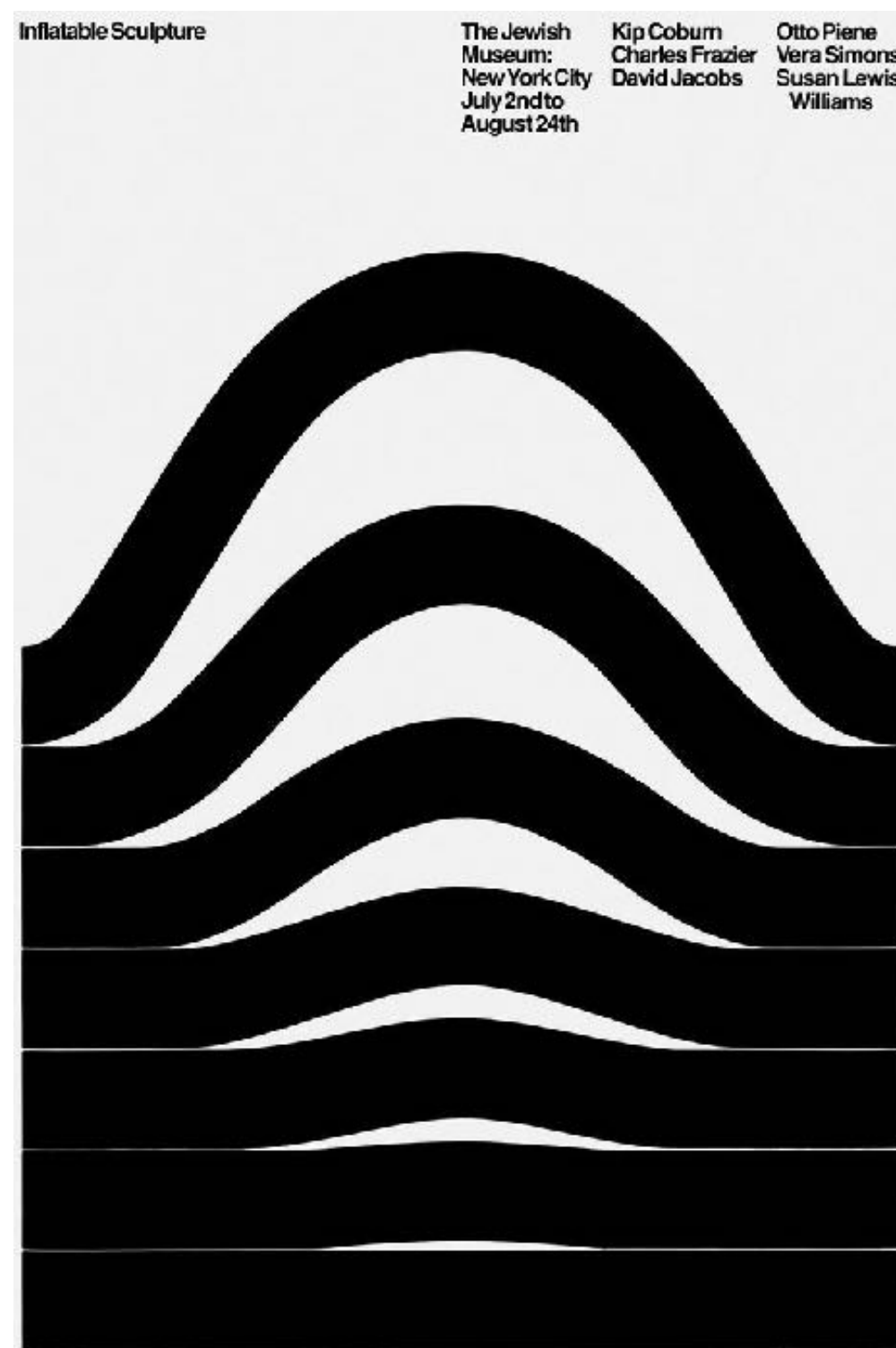
1972



1980



# MIT, 1950's—1960's



Arnold Saks, 1968



Dietmar Winkler, 1969



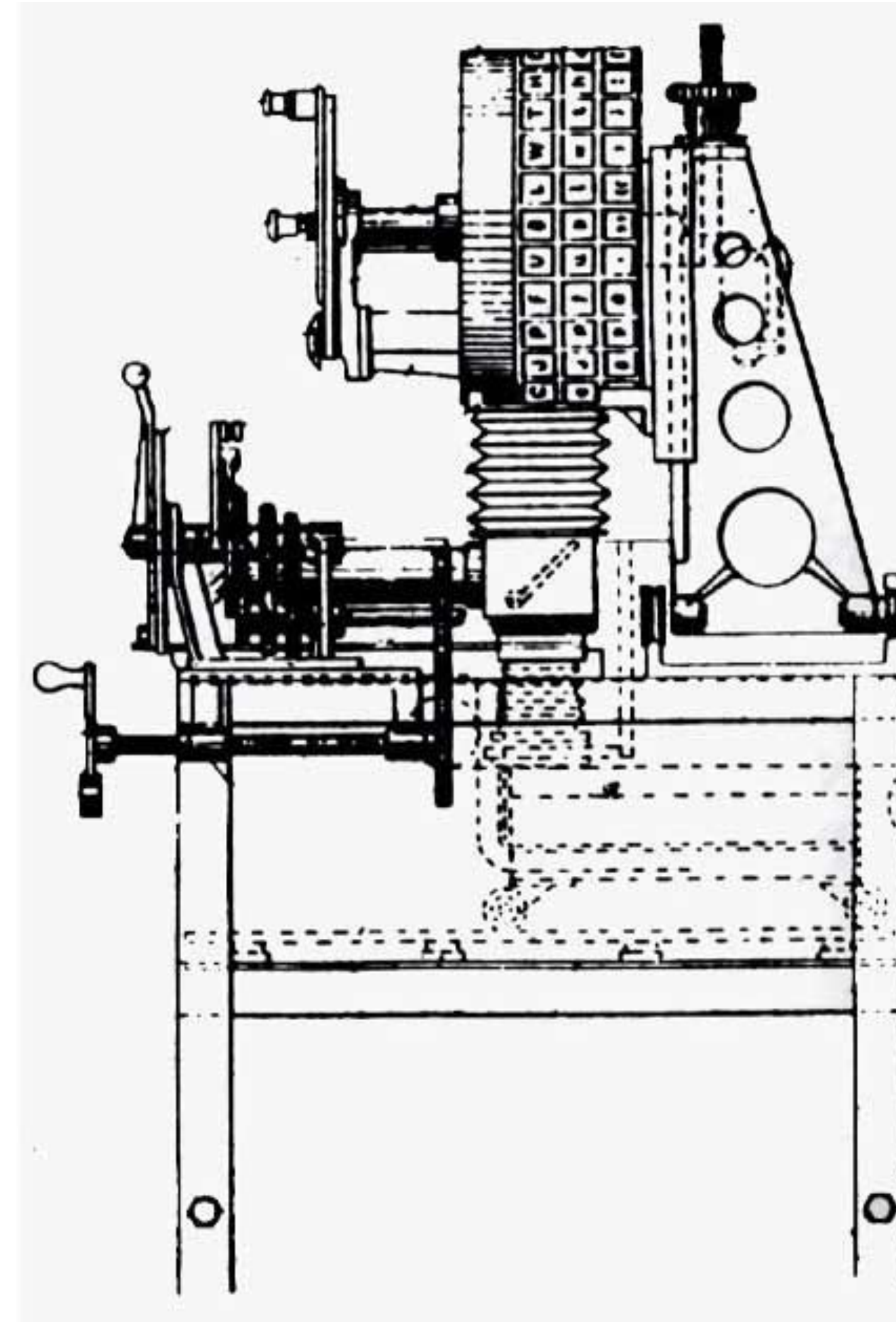
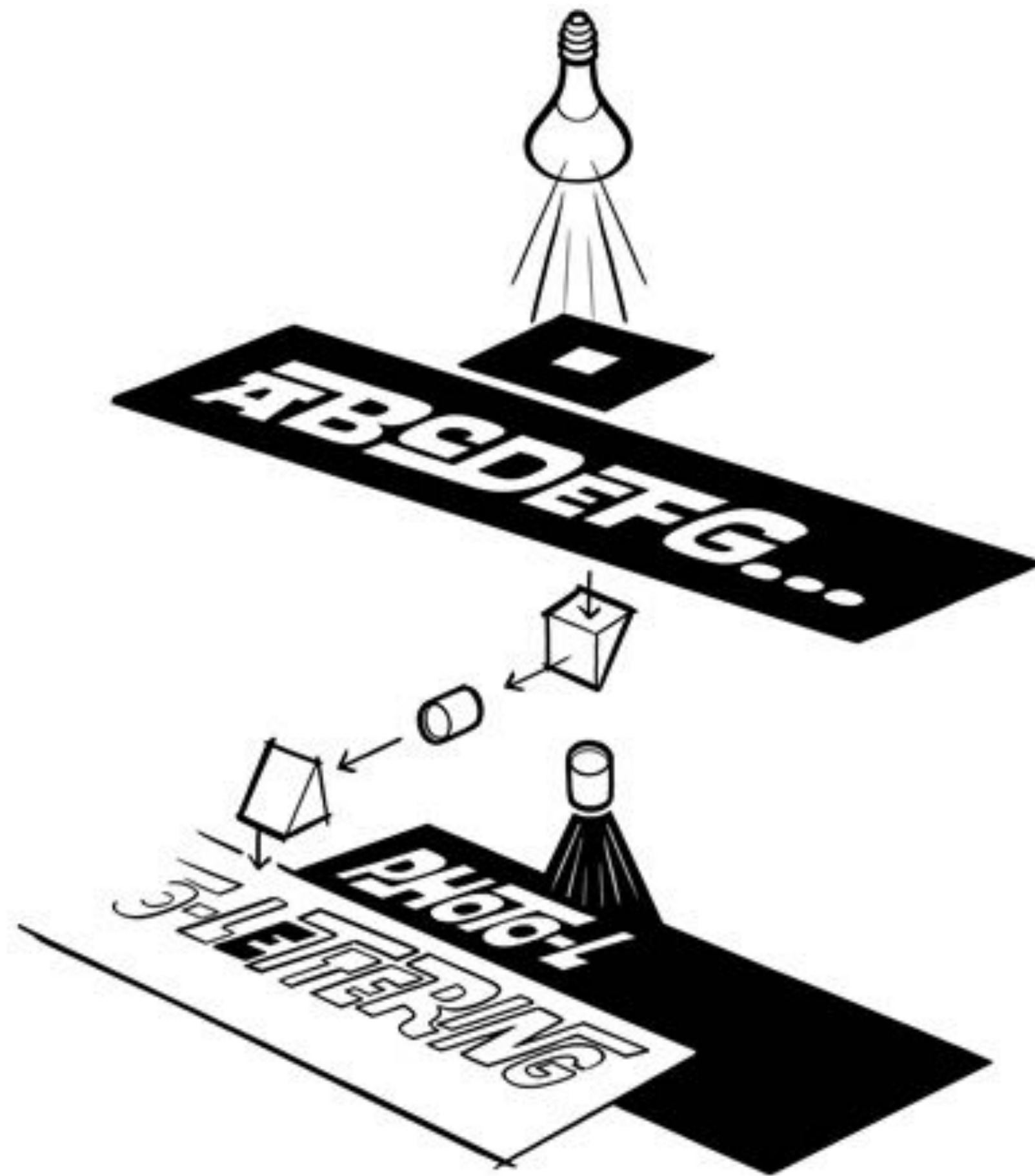
Ralph Coburn, 1972



phototypography

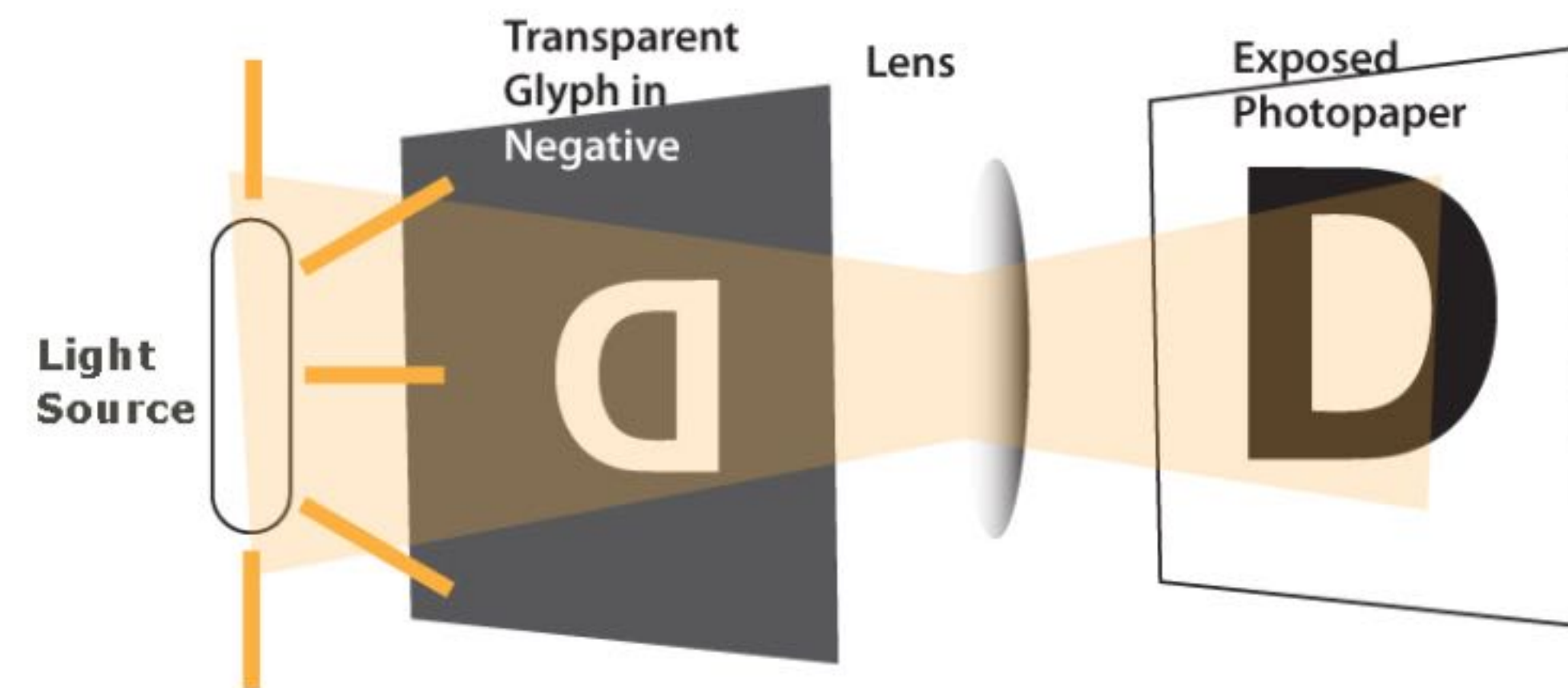


# Photolettering, Edward Rondthaler, 1936



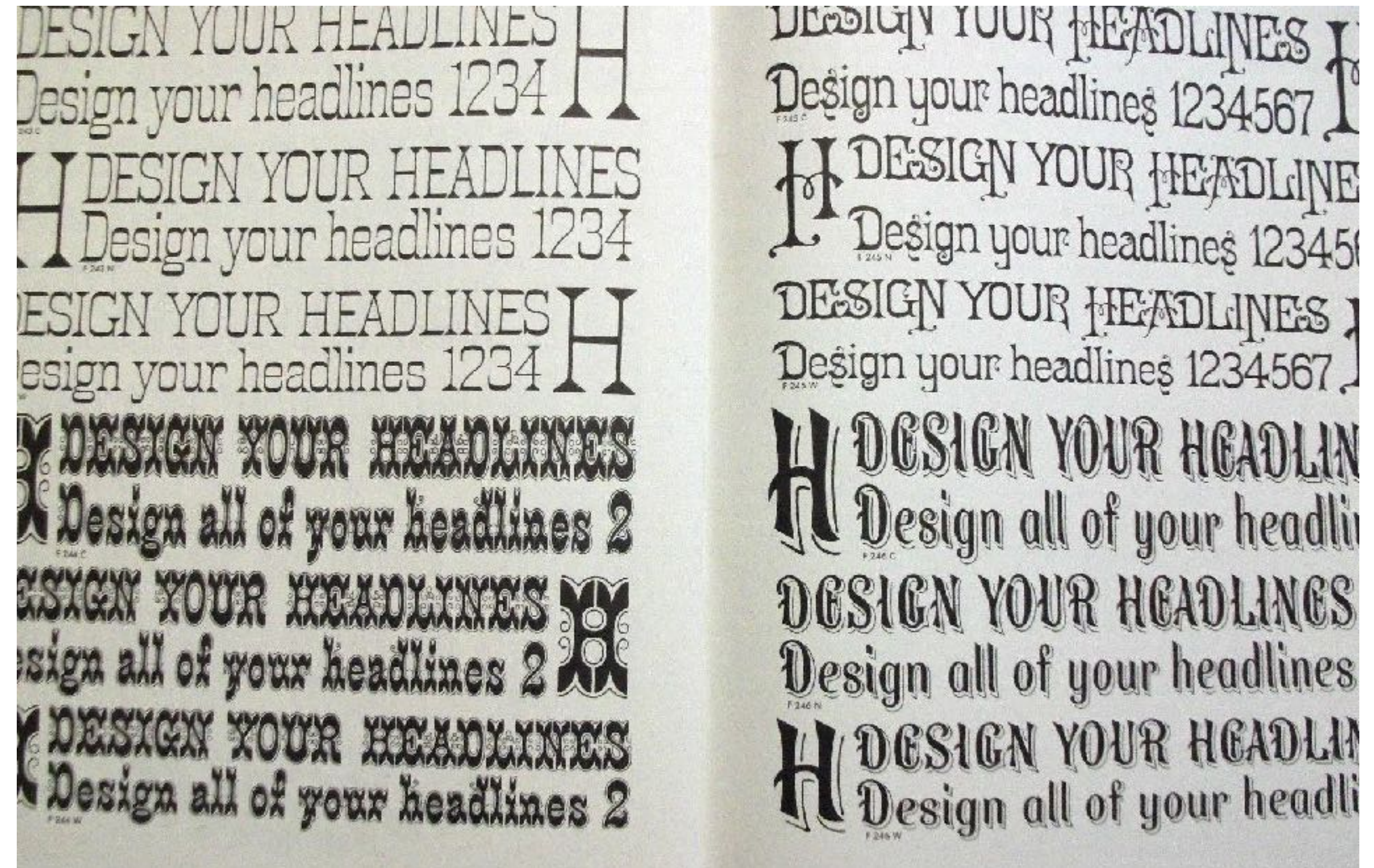
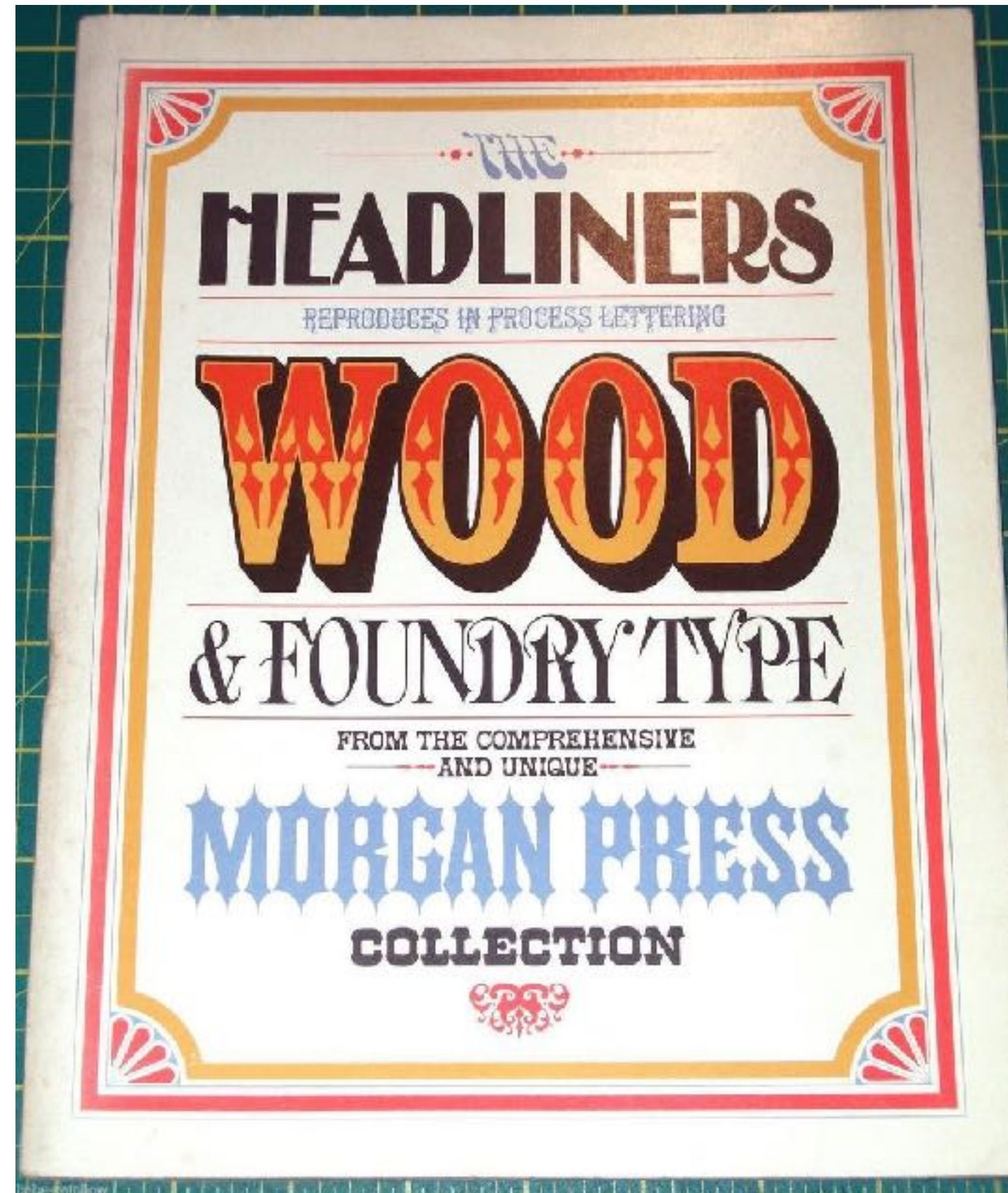


# Phototypesetting, René Higonnet & Louis Moyroud, 1949





# Morgan Press, 1964

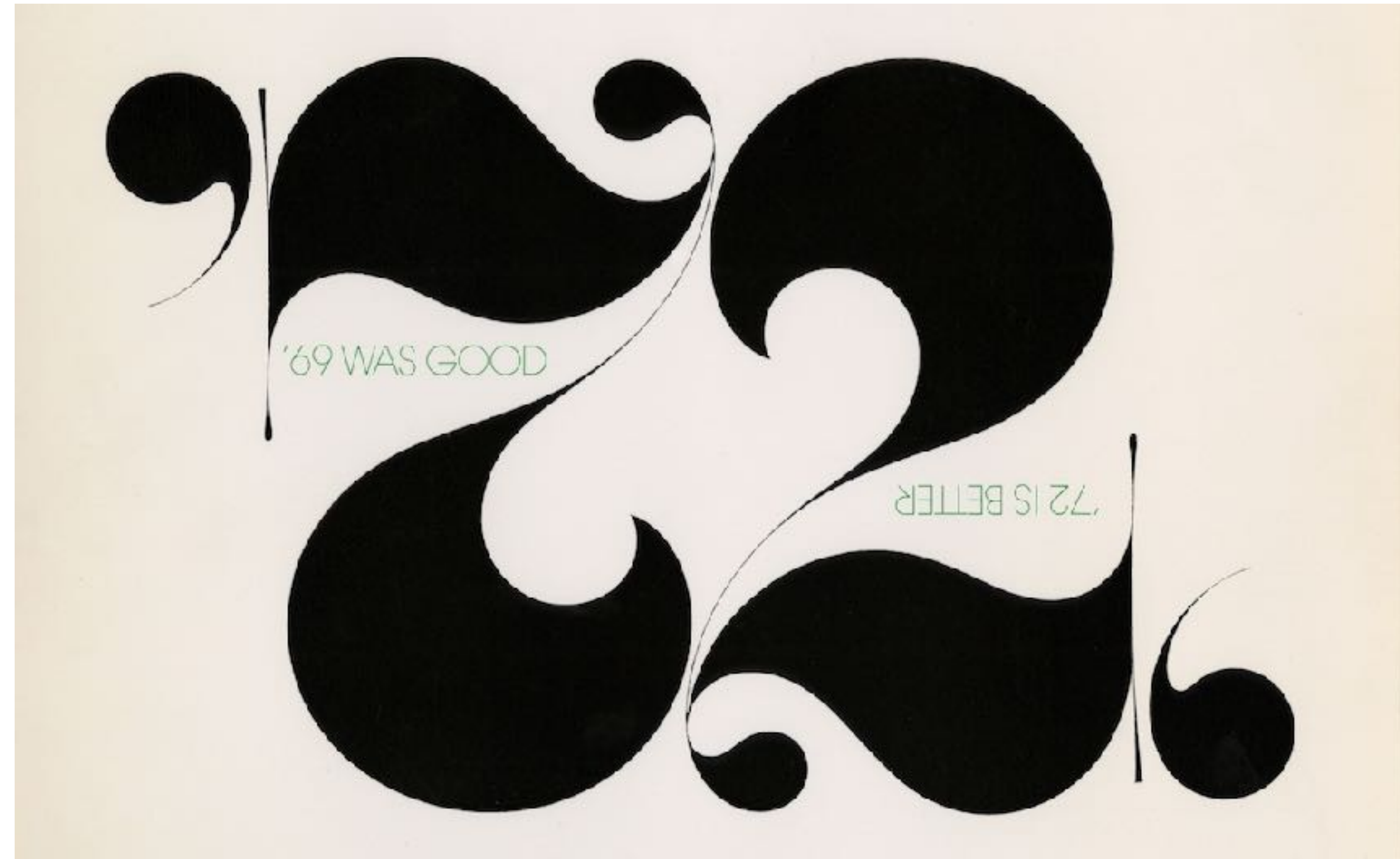




# Herb Lubalin, New York, 1939



1979



1972



# Herb Lubalin, New York, 1939



# 1959



# 1972



Herb Lubalin: Typographer



# Herb Lubalin, New York, 1939



1970



1972







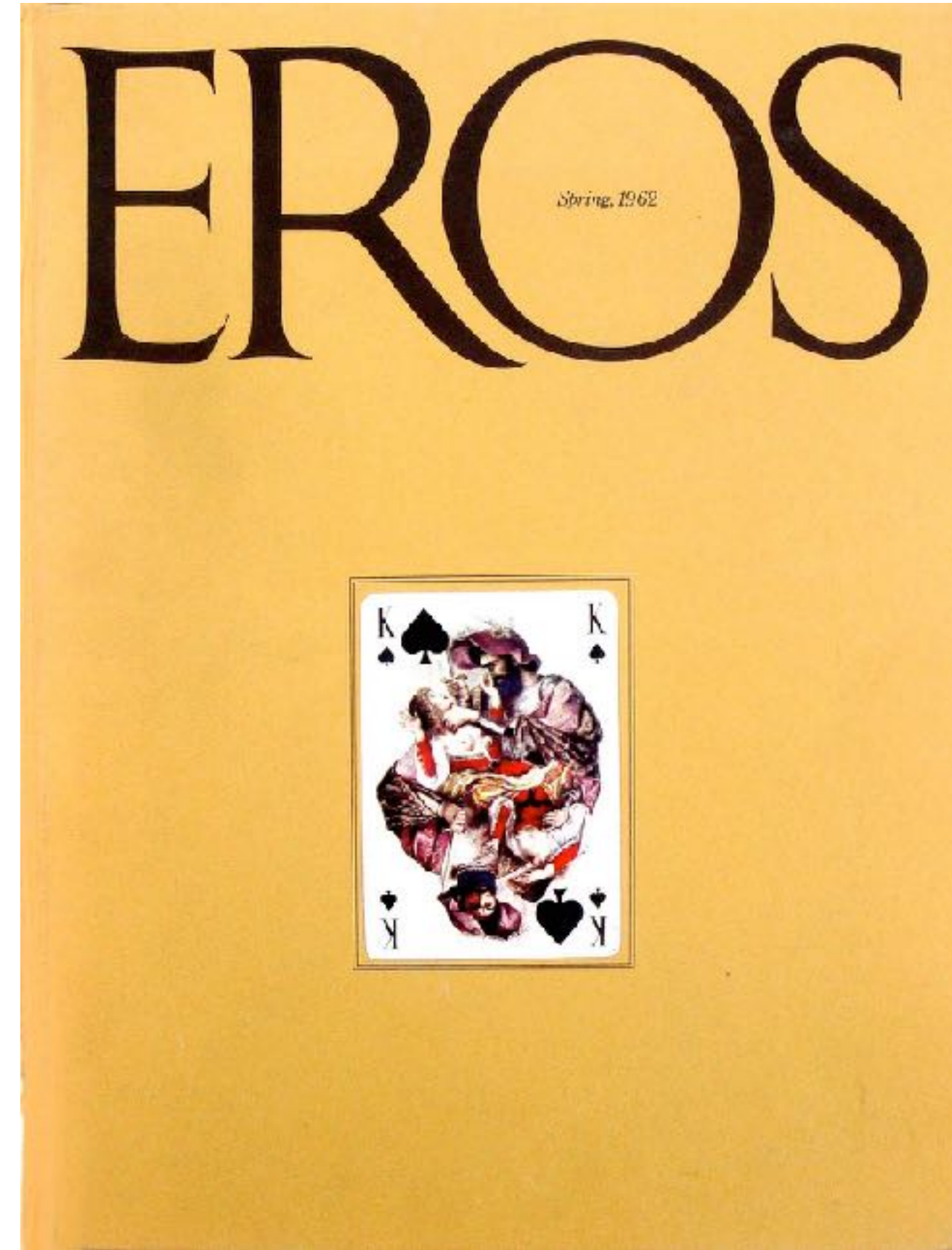
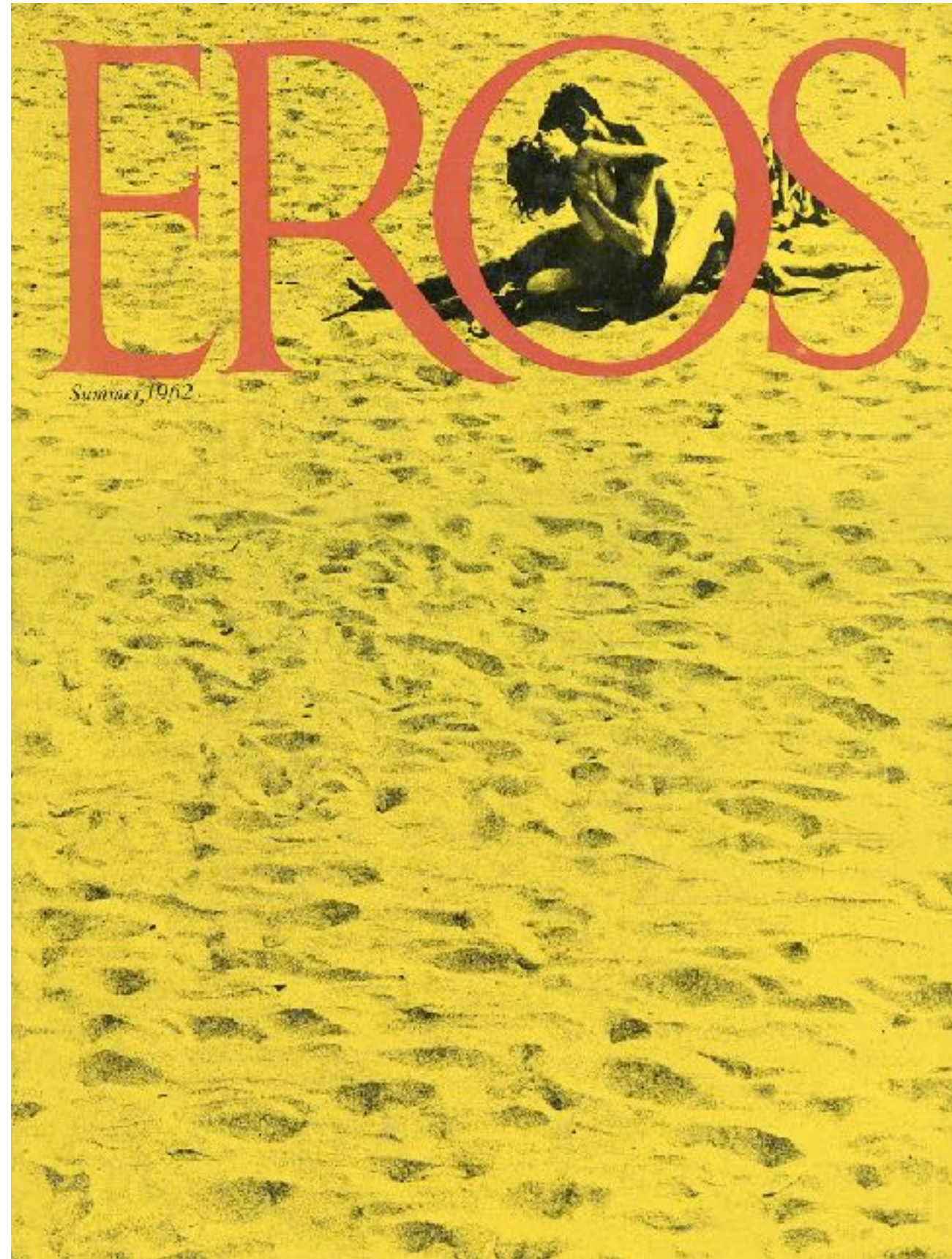
Herb Lubalin, New York, 1939



Pistilli Roman typeface, 1964



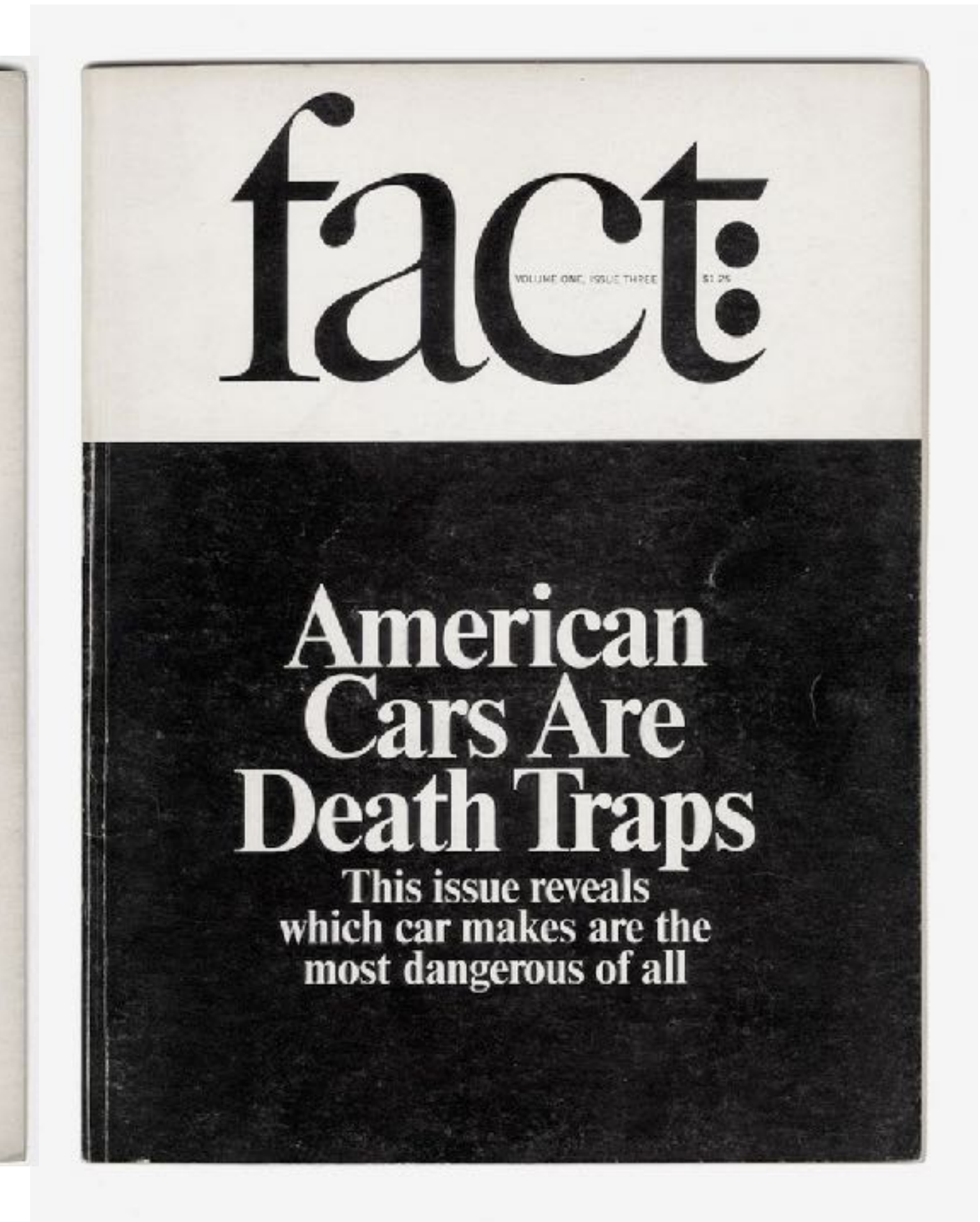
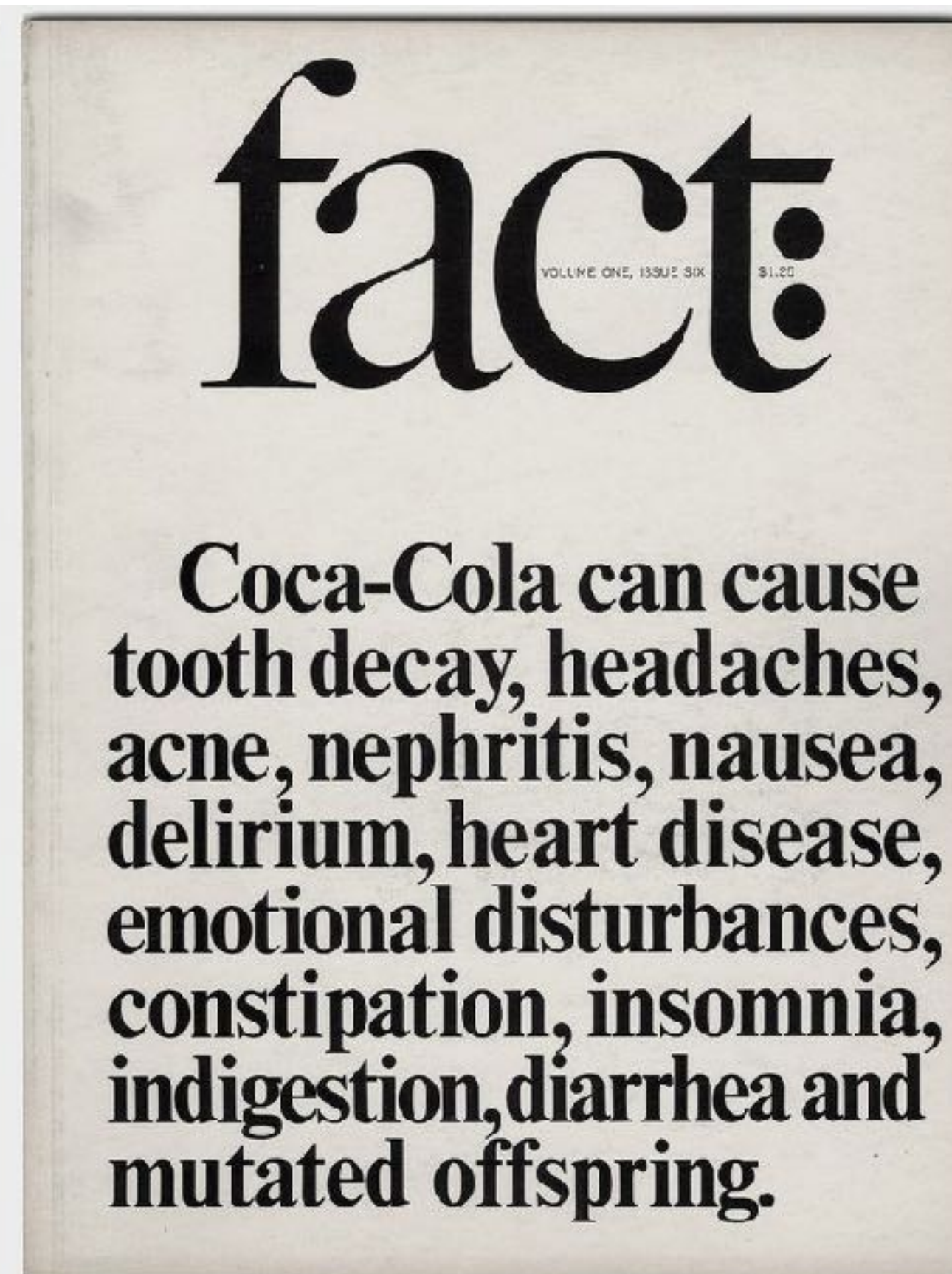
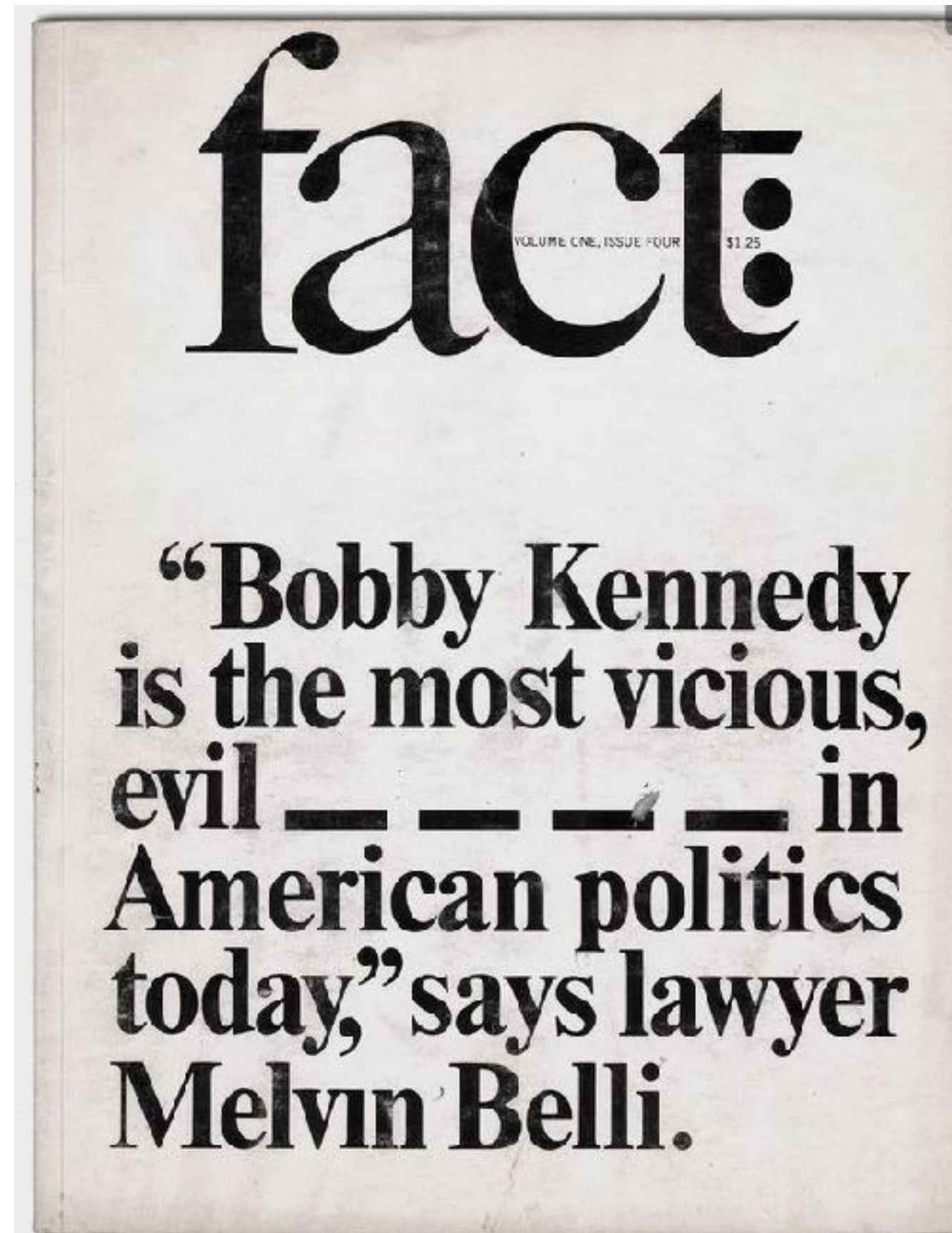
Herb Lubalin, New York, 1939



Eros magazine, 1962



Herb Lubalin, New York, 1939



Fact magazine, 1964—1967



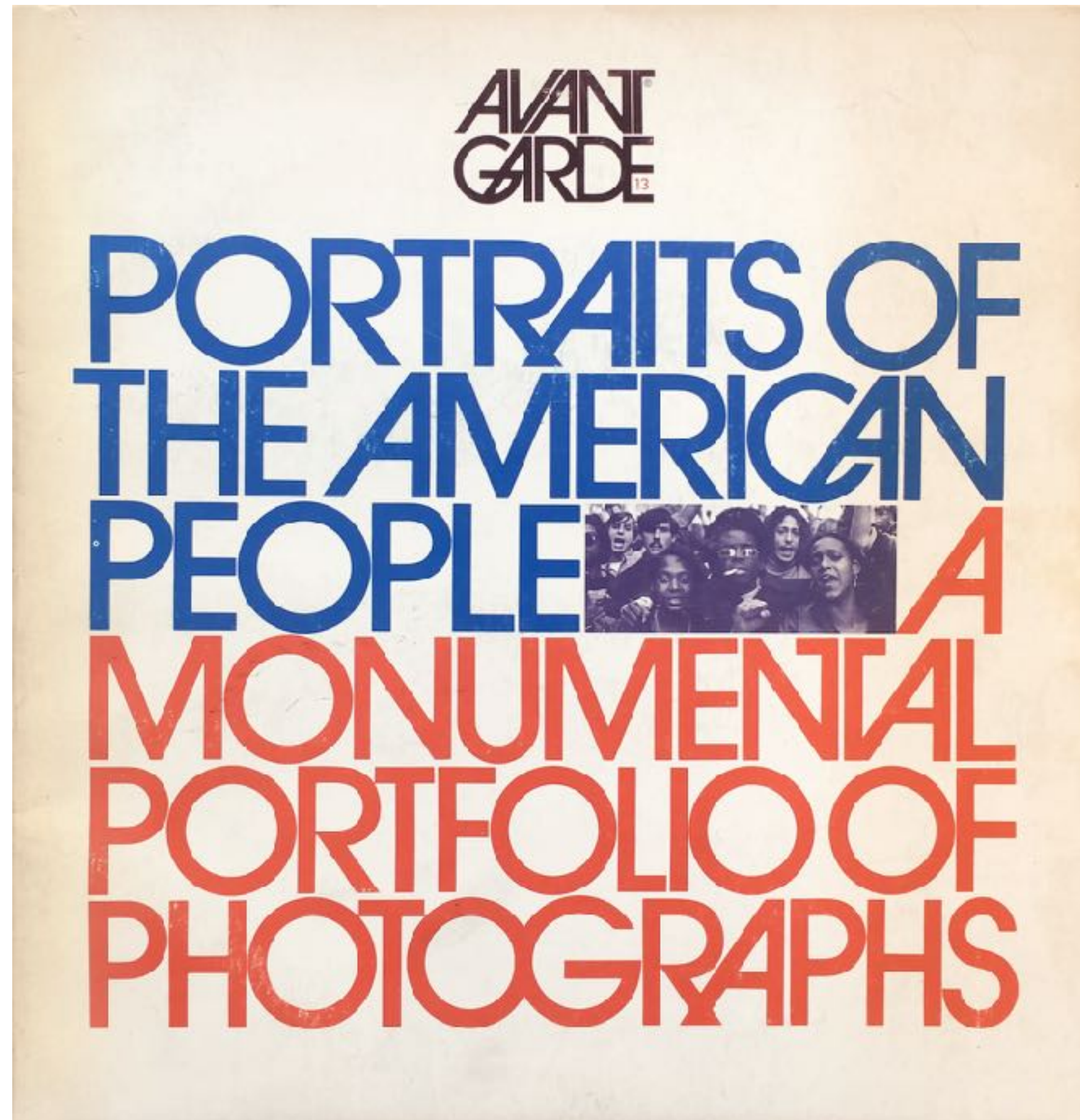
Herb Lubalin, New York, 1939



Avant Garde magazine, 1968—1971



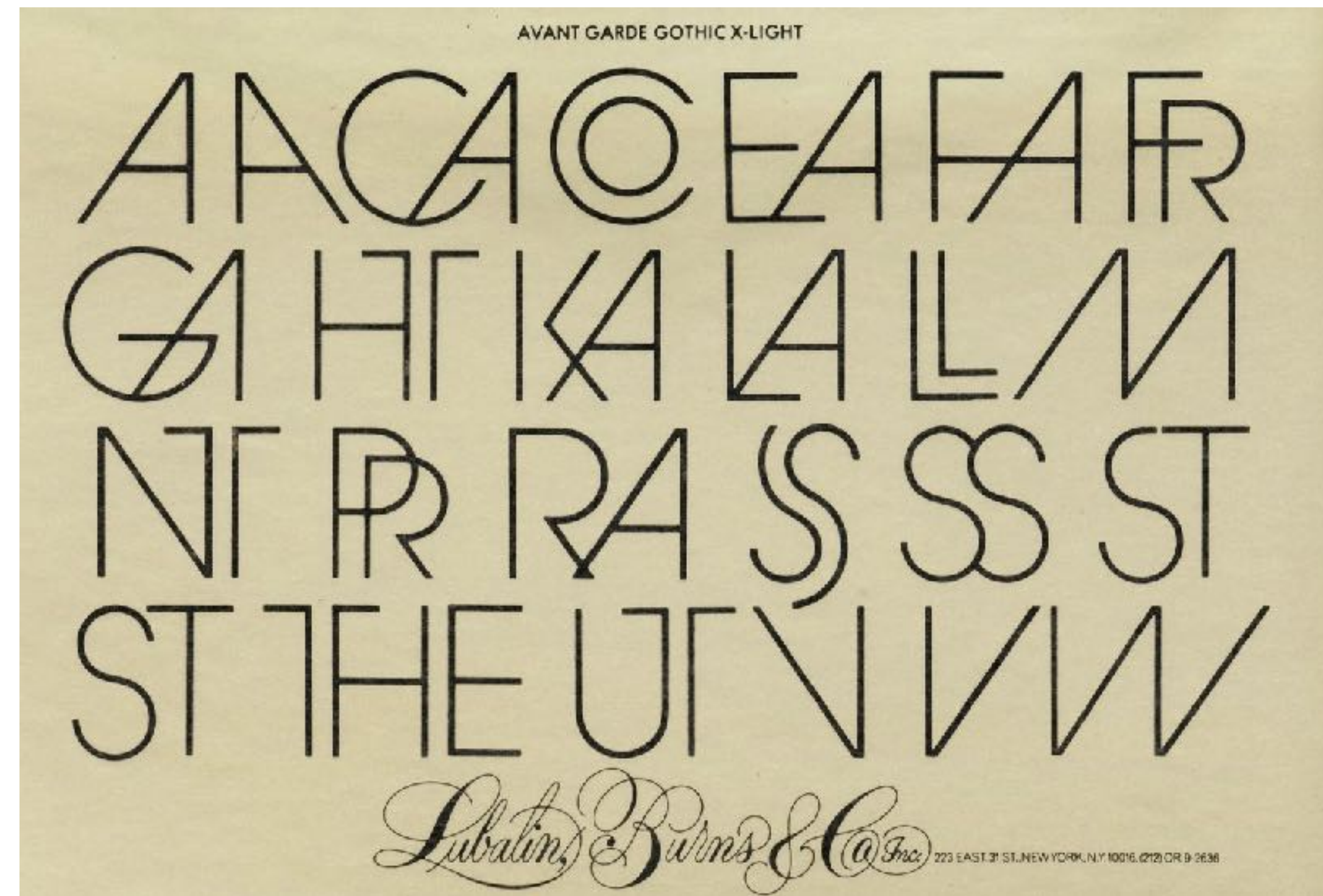
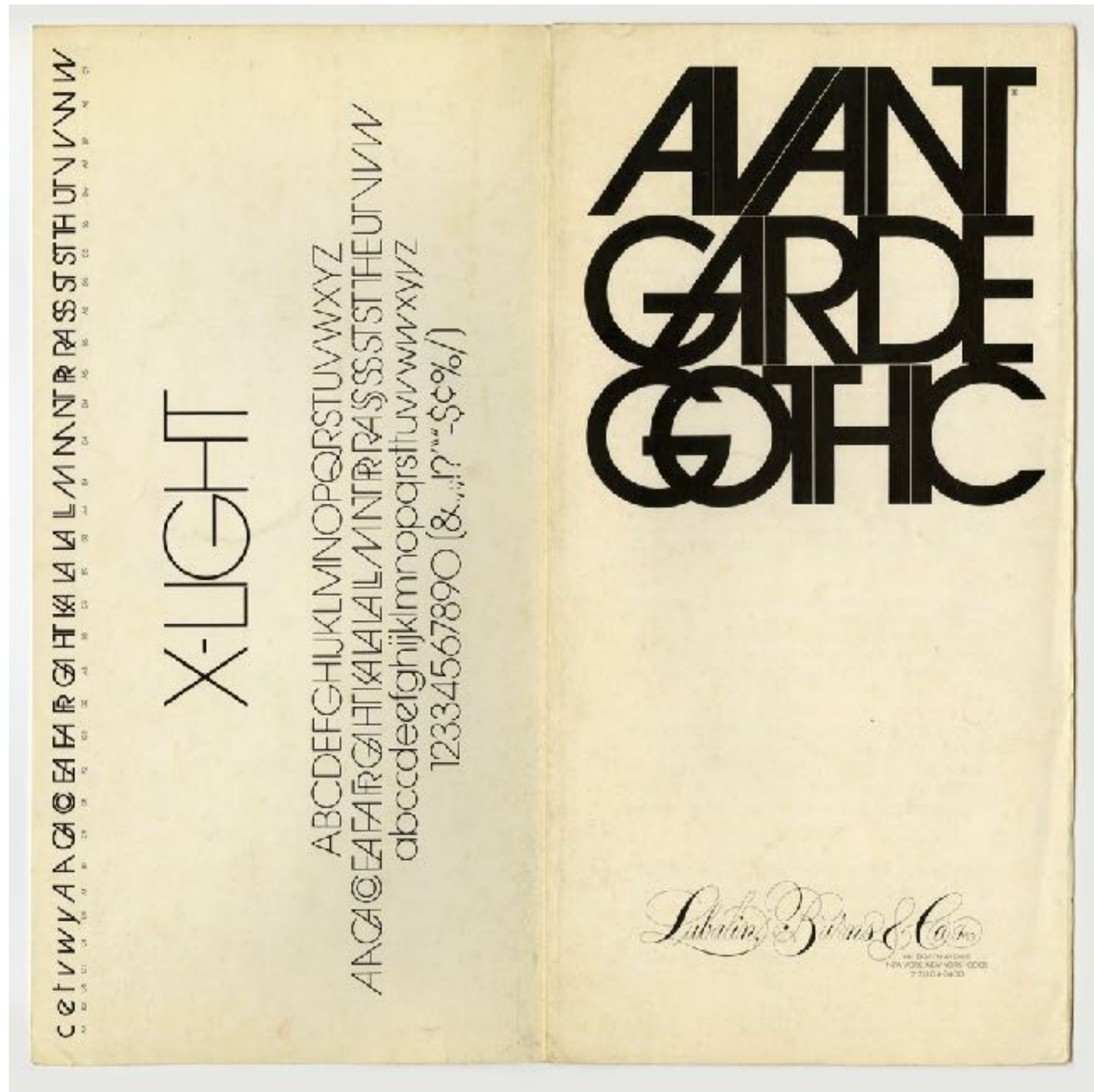
## Herb Lubalin, New York, 1939



Avant Garde magazine, 1968—1971



## Herb Lubalin, New York, 1939



## Avant Garde typeface, 1970—1977



## Herb Lubalin, New York, 1939



## Serif Gothic typeface, 1972



F

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THE BIBLE

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EROS

COOPER UNION

MOTHER

S

FL &

NY, NY

BEARDS

AVANT GARDE

WORLD TRADE CENTER

DE

Leggs

fact:

LH

MARRIAGE

WOMENS

Families

PBS

PAS Graphics

V