

**Investigate the digital graphic design revolution of the mid 1980s. Discuss the work of 3 designers who embraced this new technology to challenge the past and define the future.**

## Where to begin?

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**The recommended starting point for your investigation is Swiss Design. Sometimes referred to as the International Style, this aesthetic grew from around 1920 until 1965, but is synonymous with the 1950s.**

Where to begin?

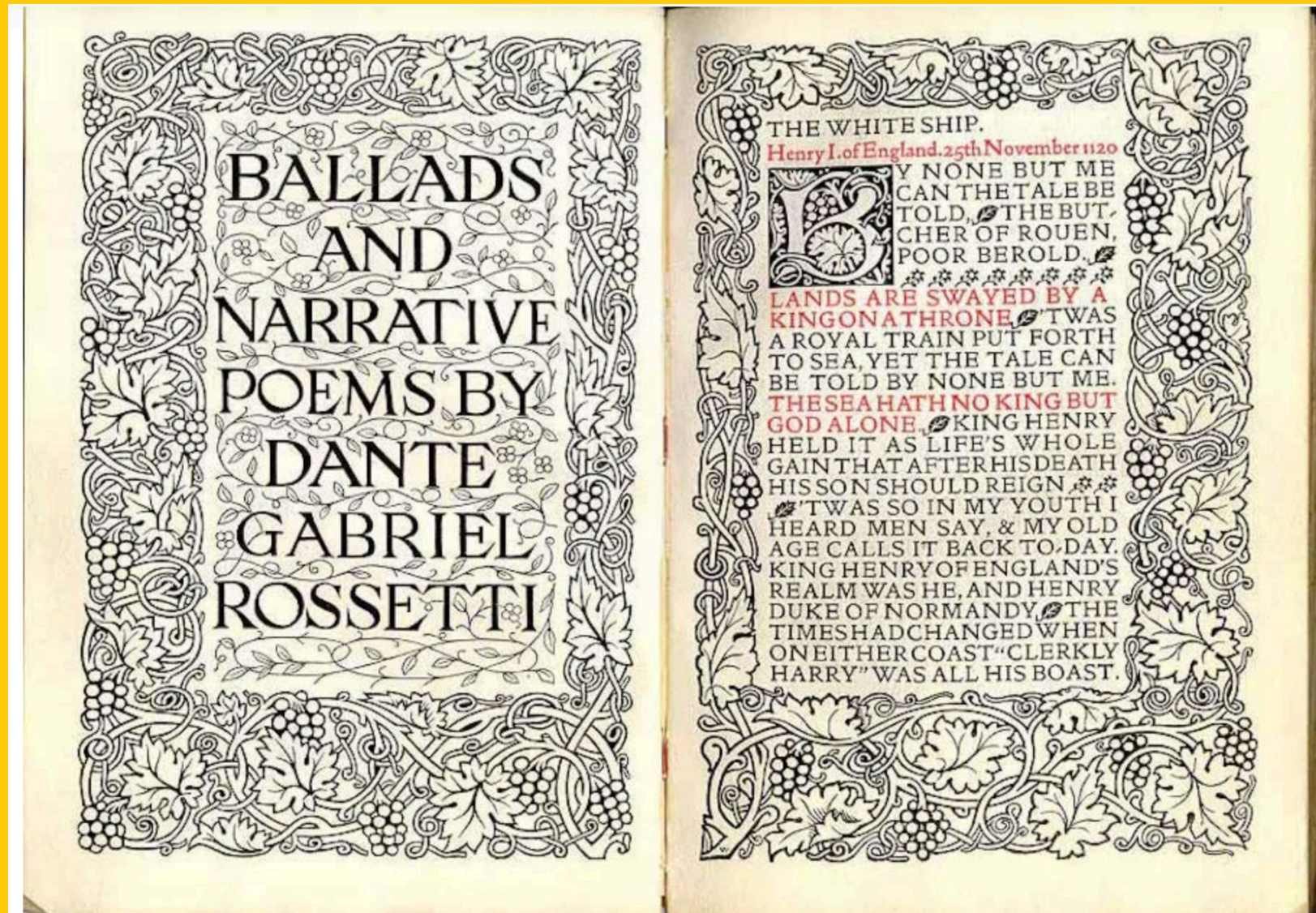
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**What is Swiss Design?**

**What did it mean at the time?**

**What does it mean now?**

# William Morris | England | Arts & Crafts Movement

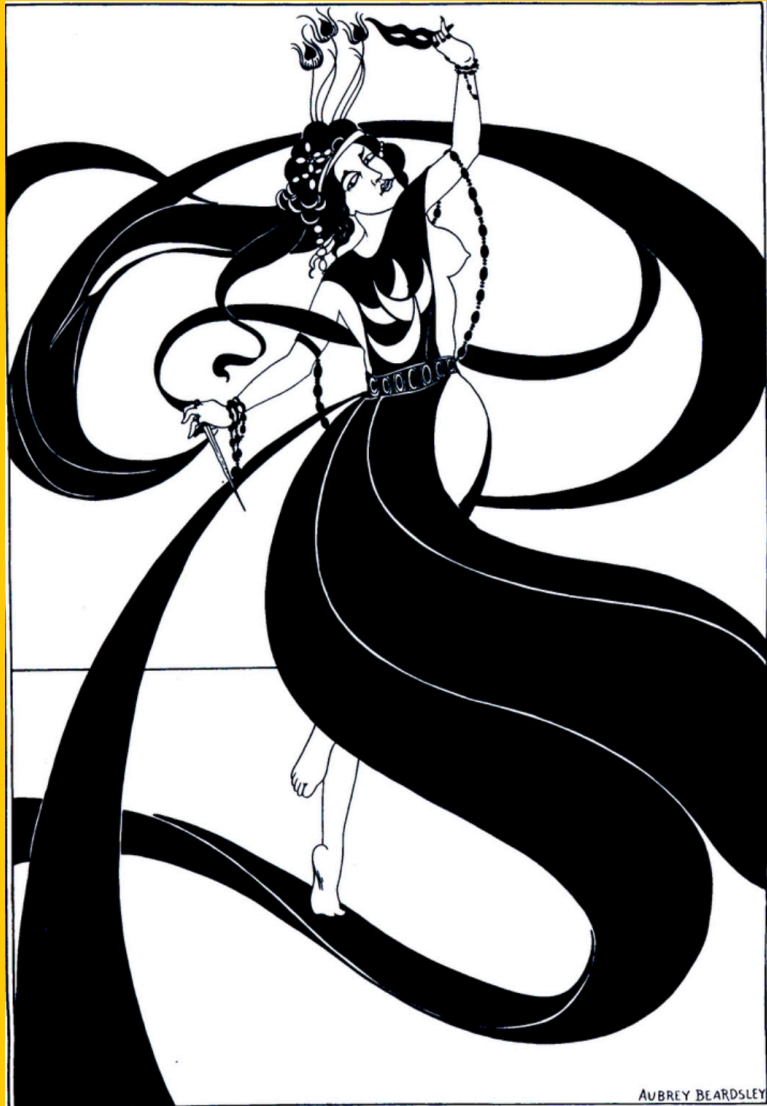


# Jugendstil | Germany



# Art Nouveau | France

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# Reactions?

# Suprematism + Constructivism | Russia

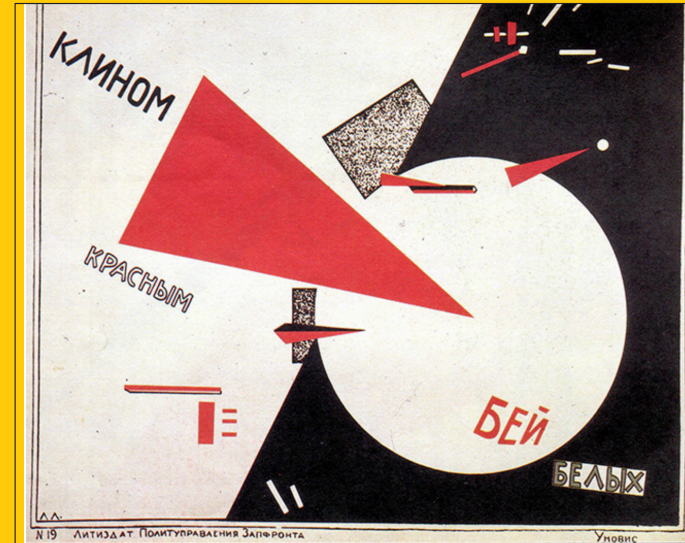
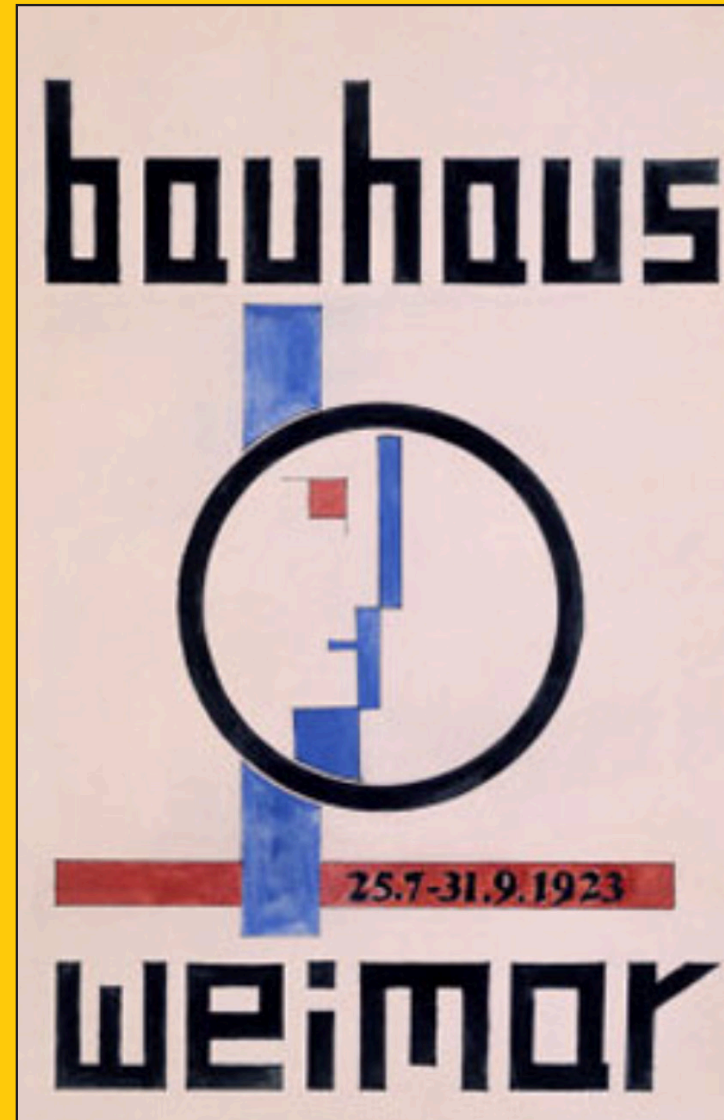


Fig 3. Photomontages accompanying Mayakovsky's poem *About This*. Alexander Rodchenko. 1923.

Fig 4. Cover of issue 3 of *Lef*, the magazine of the Left Front of the Arts. Alexander Rodchenko. 1923.

# Bauhaus | Germany

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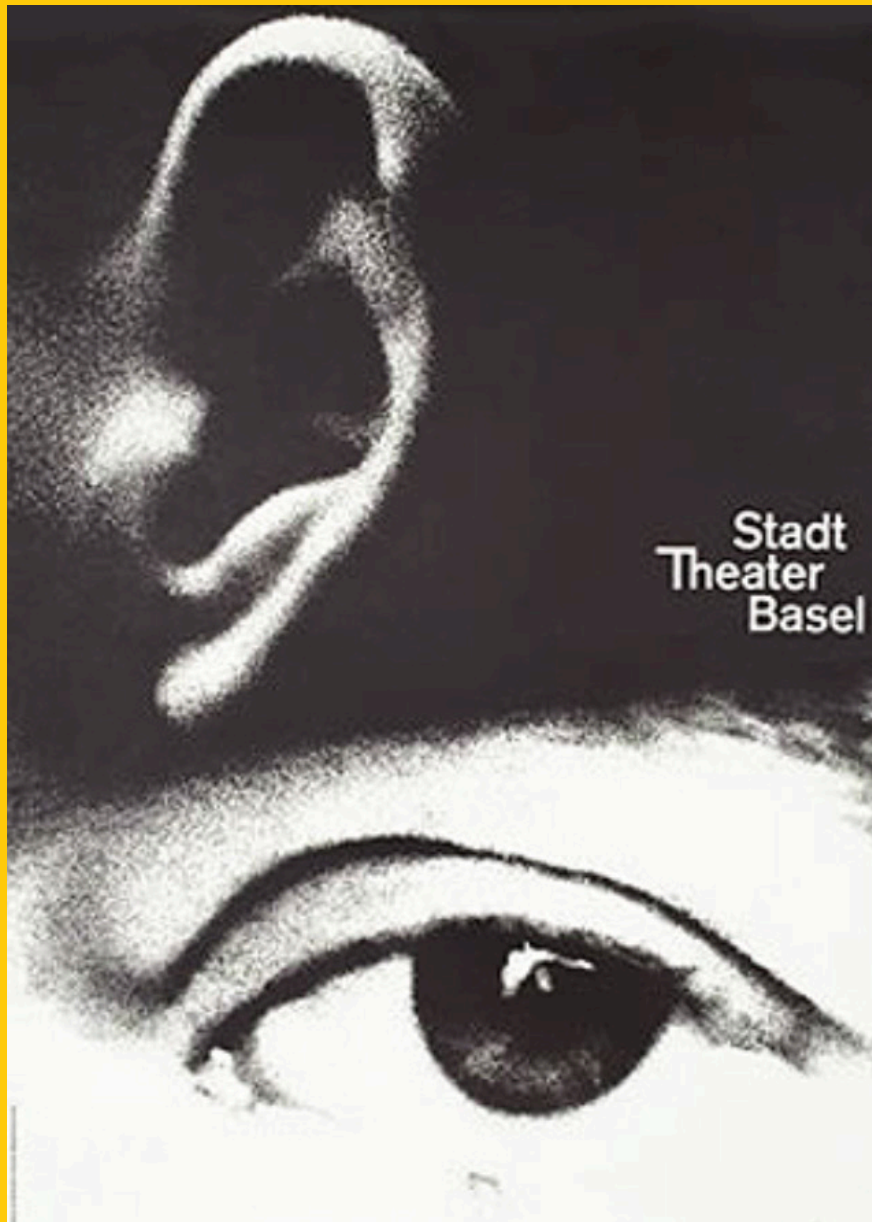
# Towards a Swiss Style | Emil Ruder



# Towards a Swiss Style | Armin Hoffman



# Towards a Swiss Style | Armin Hoffman



# Towards a Swiss Style | Josef Muller Brockman





Überholen...?  
Im Zweifel nie!



**Send Addressed To:**



**Clara Raskil**  
 Designer  
 Clara Raskil  
 Clara Raskil  
 Clara Raskil

Clara Raskil is a designer who has worked for many years in the field of graphic design. She has a degree in Design from the University of the Pacific and has worked for several years as a designer for the company of Clara Raskil.



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*Journal of Management Education* 30(1)

## beethoven

[illegible]

1992



Internationale  
Juni-Festwochen 1962  
Stadttheater Zürich

Die Internationale Juni-Festwochen 1962 des Stadttheaters Zürich sind ein Ereignis von internationaler Bedeutung. In diesem Programmheft werden die Vorstellungen der Festwochen vorgestellt, die von Juni 1962 bis Juni 1963 stattfinden. Die Vorstellungen sind in drei Kategorien unterteilt: Oper, Schauspiel und Ballett. Die Vorstellungen sind in der Reihenfolge der Aufführung angeordnet. Die Vorstellungen sind in der Reihenfolge der Aufführung angeordnet.

Veranstaltet  
Stadttheater Zürich  
Programmheft  
1962

# Juni- Festwochen Zürich Stadttheater

Die Internationale Juni-Festwochen 1962 des Stadttheaters Zürich sind ein Ereignis von internationaler Bedeutung. In diesem Programmheft werden die Vorstellungen der Festwochen vorgestellt, die von Juni 1962 bis Juni 1963 stattfinden. Die Vorstellungen sind in drei Kategorien unterteilt: Oper, Schauspiel und Ballett. Die Vorstellungen sind in der Reihenfolge der Aufführung angeordnet. Die Vorstellungen sind in der Reihenfolge der Aufführung angeordnet.

Veranstaltet  
Stadttheater Zürich  
Programmheft  
1962



Architectural model of the Helmholtz Center for Materials and Earth Sciences, 2001. The model shows the building's form, which is a grid of cubes, and the surrounding landscape, which is a mix of green and brown.

The design had its origin in a site plan for the Helmholtz Center. The site plan was a grid of cubes, and the building was designed to be a grid of cubes. The building was designed to be a grid of cubes, and the site plan was a grid of cubes.

Künstler  
im  
Helmhaus

Zürcher Künstler  
im  
Helmhaus

Geöffnet von 10:00 bis 18:00 Uhr  
Samstag und Sonntag bis 17 Uhr  
Montag geschlossen  
Eintritt 55 Fr., Studenten  
Ausstellungseröffnung  
Mittwoch nachmittags, abends  
und Sonntag vormittags frei  
Jeden Mittwoch 20:15 Uhr  
Diskussionsabend  
Sie fragen – wir antworten!

18. November – 22. Dezember 1990

The design had its origin in a site plan for the Helmholtz Center. The site plan was a grid of cubes, and the building was designed to be a grid of cubes. The building was designed to be a grid of cubes, and the site plan was a grid of cubes.

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ENTARTETE

KUNST

HE

AUSSTELLUNG DER NSDAP  
IM HAUS DER KUNST AM KÖNIGSPLATZ

KARTEN ZU ERMÄSSIGTEN  
VORVERKAUFSPREISEN HIER

3/32/41 Linol-Druck • BEREX •

# Modernism in the USA | Paul Rand





Every dance expresses a mood in rhythmic form. From the sitting hand dance of the South Sea islanders to the graceful performances of a corps de ballet, dancing is visual rhythm. The great dancer must train in the disciplines demanded by the unity of visual and aural rhythm.

Produced by photographs  
on Sterling Lettington Evans,  
22-12-40.

WESTVACCO INSPIRATIONS 210



The rhythms of pictorial elements set the pattern for the style and arrangement of typefaces. Mood is created by this unity. Behind the mood expressed in a graphic idea are the practiced skills of both artists and craftsmen, including the printer and the papermaker.

Photographs: Graphic Arts Department;  
Yale University, School of Art and Architecture;  
Aldi Pittman, Herbert Gomer, McLaughlin, Erie Ott.  
Engravings: Outline Institute, 120 Erie Street,  
Model: Yvonne Anderson, Yale Drama School.

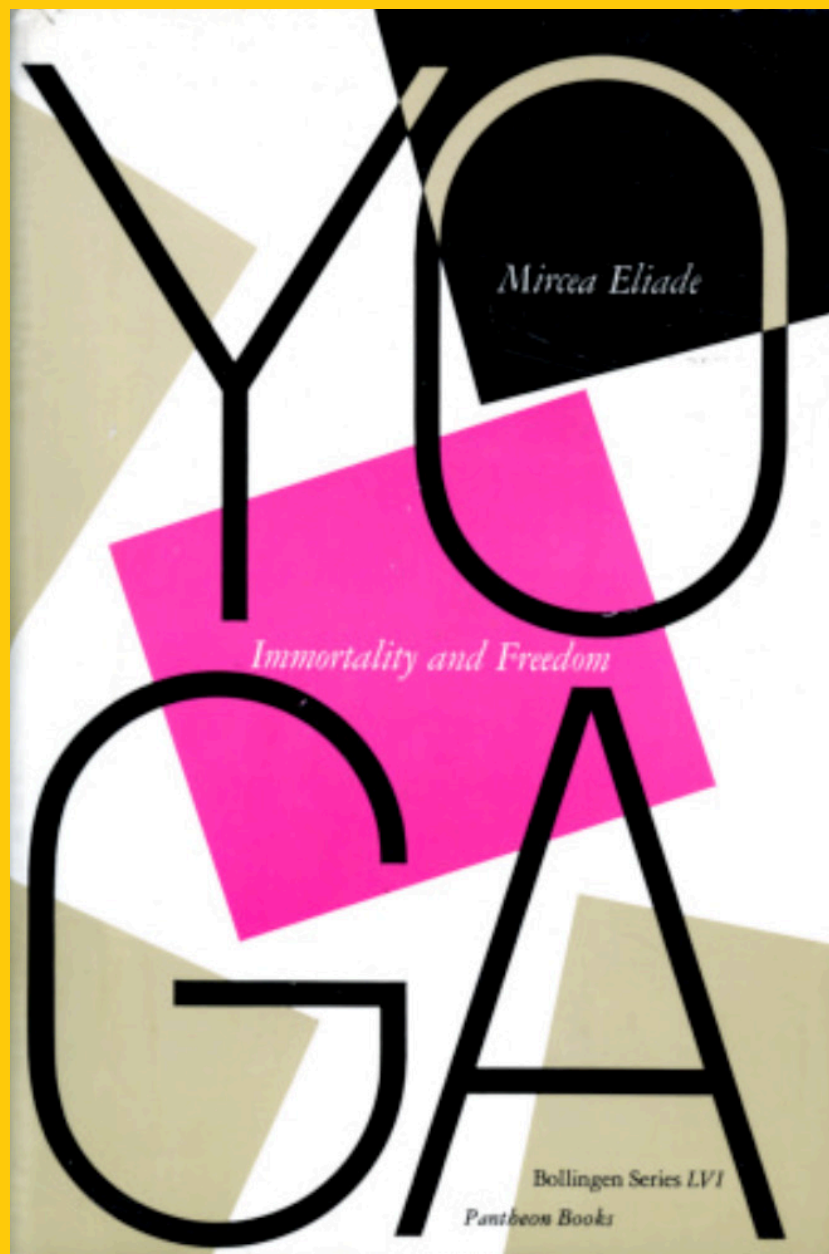


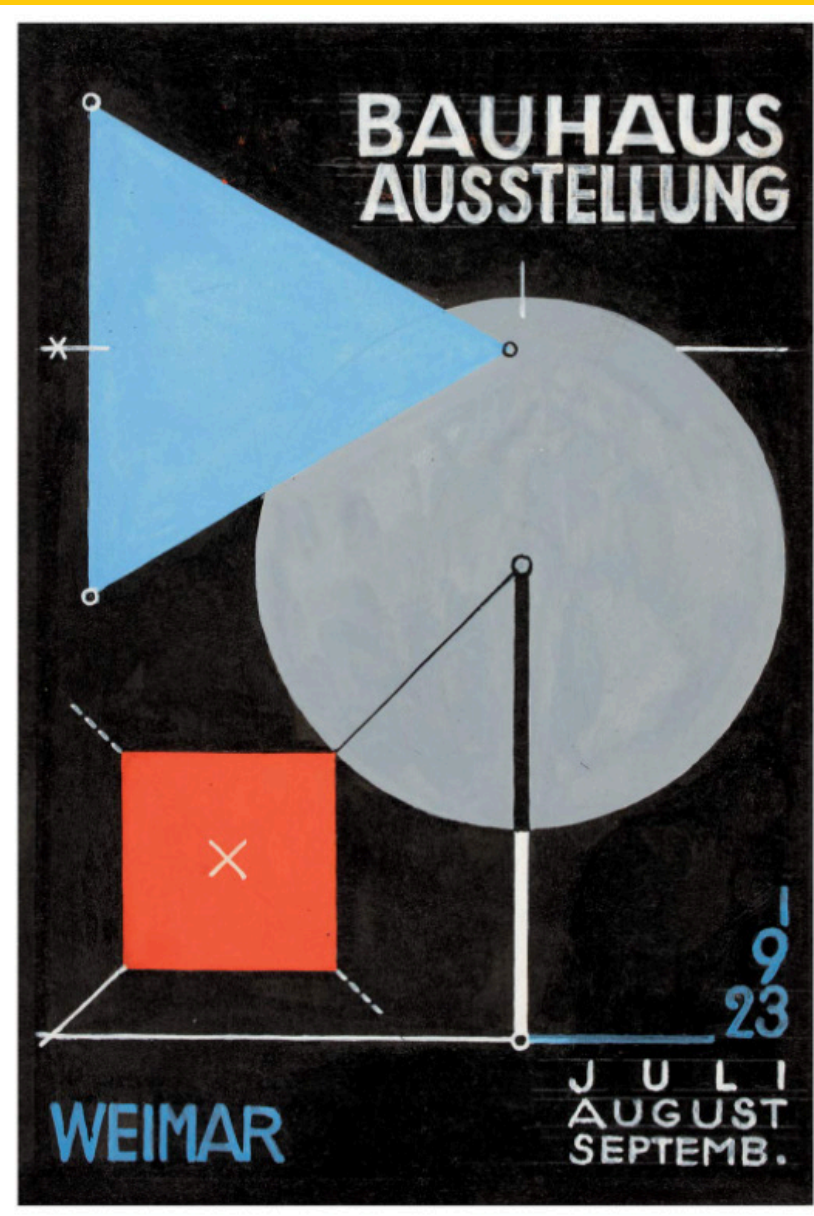
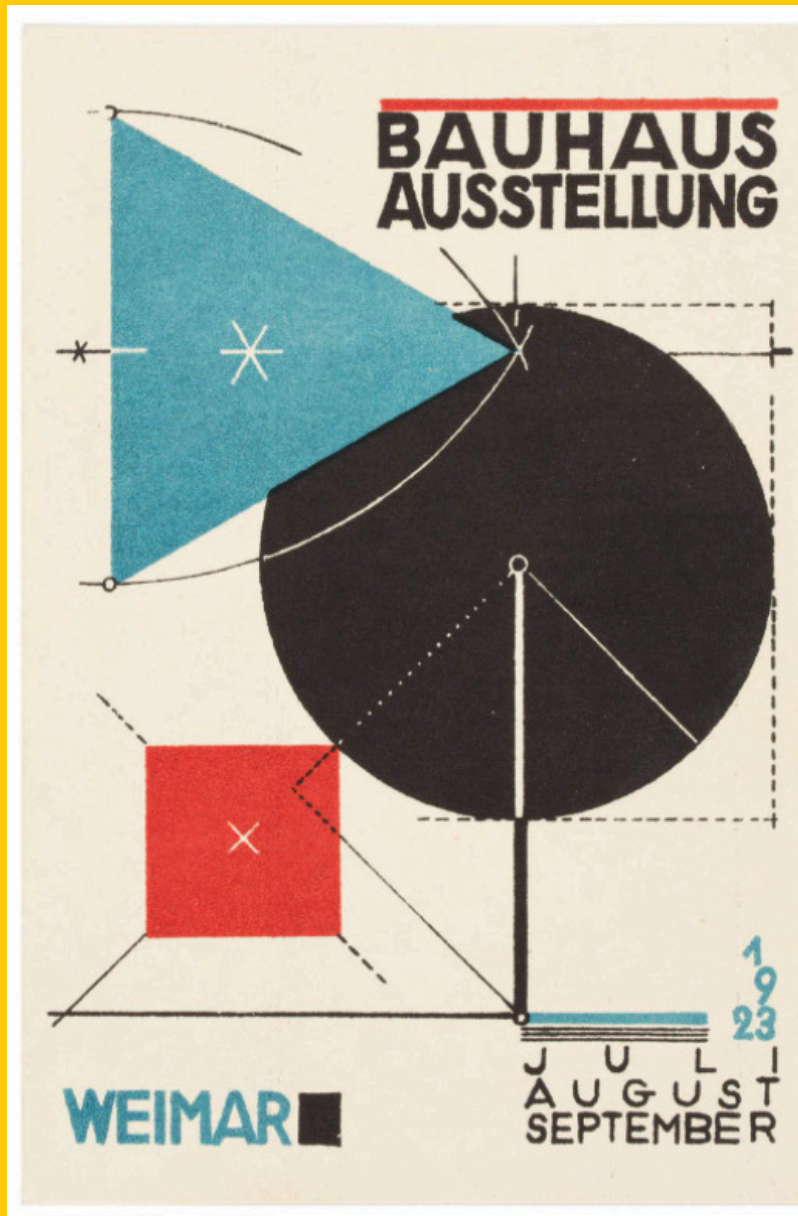


Fig 9. Poster for Film and Photo/International Exhibition/Stuttgart. Designer unknown, 1929.



Fig 10. Poster for a Swiss public-awareness campaign - Weinger Lärm (Less Noise). Josef Müller-Brockman, 1960.

# Modernism in the USA | Herbert Matter





Robert Day

Noreen Super Color Rinse is the choice of women who take pride in their appearance... happy, successful women with careers in business, the professions, public life, and society... all determined to look their best. Noreen, simply, easily applied, gives the hair distinction with new beauty. It doesn't over-do, but retains the natural look while imparting fresh color and lustre... blending out distressing imperfections. Choose from 14 glamorous shades to keep your hair faultlessly lovely.

At cosmetic counters everywhere. (30¢ or 60¢)  
Also professionally applied in beauty salons.  
Available in Canada.

**Noreen** **SUPER  
COLOR  
RINSE**

Let Your Head Shine  
above Fashion's  
New Costume Colors

Today when brightness itself is a definite fashion, you can put your hair in fashion with Noreen. And Noreen helps you wear almost every color in fashion too, by adding warm or cool tones to your hair's natural shade.  
It's so easy to give your hair new beauty when Noreen temporary rinses go on in just three minutes and wash off with equal ease. You'll discover that with Noreen a blonde becomes just blonde enough, a redhead truly red and a brunette newly exciting... even gray hair has a silvery new attraction of its own. Wear Noreen's lovely colors proudly, with confidence. Noreen's fourteen shades are truly subtle, never artificial... and Noreen-rinsed hair shines with brilliant but believable color.

At cosmetic counters everywhere  
Also professionally applied in beauty salons

**Noreen** **COLOR  
HAIR  
RINSE**

Send for FREE literature  
"What Noreen can do for me."  
Address postcard to  
Noreen, Inc.  
450 Lincoln Street,  
Denver 3, Colorado,  
Dept. H1.

Robert Day

ESKOM



evian.

FENDI



GG



GREYHOUND



Georgia-Pacific

Handelsbanken



Health o meter®



HOMELITE®

HOOVER



Humana® Hospital

Husqvarna



intel®

IIPPRRAA

JCPenney



JOCKEY®

Knoll



Kartell



Kimberly-Clark



LAGERFELD

Leitner\_

LASALLE Bank

3M

Aer Lingus



Aerosweet  
AIRLINES

AGFA

AlliedSignal

aprilia

AMERICAN  
CONTINENTAL  
CORPORATION



Agip

alta vista:

American Airlines®



ARMOR ALL



auping

AVCORP



AVIACO



Bank of America

BayBanks®

BASF

BancOhio  
National Bank

BANK ONE®

Bayer

BDF ●●●●  
Beiersdorf



bergamin

B&G



British Gas  
E&P

BOMBARDIER  
AEROSPACE

● BLAUPUNKT

bilde&lyd



BELLSOUTH

BLESS

Bell Atlantic



canvas



cappellini



CATERPILLAR®

Chicks on Speed

colette  
style design art food

clearNET



COMME des GARÇONS

CONAIR



Currys

Curtis  
Mathes

CUSHMAN &  
WAKEFIELD

Def  
jam  
recordings



digital



Dresdner Bank  
Die Beraterbank

DSB  
Danske Statsbaner

DUCATI



Eagle

EastTex

EVEREX



ЭРКОНПРОДУКТ



Energizer

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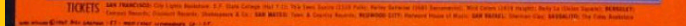
# Reactions?

# Early Postmodern | Wolfgang Weingart



# Early Postmodern | Wolfgang Weingart





# Early Postmodern | Wes Wilson



# Early Postmodern | Punk Aesthetic

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# Early Postmodern | Punk Aesthetic

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# Early Postmodern | Punk Aesthetic | Jamie Reid





**1985**



# Helvetica

Helvetic  
Helve  
He

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# graphic means

## A History of Graphic Design Production

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**Why Not Associates | UK**

**Designers Republic | UK**

**Attik Design | UK**

**Tomato | UK**





1004





2. **five page selection** - immediate response and  
evaluation possible  
3. **phonography** - voice recordings, instant feedback









CIVIL WAR  
 HULL 1992  
 events

The Hull Civil War Society is a non-profit organisation dedicated to the study and promotion of the Civil War in Hull. The Society was founded in 1982 and has since then been active in a wide range of activities, including the publication of a journal, the holding of lectures and the organisation of excursions.

The Society's journal, *The Civil War in Hull*, is published twice a year and contains articles on a wide range of topics related to the Civil War in Hull. The journal is available to members of the Society at a special price.

The Society also holds a series of lectures throughout the year, covering a wide range of topics related to the Civil War in Hull. These lectures are open to the public and are held at the Hull Museum.

The Society also organises a series of excursions throughout the year, covering a wide range of topics related to the Civil War in Hull. These excursions are open to the public and are held at various locations throughout the country.

The Society's website is [www.civilwarhull.org.uk](http://www.civilwarhull.org.uk) and its email address is [info@civilwarhull.org.uk](mailto:info@civilwarhull.org.uk).



RICHARD III  
 WESTMINSTER PRODUCTIONS

RICHARD III  
 THURSDAY 11 - 10.30pm  
 FRIDAY 12 - 10.30pm  
 SATURDAY 13 - 10.30pm

TICKETS: £10.00



ITC

Kallias (kal-ohs) was created  
intentionally to be a new, elegant, and  
distinctive typeface. It is the first  
weight that has been created since the  
introduction of the first weight of the  
family, while preserving as much of the original  
family as possible. The first, the only, Kallias comes  
from the original, the Greek root for "calligraphy".

The letters are characteristically long, sweeping, and flowing,  
elements that lend a look of sophisticated elegance, while  
maintaining the appearance of accomplished calligraphy. ITC Kallias  
has characteristically more capital letters as well as what Kallias has  
been called "unusual" letters in which the letters  
are significantly more. The capital letters in the collection  
of the year had the best proportion of letters, many  
being better. The word is a "unique" set of capital  
letters that perfectly complement the lowercase letters.

Kallias applied great care to the design of the medium and bold  
weights to ensure that the calligraphic features of the book weight  
were preserved. It is now often the boldest weight of a family, but in a  
medium, low, bolded appearance if the relationship between the thick  
and thin strokes is not correct. The ITC Kallias family includes

a book, medium and bold  
weight with accompanying italics.

ITC Kallias (kal-ohs)

is 1 from the Greek root kallis.

HEADING

"beauty."

2. A

new typeface released by  
International Typeface Corporation

g

ITC

K

A



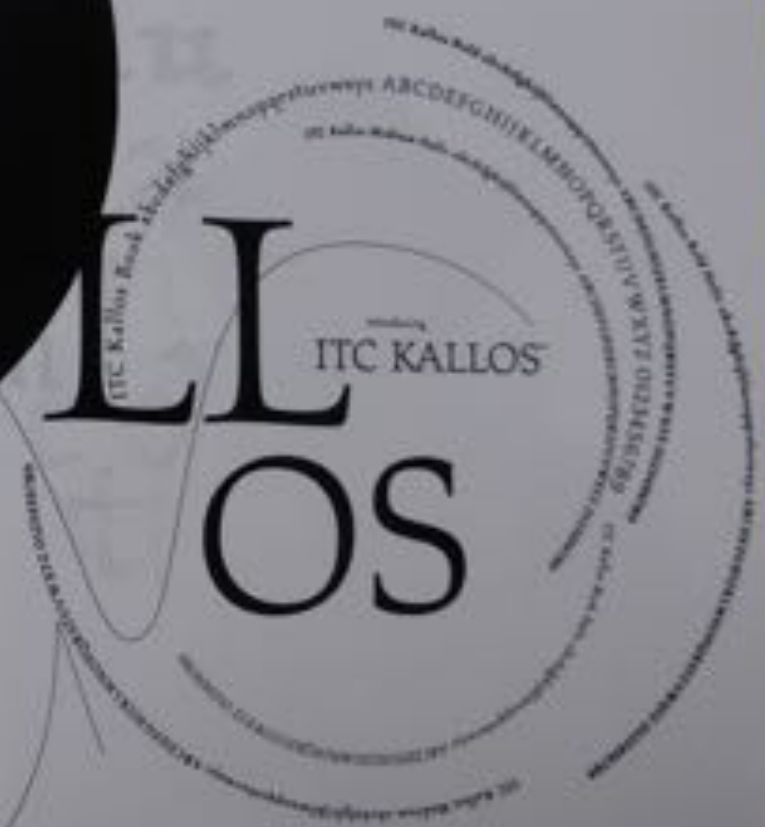
ITC KALLOS WITH A BEARING

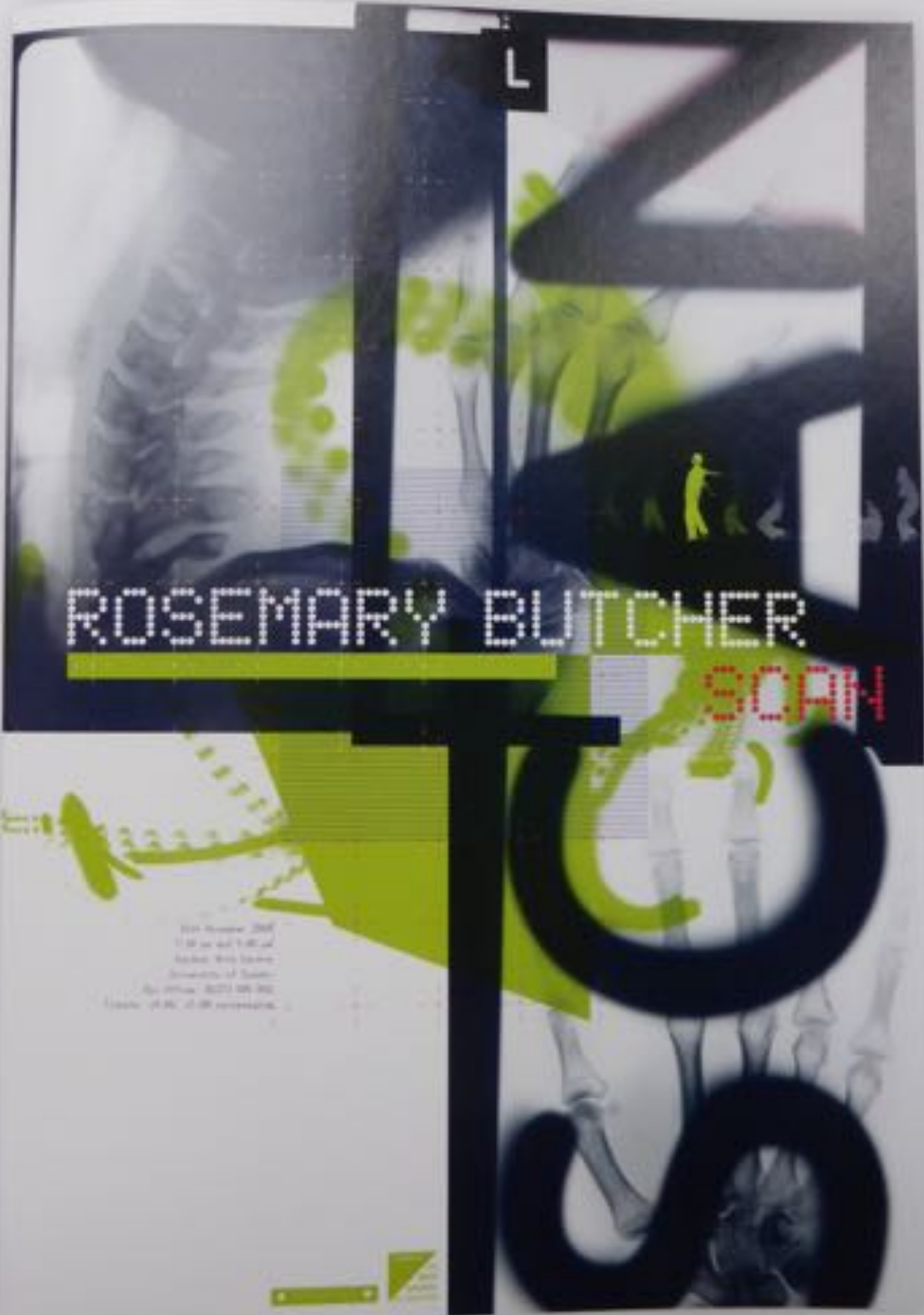
TRADITIONAL DISCIPLINE, ITC KALLOS WAS DESIGNED BY  
HERMAN A. THORNTON, SENIOR  
TYPE DESIGNER, SINGAPORE, WHO  
WROTE THE TYPEFACE.  
THE TYPEFACE WAS DESIGNED BY  
THE TYPESETTER AND THE TYPESETTER  
WAS DESIGNED BY THE TYPESETTER  
WAS DESIGNED BY THE TYPESETTER

The traditional challenge of  
creating a design that would  
be a modern typeface  
to use ITC Kallos in the  
world of the new design era  
was met.

LL  
OS

ITC KALLOS





ROSEMARY BUTCHER

SOAN

First published 2005  
11.99 (pb) and 14.99 (hbk)  
Author: Rosemary Butcher  
Illustrations: Rosemary Butcher  
ISBN 978 0 00 000000 0  
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BITE:00

BARBICAN INTERNATIONAL THEATRE EVENT

# BITE

THEATRE

DANCE

MUSIC

MAY > OCTOBER

 Barbican Centre

Box Office 020 7638 8891 [www.barbican.org.uk](http://www.barbican.org.uk)

BITE:99

MAY | OCTOBER THEATRE DANCE MUSIC

# BITE

BARBICAN INTERNATIONAL THEATRE EVENT

# 99



**Barbican Centre**

Box Office 0171 638 8891 May box (May - April 2000)

[www.barbican.org.uk](http://www.barbican.org.uk)



BITE is a series of events in collaboration with the Barbican Centre, featuring a range of artists and performers. Each year's programme is a mix of live performance, film, video and on the website and advertising material. Each year's programme is a mix of live performance, film, video and on the website and advertising material.

BITE:98

PLAYS  
IN THE  
PIT

SEARCH OF PROVOCATIVE  
NEW WRITING

20 MAY - 17 OCT

Barbican Centre  
Box Office 0771 634 6001

BITE:98

ROBERT WILSON  
PHILIP GLASS  
MONSTERS  
OF GRACE

Barbican Centre  
Box Office 0771 634 6001

BITE:98

PEONY  
PAVILION

Barbican Centre  
Box Office 0771 634 6001

BITE:98

SEPT  
24  
25  
26

1998

OR

during type

The words of type - composed  
in a sequence of sound -  
in a sequence of sound -  
in a sequence of sound -  
in a sequence of sound -  
in a sequence of sound -  
in a sequence of sound -

Barbican Centre  
Box Office 0771 634 6001



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**David Carson | USA**

**April Greiman | USA**

**Susan Kare | USA**

**Studio Dumbar | Netherlands**

TRANSWORLD  
**SKATEBOARDING**





e



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staab

E





Body surfing  
at Newport  
California, 1991.  
1991. Uses a  
typefaces in  
expressive  
treatment.  
in "wedge"  
shifts to  
shifts to "p"  
Photo Ron B.

Beach Cool opener, 1990. Background art Masanori Mishiola K. Kenyon

the photos that  
changed the way

we

surf

by matt george







Fig 24. Detail of page from *Futurist Words of Liberty*. Written, typeset and published by FT Marinetti, 1909.



Fig 25. Spread from *Beach Culture* magazine. David Carson, 1990.



STYLE EXPLOSION INSERT

# RAYGUN



beck  
ORBITAL

MANIC STREET PREACHERS  
UNDERWORLD  
CHARLIE WATTS  
SEBADOH  
MOS Def  
WAX



with a lot  
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FREED FROM  
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# Raygun



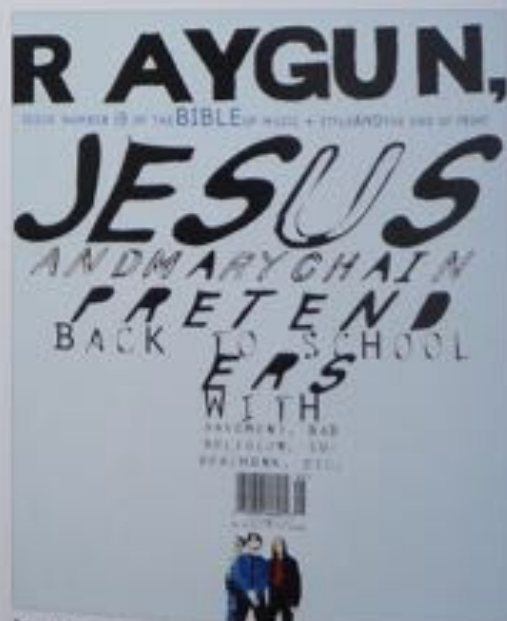
Issue 25, 1996. The first time in magazine history that an inside story jumped its sections on the front cover.  
Photo by Guy French



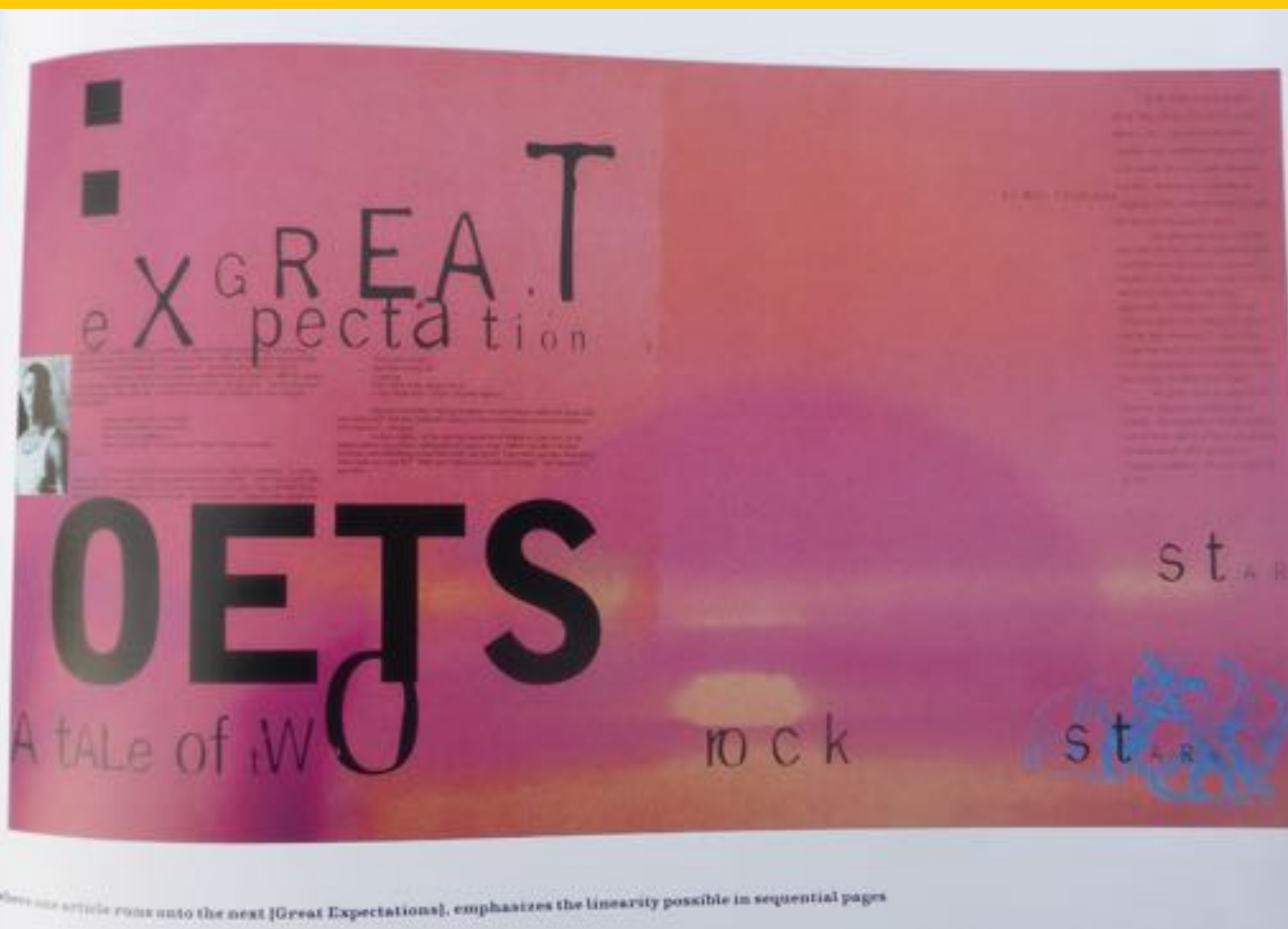
Issue 17, 1996. Three images combined in Photoshop and Collage.  
Photos Melissa McDowell.  
Plane: Dan Conway. Dog: Jason Lazzotte



Issue 21, 1996. Featuring the first color photo, a black and white Polaroid was used, with visual pun on "hot mess".  
Photo Kevin Keenake



Issue 19, 1996. Band picture is small, below the barcode, underlining the overall emphasis on cover photography. Ray Gun logo featured and drawn by Ed Folio, taken from a poster he designed announcing a talk by Caran.



where one article runs onto the next [Great Expectations], emphasizes the linearity possible in sequential pages

THE resemblance BETWEEN YOU AND andre IS  
 UNCANNY BECAUSE YOU BOTH are  
 WEARING THE NEW AIR CHALLENGE FUTURE tennis shoe FROM NIKE WITH THE  
 EXOSKELETAL STRAPPING AND THE HUARACHE-FIT™ INNERBOOT system WHICH MOLDS  
 TO YOUR FEET AND YOU BOTH ENJOY THE BETTER LATERAL MOTION BECAUSE OF THE  
 LONGITUDINAL FLEX LINES AND HERBINGHONE OUTSOLE AND YOU SHARE AN  
 INCREDIBLE AMOUNT OF CUSHIONING HATS OFF TO THE NIKE-AIR® CUSHIONING IN THE  
 HEEL AND FOREFOOT AND THERE ARE  
 MYRIAD OTHER THINGS YOU HAVE IN COMMON LIKE  
 THE FOOTFRAME™ device AND THE MIDFOOT tension STRAP WITH  
 RUGGED HOOK-AND-LOOP CLOSURE FOR INSTANCE AND



Let's FACE IT IF IT WEREN'T FOR THE HAIR  
 AND THE earring AND THE WIMBLEDON

CUP YOU GUYS COULD Be, LIKE,  
 TWINS.  
 TWINS.





the AIR STRUCTURE II running shoe from Nike has a thermoplastic Footbridge™ device for

STABILITY.  
IT HAS A HEEL CLEFT FOR STABILITY.  
IT HAS A SCULPTED MIDSOLE FOR STABILITY.  
IT IS THE MOST STABLE SHOE NIKE HAS EVER MADE.  
IT'S STABLE, OK?  
NOW WILL YOU RELAX?



RELAX

[illegible]

showcase of five paper ads, design dr. agency leads by, creative directors andrew christen and will  
ground, buchanan ad, type design dr. agency also includes, chicago, creative director  
foster murray weiss, director allen weiss  
for eight, new europe ad, repeated in 12 languages, design  
director susan hubman



NEW,  
ORDER  
CONTINUED

LIVE IN THE  
KING  
ELVIS PRESLEY  
SPOON  
MILES DAVIS  
ASHLEY  
TOWERIST  
SOLO  
NORTH  
REVIEWS  
LIST HAVE

1990-1991

bryantir



在 2008 年 12 月 1 日以前，在《公司法》第 147 条第 2 款中，规定“董事、高级管理人员不得兼任监事”。而《公司法》第 147 条第 2 款在 2005 年《公司法》中，规定“董事、高级管理人员不得兼任监事”。而《公司法》第 147 条第 2 款在 2005 年《公司法》中，规定“董事、高级管理人员不得兼任监事”。

[illegible]

...the ... of ...

... (text is too blurry to transcribe accurately) ...

Figure 1. A schematic diagram of the experimental setup. The subject is seated in a chair and views the screen through a video camera. The screen displays the target and the starting position of the hand. The hand is moved from the starting position to the target position. The video camera records the hand position and the target position. The video camera is connected to a computer, which controls the video camera and the hand movement.

[illegible][illegible]

The authors would like to thank Dr. J. L. Kinsinger for his helpful comments on the manuscript.

[illegible][illegible]

1. The authors of the paper are not aware of any other studies that have examined the effects of the proposed changes on the health of the population. The authors are not aware of any other studies that have examined the effects of the proposed changes on the health of the population. The authors are not aware of any other studies that have examined the effects of the proposed changes on the health of the population.

Abstract: The relationship between the use of the word "and" and the use of the word "or" in the English language is examined. The results of a survey of 100 English speakers are presented. The results show that the use of the word "and" is more frequent than the use of the word "or" in the English language. The results also show that the use of the word "and" is more frequent than the use of the word "or" in the English language.

1. 在 1990 年，*Journal of the American Medical Association* 发表了一篇关于“*Drugs and the Media*”的文章，指出媒体在报道药物信息时的不准确性和误导性。

1. [Download the software](#)  
 2. [Install the software](#)  
 3. [Run the software](#)  
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 8. [Troubleshooting](#)  
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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

the two groups of patients, and a further group of patients with a diagnosis of schizophrenia. The results of the study are discussed in relation to the literature on the effects of the environment on the development of schizophrenia.

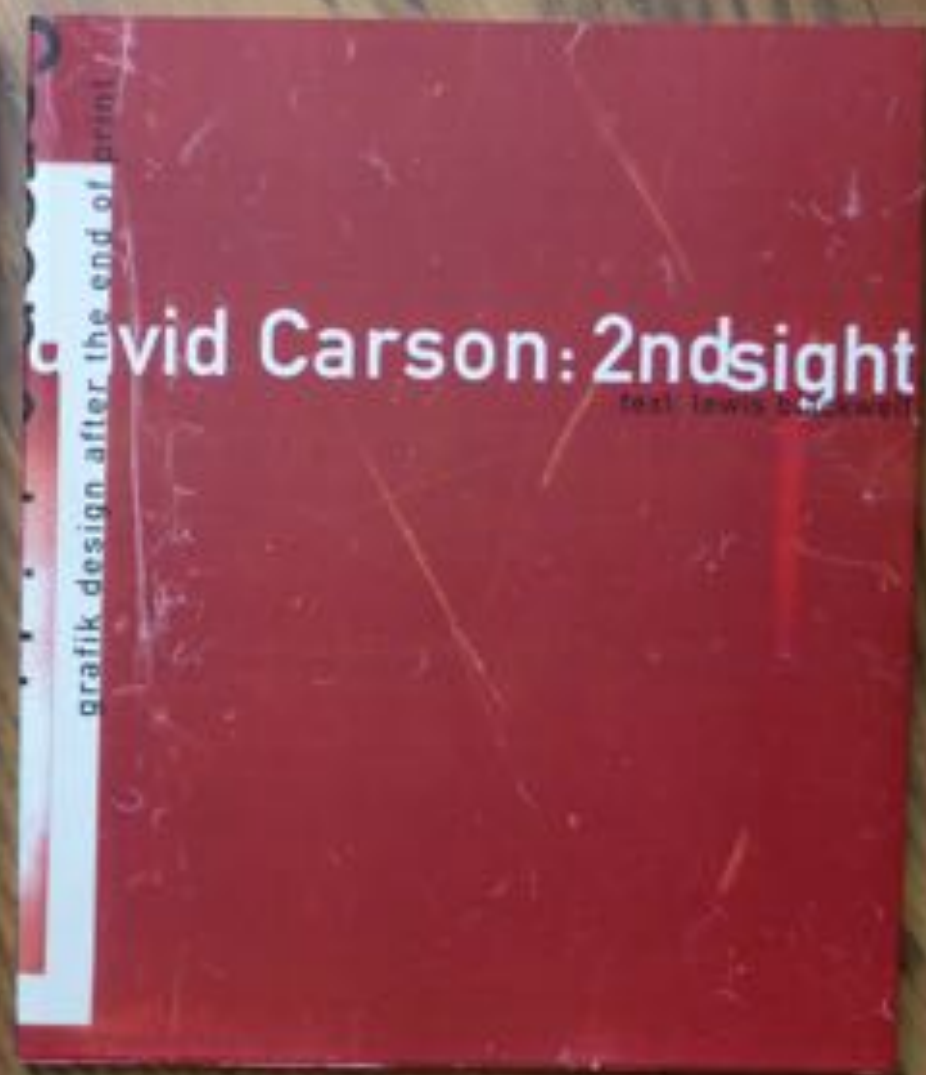
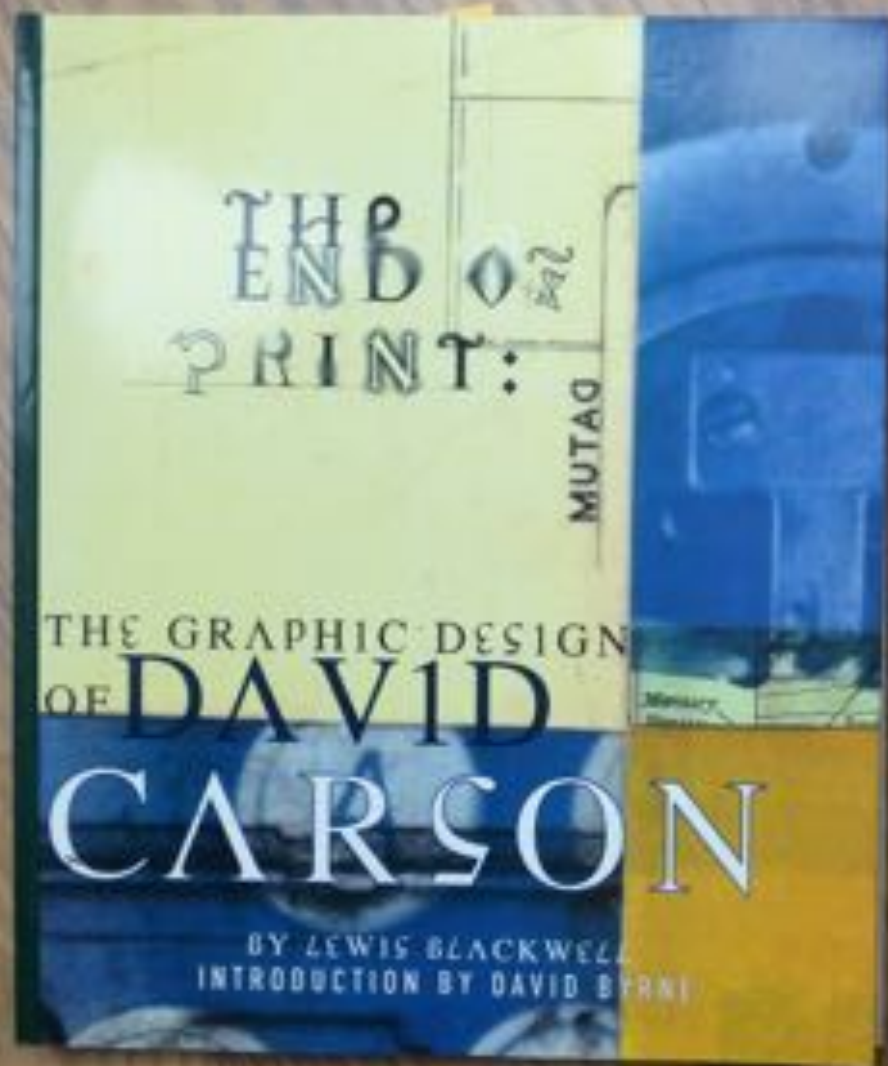
As a result, the system is able to detect and respond to changes in the environment, such as the presence of obstacles or changes in the terrain. This allows the robot to navigate through complex environments and avoid collisions with obstacles. The system also allows the robot to learn from its experiences and improve its performance over time. This is achieved through a process called reinforcement learning, where the robot is rewarded for successful actions and punished for unsuccessful ones. This allows the robot to learn the best actions to take in different situations and improve its overall performance.

... (faint text) ...

... ..







**It will terrify ardent Modernists, but we're moving into a new kind of modernism – the modernism of the individual, where the individual has access to the means of communication. It means that design is no longer a kind of temple.**

**Neville Brody 1992.**

**In the end, the new illiteracy is our modern-day retaliation against the tyranny of logic. The promise of personal expression notwithstanding, whatever happened to good editing, smart instincts, and the pursuit of meritocracies? And when, incidentally, did design become the enemy?**

**Jessica Helfand, 2001.**



battery park



**batterypark**  
*Battery*

ors

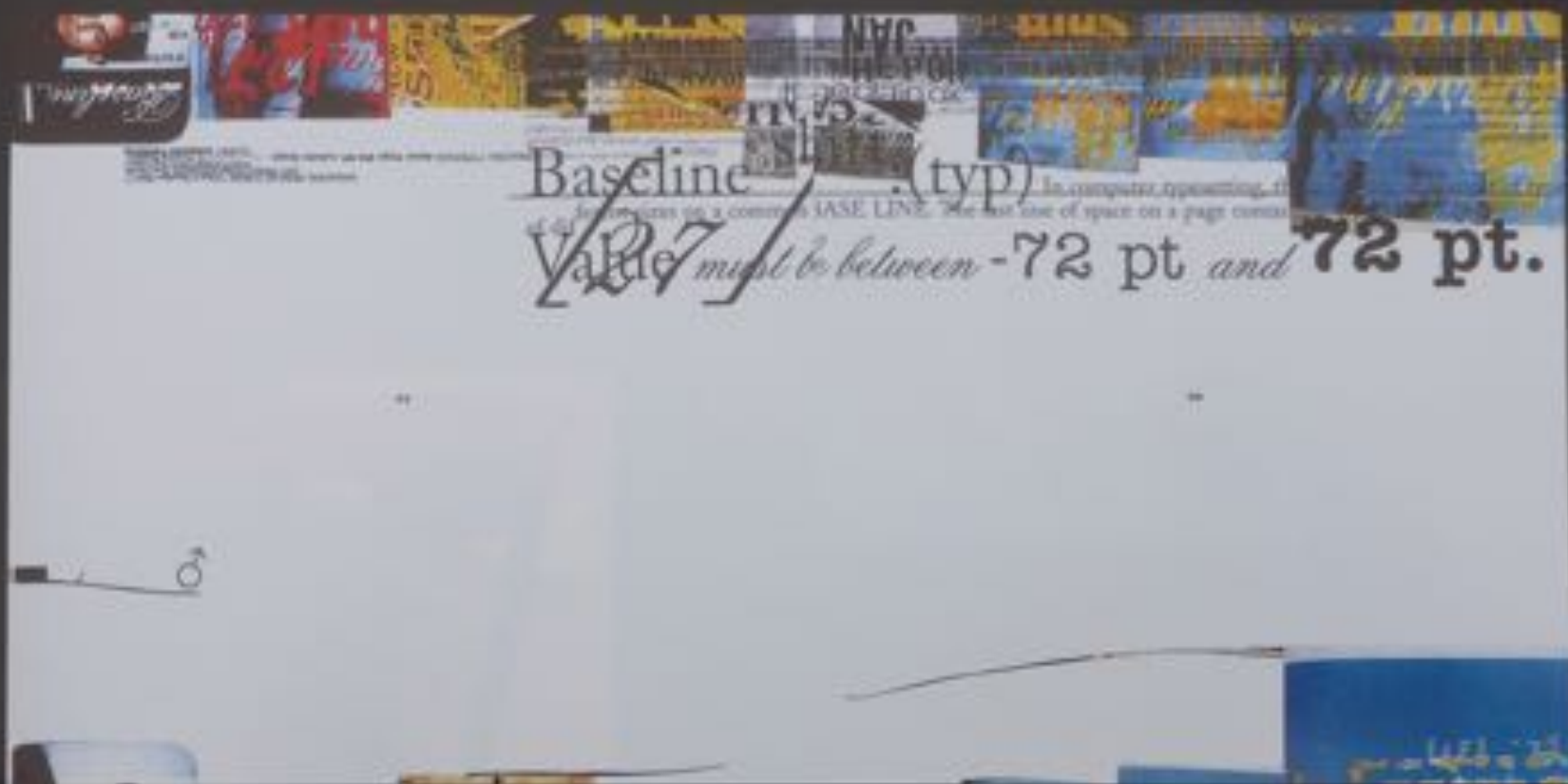
ent at Ovum and wale  
re, he has addressed  
with network  
any others, and  
systems market  
Financial Times

Ovum with 12  
industry:  
lication of  
service and  
spect  
Kingston

## Billing for Next Generation Services: Meeting the Challenge

Next generation service offerings will become the key battleground for

STUDENT  
DESIGN  
YEARBOOK  
1998



Issue 1





naked

WILLIAM  
WALLACE

burRoughs

lunch

metalwork (mɛtəlwɜ:k) n. the craft of  
making metal things made out of metal  
work 17 n.  
metal  
metal

metal (mɛtəl) n. an element

Hanson Group (Metal) 1997

metal  
ALPHA MANUFACTURING

GNJ ENGINEERING

SCHOFIELD FABRICATIONS

PHOENIX STEELS CO.

SENIOR (HEAT TREATMENT)

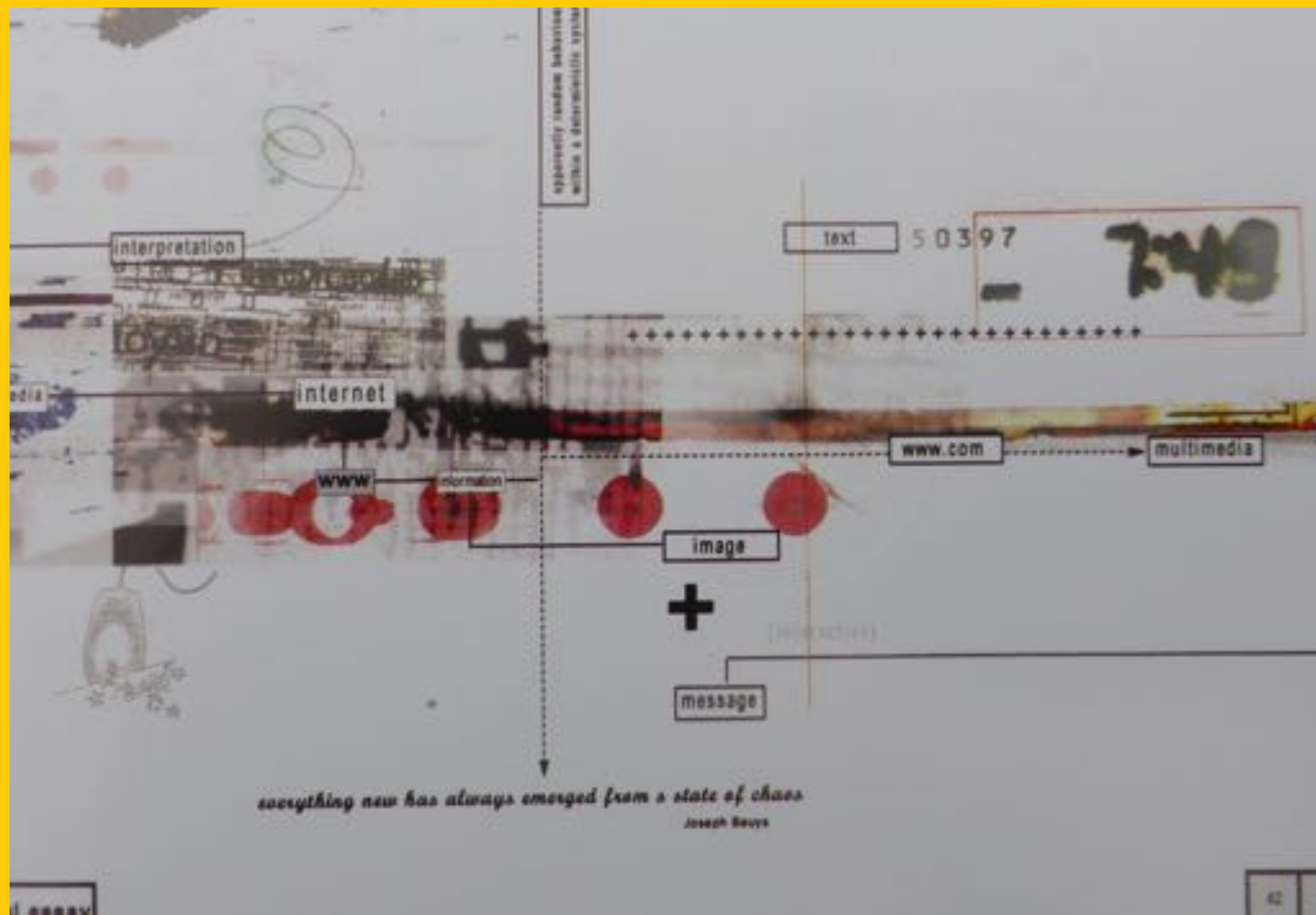




a good  
hot shower  
clean clothes



last year we gave 170 young people their own flat - a real home













**Given some of the problems of post-modern visual communication discussed in this book, what forms, in terms of style, might an oppositional graphic design assume at this point?**

**Rick Poynor, 2003.**

**What is the new rebellion?**

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**Retro aware**

**Eco conscious**

**Collaboration / Entrepreneurship**

**New media**

the

end