

2019

The Humber College School Faculty of Media and Creative Arts

has organized a weekend dedicated to films on art and design. Learn how artists and designers have forged their way successfully through the world of design.

The Royal Cinema

**608 College Street
Toronto, ON
M6G 1B4**

NOVEMBER

8-9, 2019

ART AND DESIGN

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FRIDAY

Helvetica

Year: 2007

Country: USA

Director: by Gary Hustwit

THE World's most inescapable typeface Helvetica is loved and hated by designers. Helvetica is the typeface seen more than any other in our current age and its use is equally neutral, commanding, and cheeky. Released in 2007 as a celebration of the 50th anniversary of Helvetica typeface, this film celebrates Helvetica's history, the reasons for its pervasiveness, and universal appeal. It also explores how typography has an immense impact on our culture.

2:30 p.m.

Paula Scher: Graphic Design

Year: 2017

Country: USA

Director: Richard Press Letters are powerful signs in a world where designers are tasked with conveying complex messages as quickly as possible. Paula Scher uses graphic design to paint with words, developing a visual language she explores in the world of iconic brands and well-known institutions around the globe. Follow Scher from her early career as a poster designer to becoming the director of the Pentagram Agency.

4:30 p.m.

SATURDAY

Bauhaus: The Face of the 20th Century

Year: 1994

Country: ENGLAND

Director: by Julia Cave

Written by Frank Whitford, this film examines how the Bauhaus movement changed the way we look at design. With the backdrop of the World Wars, it introduced a bold style of work that was ahead of its time. The Bauhaus movement had a tremendous impact on every corner of the art and design world and to this day, its legacy is seen everywhere.

11:30 a.m.

Graphic Means: A History of Graphic

Design Production (2017)

Year: 2017

Country: USA

Director: : Briar Levit

This documentary sketches the technological changes that have transformed the process of graphic design from Gutenberg's invention of a movable-type press to the present age of digital publishing. Graphic Means follows the evolution of printing from the 15th century up through the development of photo typesetting, and the revolutionary impact of the Macintosh computer.

1:30 p.m.

For tickets, visit: www.eventbrite.com/FMCAFilmScreening