

ANDREA

peneva

SWISS style
design
STYLE
whatever

MOOD

BOARD



COLOUR

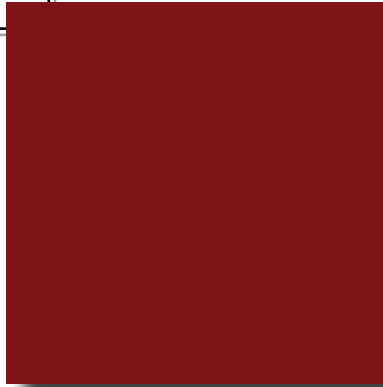
Scheme



R: 255
G: 0
B: 0

C: 0
M: 99
Y: 100
K: 0

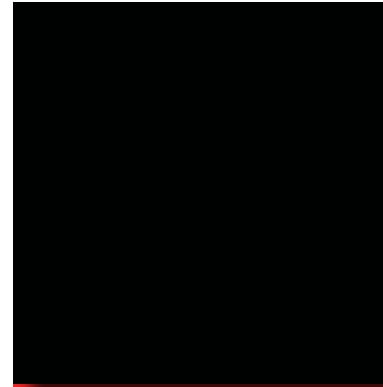
#ff0000



R: 127
G: 6
B: 6

C: 29
M: 100
Y: 100
K: 38

#7f0606



R: 0
G: 0
B: 0

C: 75
M: 68
Y: 67
K: 90

#000000



R: 161
G: 161
B: 161

C: 39
M: 32
Y: 32
K: 1

#a1a1a1

TEXT

examples

SWISS DESIGN was a movement that took hold in the 1950s in two Swiss art schools, the kunstgewerbeschule in Zurich, led by Josef Müller-Brockmann, and the Allgemeine Gewerbeschule in Basel, led by Armin Hofmann. Both of these instructors had studied with the great Ernst Keller in Zurich before World War II. These names will become more meaningful when we look at their work a little later.

Their style, which was called the International Typographic Style at the time, was guided by the ethos that design should be as invisible as possible. All traces of the designer's subjectivity should be suppressed in order to let the "content" of a work shine through. It is similar to the axiom of architectural modernism that form should follow function.

In practice, what distinguished **SWISS DESIGN** was the use of asymmetric layouts with text aligned flush-left, ragged-right; sans serif typefaces like Akzidenz Grotesk and, later, **HELVETICA** (originally called Neue Haas Grotesk); the use of photographs instead of illustration; and, most importantly, the deployment of a mathematically determined grid to determine the placement of design elements—a method that remains extremely important to this day in web design.

Many of these features have become so prevalent in design that we no longer think of them as distinctively Swiss. To get a sense of how distinctive they were at the time, however, let's consider two American advertisements from the period—one pre-Swiss Design, one post-Swiss Design.

EMPTY

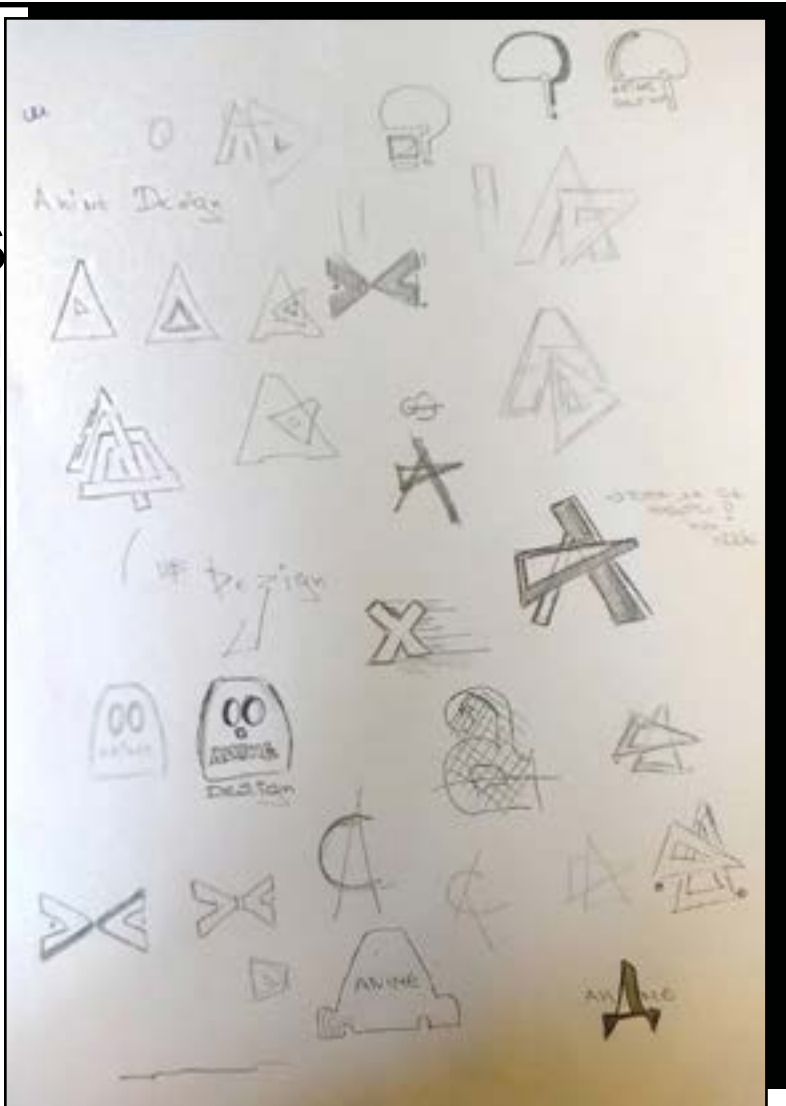
space

why

NOT

SKETCHIE

it's **HARD**
To pick
one



IMAGE

export

final

PAGE



LARGE 621 x 792 pixels
1.39 m - 72 dpi



MEDIUM 396 x 306 pixels
355.0 k- 72 dpi



SMALL 261 x 204 pixels
155.2 k- 72 dpi