



INTRODUCTION TO TYPOGRAPHY

ARYA GOVEKAR



Paul Renner:

Paul Renner (1878–1956) was a pioneering German typographer and designer, renowned for creating the modernist typeface Futura in 1927. His designs were marked by pure geometrical lines and functional design, borrowed from the Bauhaus ideas. His contributions to typography and graphic design were instrumental in shaping modernist aesthetics in the 20th century.

Bauhaus:

The Bauhaus movement focused on modernism by integrating art, craft, and technology to create functional, minimalist designs. It emphasized simplicity, clean lines, and geometric shapes, rejecting ornate details of the past. The movement promoted the idea that design should serve practical purposes and be accessible to everyone, reflecting modernist ideals of efficiency and social progress. Its influence extended to architecture, furniture, and graphic design, shaping the aesthetics of the 20th century.



Poster:

