Modernism was a design movement that covered many creative disciplines from design and art to influencing architecture, music and literature. With the advances in technology, artists started to re-think their practice in a more strategic way and the results shaped Western culture and still influence designers today. Communications, design and typography were especially affected, as focus shifted into more gridded layouts and emphasis on negative space. The idea was to create visually strong graphics that went against the current rules in commercialism.

In my paper, I will discuss how modernism affected communications and the shift in advertising style during that time period.