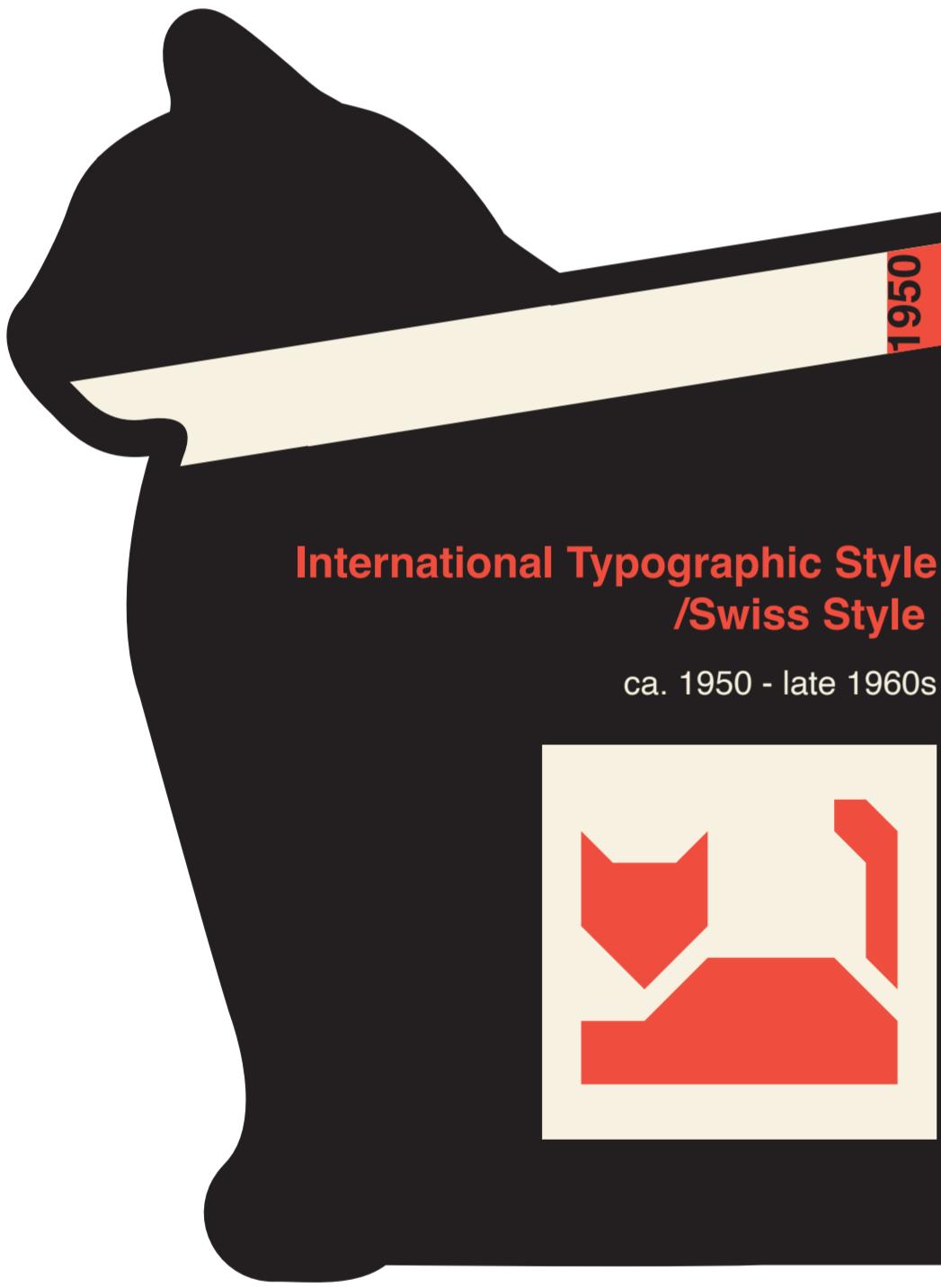


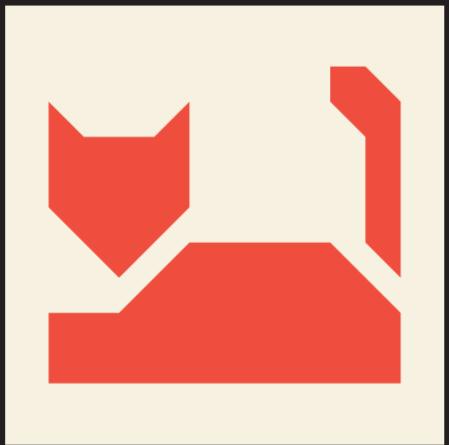


A tail
through
Graphic Design
history



International Typographic Style /Swiss Style

ca. 1950 - late 1960s

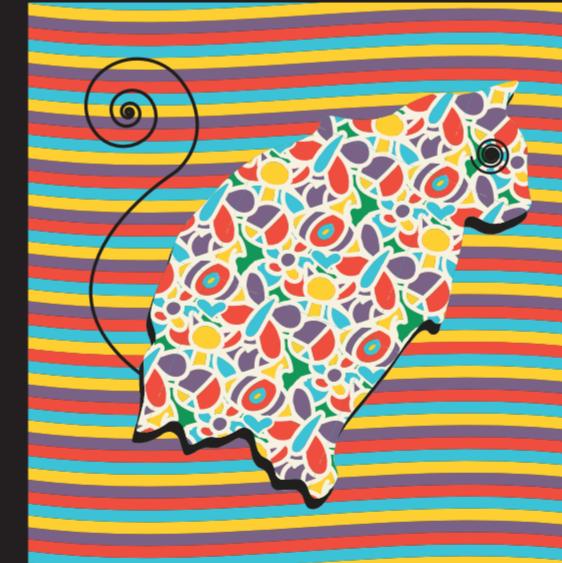


The International Typographic Style, also called the **Swiss Style**, emerged in Europe after World War II. The style is minimalist, uses grid-based layouts, and emphasizes readability, objectivity, and precision. It developed as a response to the world's need for effective and universal communication after the war. The popular typeface Helvetica became synonymous with the International Typographic Style.

Influential designers:

- Max Miedinger
- Josef Müller-Brockmann
- Armin Hofmann

Psychedelic Poster Style ca. 1960 - mid-1970s



The Psychedelic Poster Style gained prominence in the mid-1960s. The style was heavily influenced by the hippie movement, music festivals, and the hallucinatory effects of mind-altering drugs. It's colorful, expressive, and filled with distorted shapes and exaggerated lettering that create a feeling of movement and energy.

Influential designers:

- Wes Wilson
- Rick Griffin
- Bonnie McLean

1950
1960
1970
1980

Follow a cat's tail through the changing styles of graphic design.

