

# Moodboard

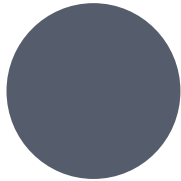


I changed my moodboard completely than what I originally uploaded to fronter, because I wasn't sastisfied with it. I decided to focus on the aspect of balance, harmony, geometrical and the colour part of the bauhaus style, the part that Josef Albers believed and worked with.

# Colour Scheme



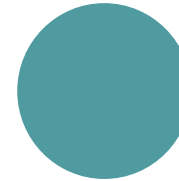
#000000



#5D5F6F



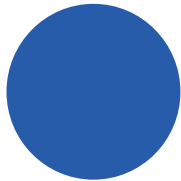
#8B0000



#559CA4



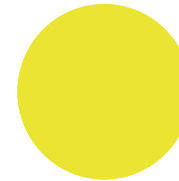
#EEE9DC



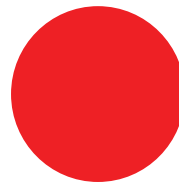
#093DFE



#FFFFFF



#F9F902



#0E50A10

## The use of colours:

The colour I've chosen for the website is based on some of the colours they used in the Bauhaus style. Not all colours will be used at the same time or on every page of the website.

The main colours that will be used are the following: **#000000**, **#5D5F6F**, **#8B0000**, **#559CA4**, **#EEE9DC** and **#FFFFFF**.

The blue, yellow and red might be used in the logo, for the website.

*"note: That hasn't quite been decided yet."*

# Text exampl 1

## The Bauhaus Movement - The beginning

You've probably heard about Bauhaus, and you might think I'm talking about the hardware store, but I'm not. I'm talking about the movement that have had the biggest influence on todays architecture, art and design.

The Bauhaus movement started back in 1919 when a architect named Walter Gropius founded a school, with the vision of bringing art and industry together, by combinging crafts and fine art. The school was based in Germany, but moved location serveral times.

*"To create one must question everything"* - Eileen Gray



# Text example 2

## Important people of the Bauhaus movement



### **Walter Gropius:**

Walter Gropius was the founder and man behind the Bauhaus movement and school.

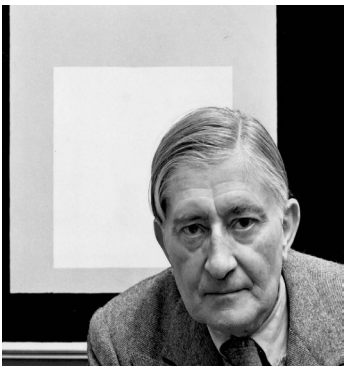
He was an German - American architect, born in Germany 18th of May 1883 and died in 1969 at aged 86 in Boston.



### **Eileen Gray:**

Eileen was one of the first women to be admitted to the Slade, that was where is began painting.

She was an architect and furniture designer. Born in Ireland 9th of August 1878 and died in 1976.



### **Josef Albers:**

Josef Albers was an American artist that was born in Germany 19th of March 1888 and died in America 1976.

He is today best known for his colourful Homages to the Square paintings.



### **Paul Klee:**

Paul Klee was an German-Swiss artist. He was born the 18th of december 1879 and died in 1940.

He was teacher at the Bauhaus school, where he also explored the colour theory.

His art was influenced by Cubism, Surrealism and Expressionism.

# Typography

## Futura Condensed Medium:

For the headlines will **Futura Bold be used** and for the subheadlines will **Futura Condensed Medium** used. As it gives a nice aesthetic, modern and readable look to the website and as head and subheadlines.



## Helvetica:

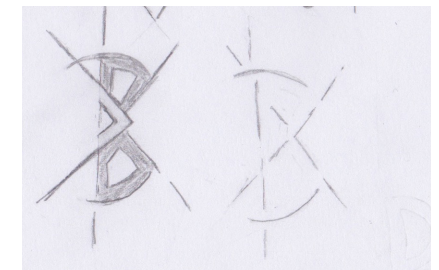
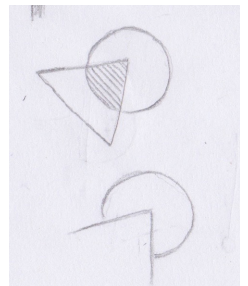
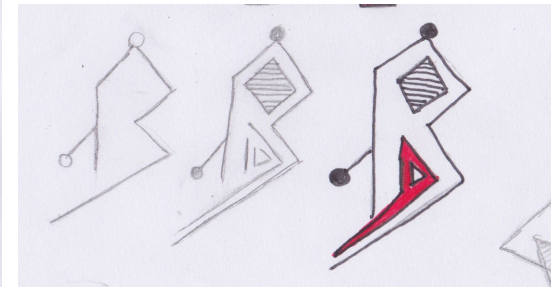
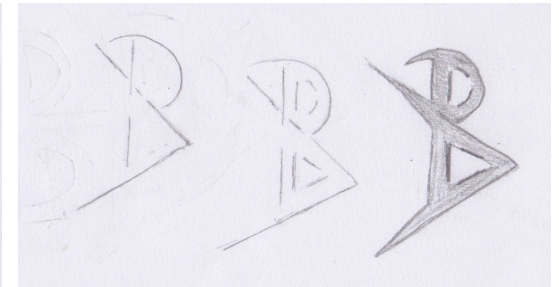
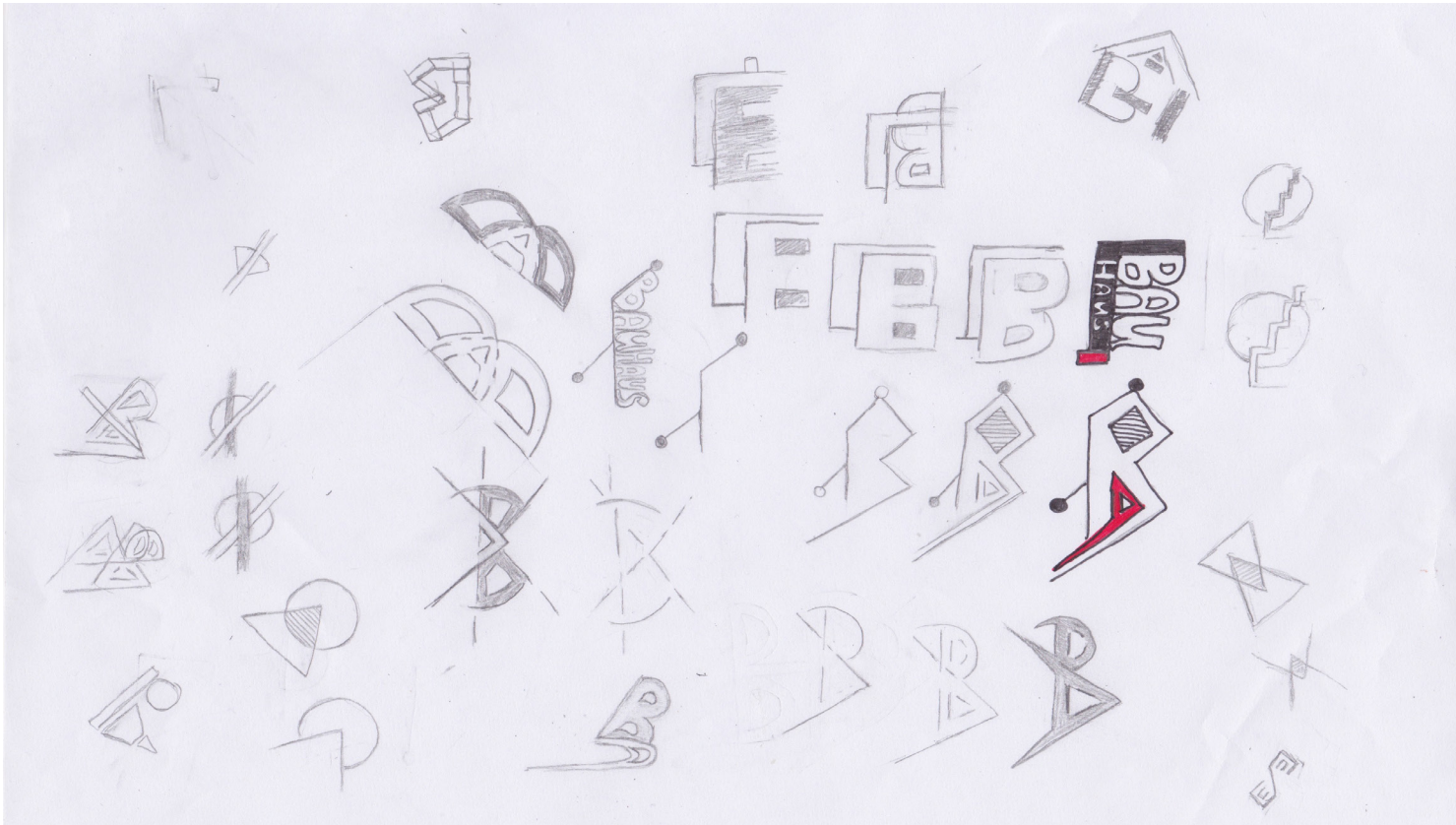
The bauhaus movement used sans-serif type because they meant its simplified geometric form was more appealing. Therefore will **Helvetica light** which is a sans-serif typeface be used as bodytext. I also used Helvetica light as bodytext in this document to give an example of how it will look on the website.

For quotation will be used **Helvetica light Oblique**, because it will still be readable and the reader will be able to see the different between the quotes and bodytext.





# Logo sketches

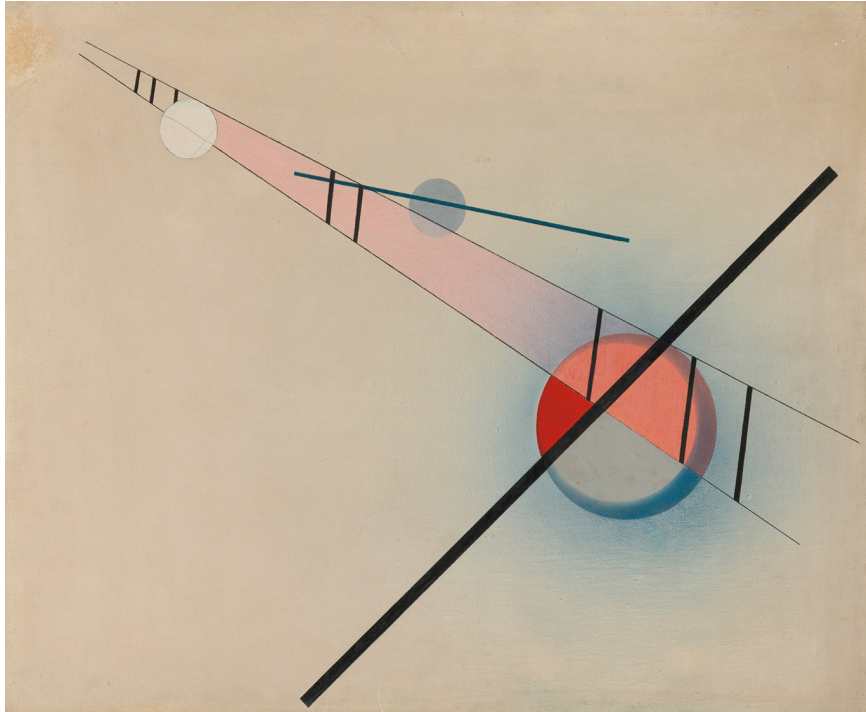


I decided that i wanted to make a logo for the bauhaus style website and also one that would fit the style.

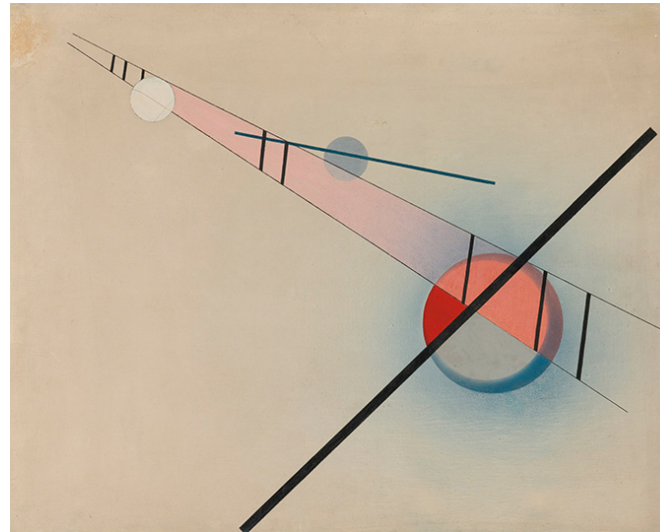
Therefore I tried to play around with geometrical shapes, and the colours black, red and white.

I also tried to combined two letters together For example B and A, although i did thought about using B and H, but then I remebered that "Bra" in danish is "BH". And maybe if i used those two letters danish readers and users would associate the website and logo with the word "bra".

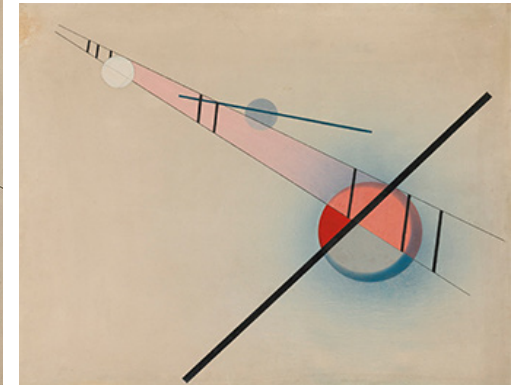
# Image examples



Resolution: 1366 x 1089  
File size: 795 KB  
Compression: JPEG



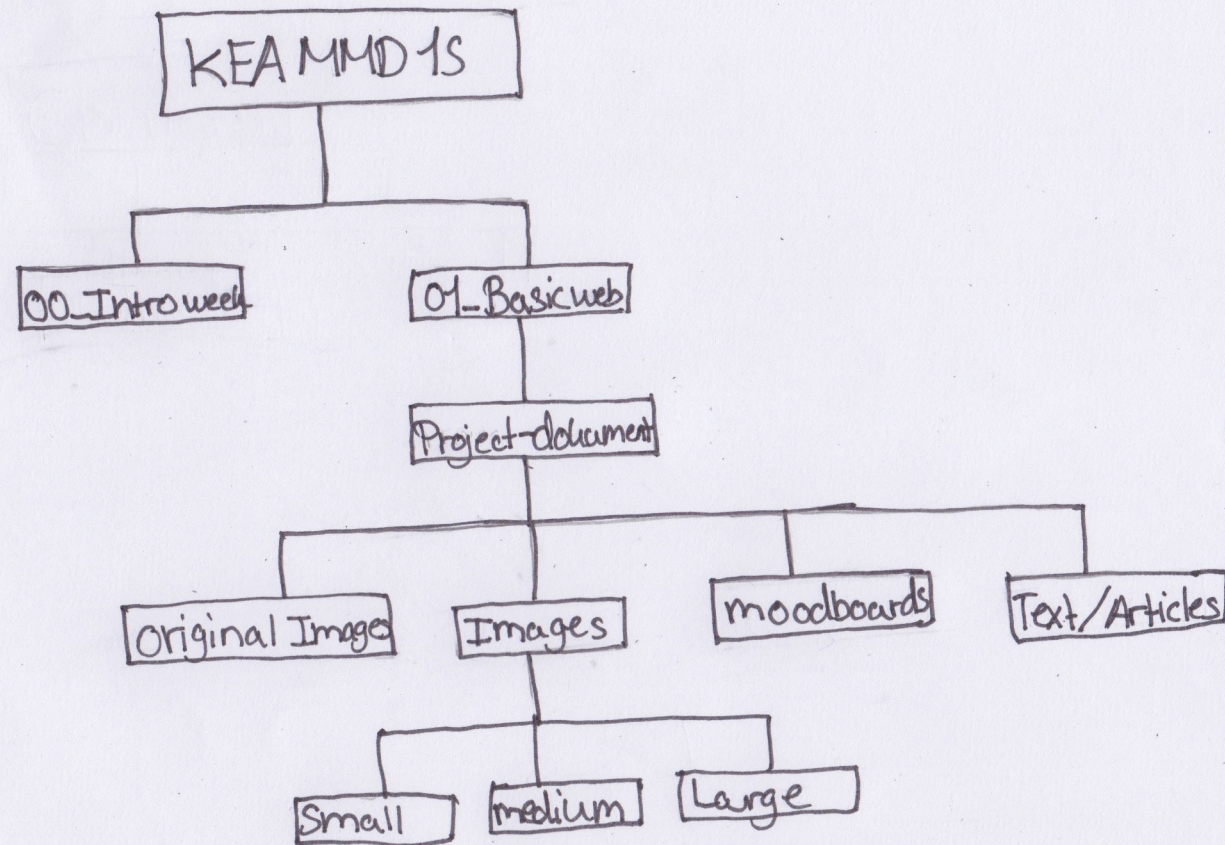
Resolution: 683 x 544  
File size: 217 KB  
Compression: JPEG



Resolution: 342 x 272  
File size: 61 KB  
Compression: JPEG



# Folder structure





# References list

<http://www.bauhaus-movement.com/en/>

<https://www.widewalls.ch/bauhaus-typography/wassily-kandinsky/>

<https://99designs.dk/blog/creative-inspiration/know-your-design-history-the-bauhaus-movement/>

<http://bauhausinteriors.com/blog/the-bauhaus-movement/>

<http://www.eileengray.co.uk>