

Research

Why Bauhaus?

I initially had a different idea for the project, but after discussing it with my professor, we decided it would be better to choose something I could complete in three weeks. I immediately thought of creating an informative poster about Bauhaus, as I've always been interested in its unique, functional designs and use of minimal materials. I want to make a poster that's both informative and captures the energy of Bauhaus.

First week

I began gathering information about Bauhaus, its origins, key characteristics, and founders. Since posters typically use minimal text for readability, I aimed for concise yet informative content. I used ChatGPT to refine my initial draft, making it shorter and more engaging. After finalizing the text, I moved on to the ideation phase. See the next page.

DESIGN & STYLE

Bauhaus Architecture: Origins and Characteristics of Bauhaus

Written by MasterClass
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Modern architecture often features bold, clean lines, and simple functionality, from mid-century modern to Scandinavian minimalism. You can trace all of these design trends back to a school of architecture that began in early twentieth-century Germany: the Bauhaus school.



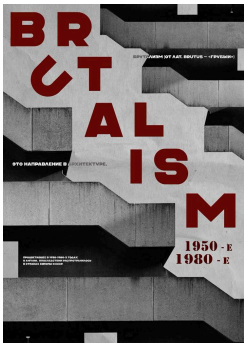
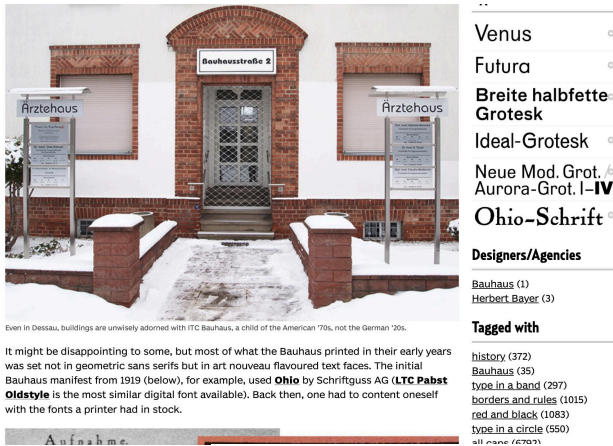
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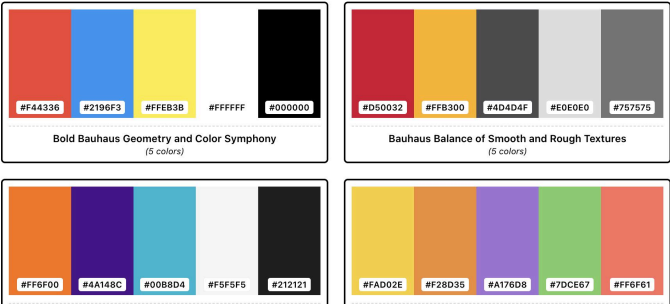
Moodboard & braindump

First, I looked for reference pictures of Bauhaus posters, collecting a few that caught my eye and could inspire me. I'm drawn to the ones with minimal color and abstract designs. I also thought about experimenting with different font families and creating unique layouts. Most of these posters have little text and focus on a single element. For my poster, I want to share some information, but in a fun and interesting way.

Afterward, I explored color palettes used in Bauhaus designs and tried out different fonts.



31 Bauhaus Color Palettes & Schemes



Several specific features are identified in the Bauhaus forms and shapes: simple geometric shapes like rectangles and spheres, without elaborate decorations.

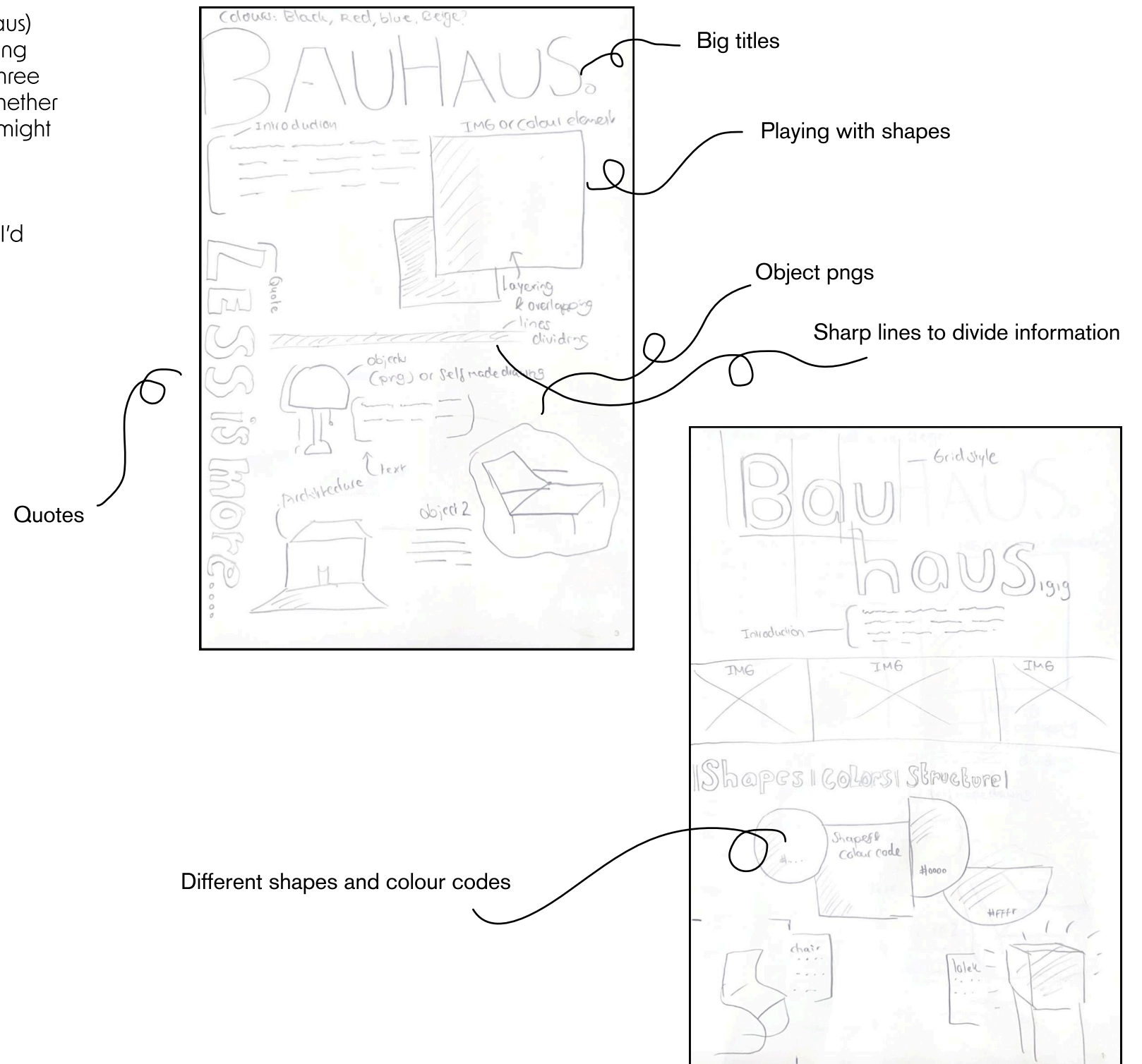
Buildings, furniture, and fonts often feature rounded corners, sometimes rounded walls, or curved chrome pipes.

- Characteristics and History of Bauhaus
- Abstract
- A fun way of showing Bauhaus elements
- Simultaneous contrast – contrasting colors intensify one another when paired together.

Sketches and ideas

I started sketching two designs for my poster. I want a big title (Bauhaus) and a short intro or a history fact about Bauhaus. I'm thinking of playing with different shapes and possibly overlapping them. I'll use two or three fonts, with size variations depending on their role. I'm still deciding whether to use real photos of Bauhaus designs or draw them in Photoshop. I might also edit the photos and give them a photo ink effect. I'm not entirely sure about the composition and layout yet.

The second design has a different composition and use of elements. I'd like to experiment with the title, placing it on a different grid line, and playing around with grid lines in general.



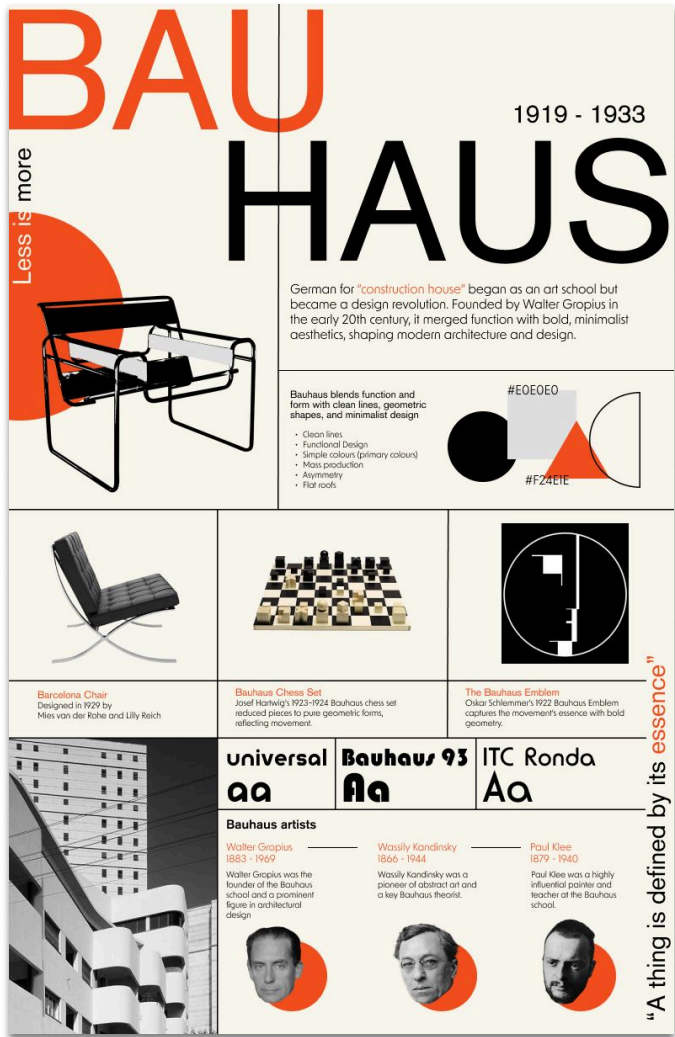
Final poster design

I worked on two different designs. I wasn't fully satisfied with the first one, as I was unsure about the layout and how the information was displayed. So, I created another design with a different aesthetic, and I'm much happier with the final result.

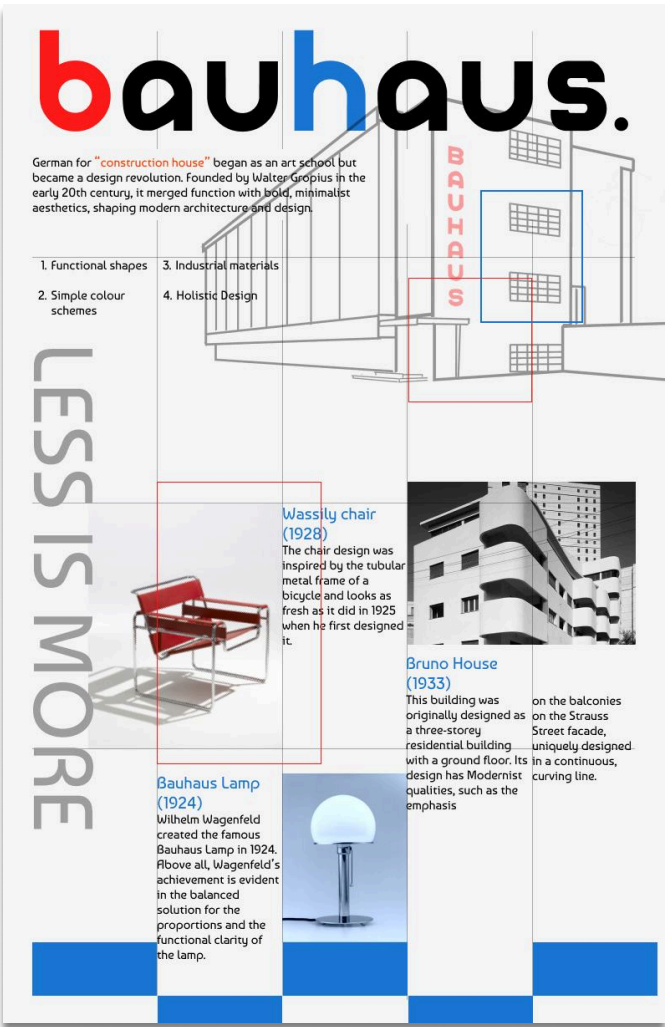
In the first design, I included information about the word 'Bauhaus,' when it originated, and who founded it. I asked ChatGPT to summarize an interesting part I found online, and then I finalized the text. However, I wasn't fond of the color combination, even though the contrast was strong.

For the second design, I used four colors and approached the composition differently. I'll explain the design choices I made on the next page.

Final version



First version



Design choices

Composition and layout

For both designs, I wanted to work with grids or sharp lines. When I read about Bauhaus, I kept seeing how important clean lines are—they give the design structure and make it feel more organized and functional. I wanted to include info about famous design elements, key characteristics, the fonts created or used during the Bauhaus period, and well-known Bauhaus artists. I also added a few quotes from that time that explain the Bauhaus ideology. The spacing isn't always consistent in width or length, because, just like Bauhaus itself, I wanted to play with asymmetry.

Colour pallet

I chose an orange-red as a strong contrast to grab attention. Bauhaus designs typically used primary colors because they're simple, pure, and functional. Red, especially, has a strong emotional impact and is often used to highlight important elements. Black helps to add structure and makes the text stand out for better readability. For the background, I went with a yellowish, paper-like color to give it a natural, timeless feel, reflecting the Bauhaus era. White can sometimes feel too clean or sterile, so the yellow undertone adds warmth and creates a nice contrast with the other colors.



Content

I tried using drawings instead of real images, but it didn't quite fit with the overall style, so I decided to use real photos. The reference images are listed in the reference section. I also played with round shapes to add a lighter, more playful feel. The only photo I edited is the Wassily chair next to the introduction, where I added an ink-like filter. I made PNG versions of the photos to keep everything clean and in line with the overall aesthetic.

Fonts

I chose simple, minimal fonts known for their clear readability. For the larger captions and titles, I used Akzidenz Grotesk, which was also used in Bauhaus design posters and was common in newspapers and commercial prints. The other font I used is New Order, a Bauhaus-inspired font available on the Adobe Font Library. Both fonts use geometric lines and have a clean look. I didn't want to overdo it with the fonts since the other content already adds a playful touch.

Akzidenz Grotesk 12 pt
New Order 12 pt

