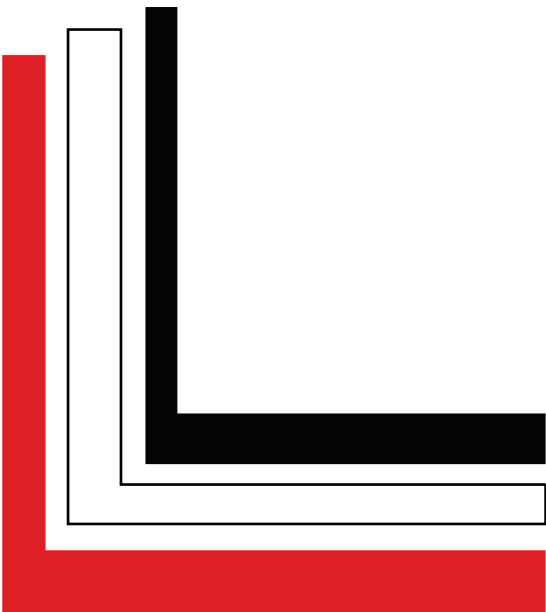


SWISS STYLE DESIGN

A project work documentation of Swiss Style Design

By: Allison Bateman



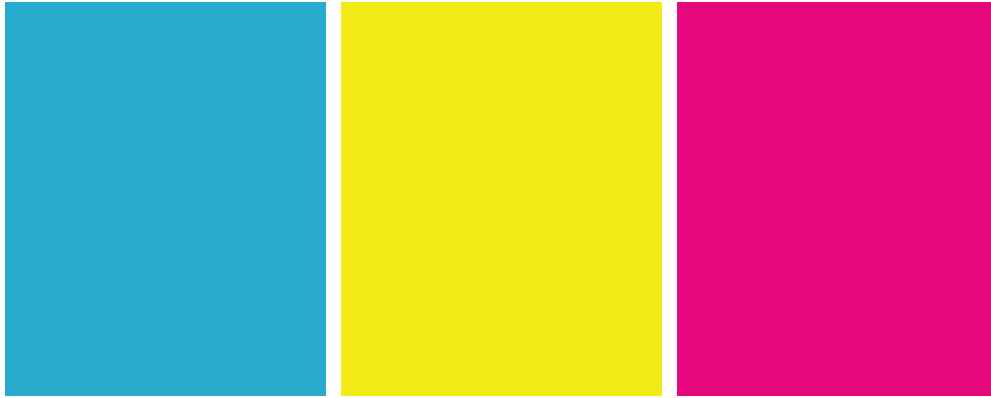
Final Moodboard

My final Moodboard was changed only slightly from my original one that I turned in. This one has the style name much larger on it. I decided that I wanted to make the style name larger because I got the feeling that people recognized the style but were unable to actually name it. I thought putting the name larger would allow people to focus on the elements and not be preoccupied with trying to remember where they had seen the style or what it was called.

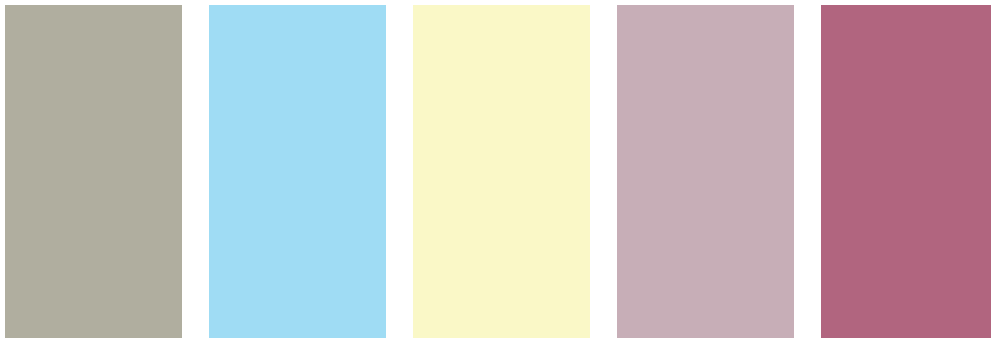


Color Scheme

Three main of colors found in Swiss Style



The colors above are the ones that I was drawn to most in all of the different images that I was able to find that were considered Swiss Style. I used the color picker to find the hex codes and I realized that they are a triad color harmony. I like the energy that tiad color harmonies create so I decie-dded that I would use one on my website. I originally had the colors below chosen to use on my website because I thought that I would not like the bright colors on my site, but it turns out that they look really great!



Three more main colors found in Swiss Style



The colors above are what most of the original Swiss Style posters had in them. They are very bold and eye-catching. In combination with the use of white space that is a main component of the style, these colors really stand out. The uniformity of black and white is a highly regarded tool of Swiss design. Red is added as a thrid color because it is simple, but effective in conveying messages. Other colors can definitely be used with white and black, but I personally thought that the best color to be combined with them is red. Sometimes the “white space” is black or a color, like in the posters below, and I plan to use that on my site.



History of Swiss Style

Also known as the International Typographic Style or the International Style, this style of design originated in Switzerland in the 1940s and 50s.

One of the most important things that Swiss Design brought to the table was its use of grids to structure content in layouts. The idea behind this approach was to help designers take a consistent and organized approach to page layout. Of course, this fits into the Swiss Design ideology of emphasizing orderliness and readability above all else.

The grid became a core concept in the world of design throughout the 20th century and became the standard for corporate design, but this has since declined, its impact is still definitely felt.

Another big thing that Swiss Design emphasized was its asymmetrical organization of content. Symmetry in art and design often leads to very aesthetically pleasing work at best, and a little “safe” or routine work at worst. Asymmetry on the other hand, usually makes things look active, exciting, and dynamic.

While Swiss Design certainly focuses on asymmetry, it doesn't mean that it's inherently chaotic. Remember, the use of a grid was almost mandatory. This allowed for a greater sense of unity and gave more emphasis to the whitespace in the design. This of course, made things appear more clean and minimalistic in aesthetics.

Swiss Design is a influential movement in the world of graphic design. It's incredibly easy for designers nowadays to think of the things they do and the practices they follow as just being “the way things are,” but it could be argued that it's important to see where these norms come from.

Also, being able to identify certain styles of design is important for understanding the places designers and their work come from today. Furthermore, being able to identify styles like this, as well as other design movements, then assessing their similarities and differences can help you get an idea of what works and what doesn't in your own work.



Related artists and characteristics

There are a lot of different attributes that characterize the style, including the use of asymmetrical layouts built around a mathematically constructed grid, a clear approach to the contents presentation the use of sans-serif type, and a preference for photography over illustration. The primary medium was posters, which were seen to be the most effective means of communication.

Ernst Keller is seen as the father of the Swiss Style. He was a graphic designer, lettering artist and teacher. He taught at the Zurich Kunstgewerbeschule (School of Applied Art), where he developed a professional course in design and typography.

As a teacher he was the most important single influence on the development of the Swiss style. The economically drawn images and inventive lettering of his posters designed in the 1920s and 30s made an important contribution to Modernism. This poster by Ernst Keller is named Kommt zum Heimatabend Kongresshaus.



Armin Hofmann is a Swiss graphic designer. He began his career as a teacher at the Allgemeine Gewerbeschule



Basel School of Art and Crafts and was instrumental in developing the graphic design style known as the Swiss Style.

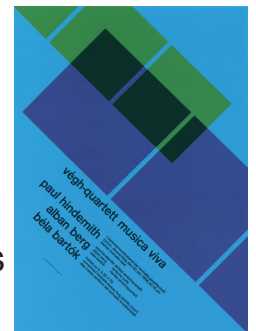
His work is recognized for its reliance on the fundamental elements of graphic form - point, line, and shape - while subtly conveying simplicity, complexity, representation, and abstraction.

He is well known for his posters, which emphasized economical use of colour and fonts, in reaction to what Hofmann regarded as the “trivialization of colour.”

Josef Müller-Brockmann is recognised for his simple designs and his clean use of typography, shapes and colours which inspire many graphic designers in the 21st century.



Anton Stankowski worked on the possibility of describing actions and forces through abstract compositions.



Typefaces

Helvetica is found all over the world, and throughout modern design, and I am using it right now, on this page! It's clear, clean and highly adaptable. It's possibly the single most iconic typeface around and yet it still manages to look good when used right. How did Helvetica become so prominent though? What's the background here?

Helvetica was developed by Max Miedinger with Eduard Hoffmann in 1957 for the Haas Type Foundry in Münchenstein, Switzerland. In the late 1950s, the European design world saw a revival of older sans-serif typefaces such as the German face Akzidenz Grotesk. Haas' director Hoffmann commissioned Miedinger to draw an updated sans-serif typeface to add to their line. The result was called Neue Haas Grotesk, but its name was later changed to Helvetica. When Haas' German parent companies Stempel and Linotype began marketing the font internationally in 1961.

- | | |
|------------------------------|----------------------|
| Helvetica Light | Univers Roman |
| Helvetica Bold | Univers Light |
| Helvetica Regular | Univers Roman |
| Akzidenz Grotesk Bold | |
| Akzidenz Grotesk Light | |
| Akzidenz Grotesk Regular | |

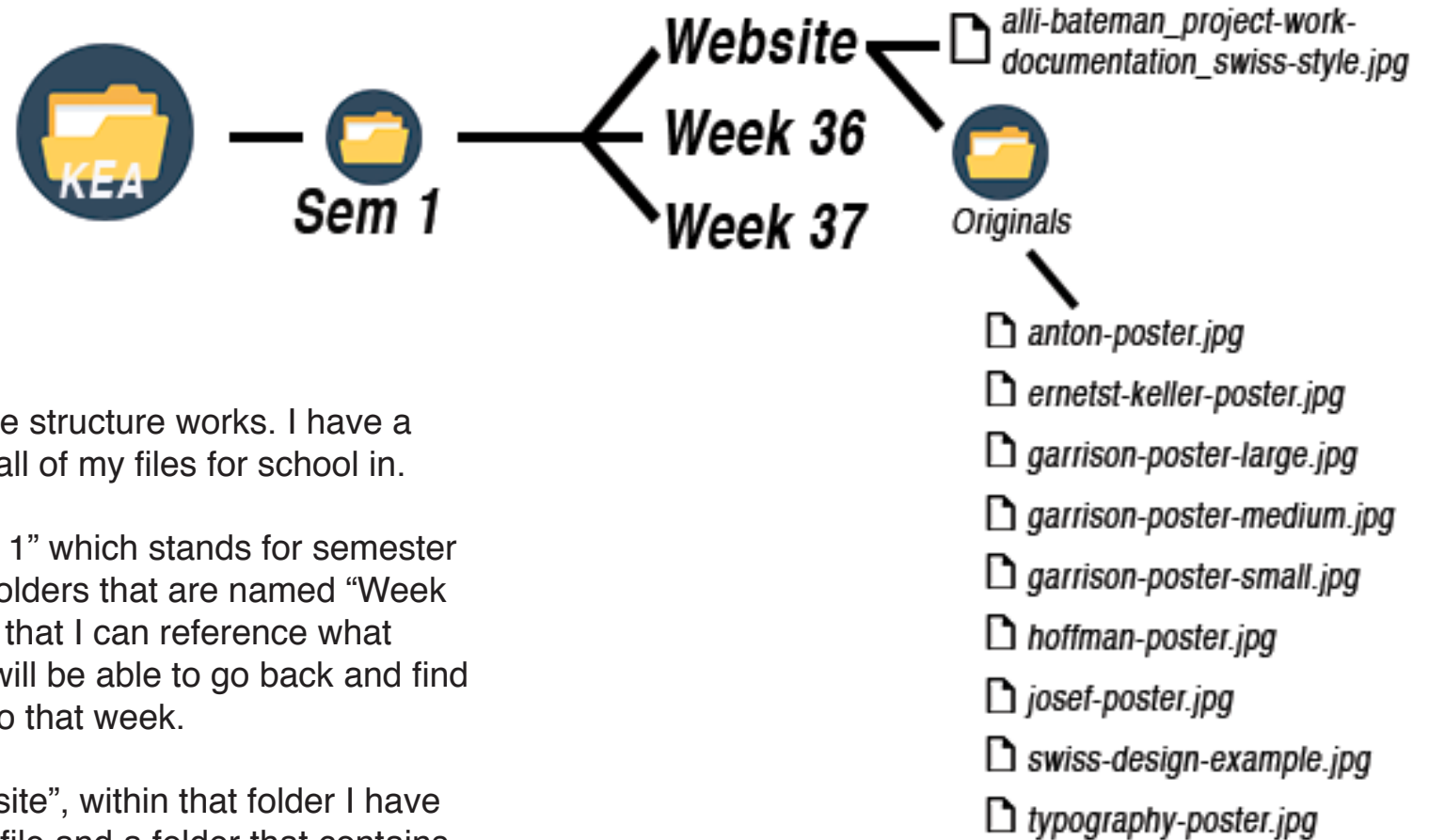


Helvetica was actually designed to embody the principles of the Swiss Style Design — Helvetica does mean Swiss in Latin after all.

Introduced amidst a wave of popularity of Swiss design, and fueled by advertising agencies selling this new design style to their clients, Helvetica quickly appeared in corporate logos, signage for transportation systems, fine art prints, and myriad other uses worldwide. Inclusion of the font in home computer systems such as the Apple Macintosh in 1984 only further cemented its universality.

The reason that I chose to talk about these three typefaces and use them for my site is that they were discussed in a lot of the reading that I was doing, but they are also such easy, simple fonts and those are qualities that I look for when choosing a font. In fact, I have used these three on many of my projects before!

File Structure Layout



This is an example of how my file structure works. I have a folder named “KEA” that I keep all of my files for school in.

I then have a folder called “Sem 1” which stands for semester 1. Within that folder I have two folders that are named “Week 36” and “Week 37” these are so that I can reference what week of class we were in and I will be able to go back and find any notes or classwork related to that week.

I also have a folder called “Website”, within that folder I have the project work documentation file and a folder that contains all of the files that I used for my project work documentation called, “Originals”. I have named most of the posters after the artist that made them and the other files with descriptive names so that I will know what the file contains without having to click on it.

Logo and icon ideas

These are some of the ideas that I was coming up with when I started to think about a logo for Swiss Style Design. I thought that having the semi-transparent colors that overlap and make more colors kind of look could be cool so #1, #2, and #4 all incorporate that. I also noticed a lot of the posters and designs with words to have some of the text larger than the space, so I tried that idea out with #3. Finally, I started playing with the idea of asymmetry and thought of #5 and #6.

I have not decided which one I like best yet, I think I tried adding some color to a few of the options to see if I liked them. I am not totally satisfied with either of them, but I like where they are going!

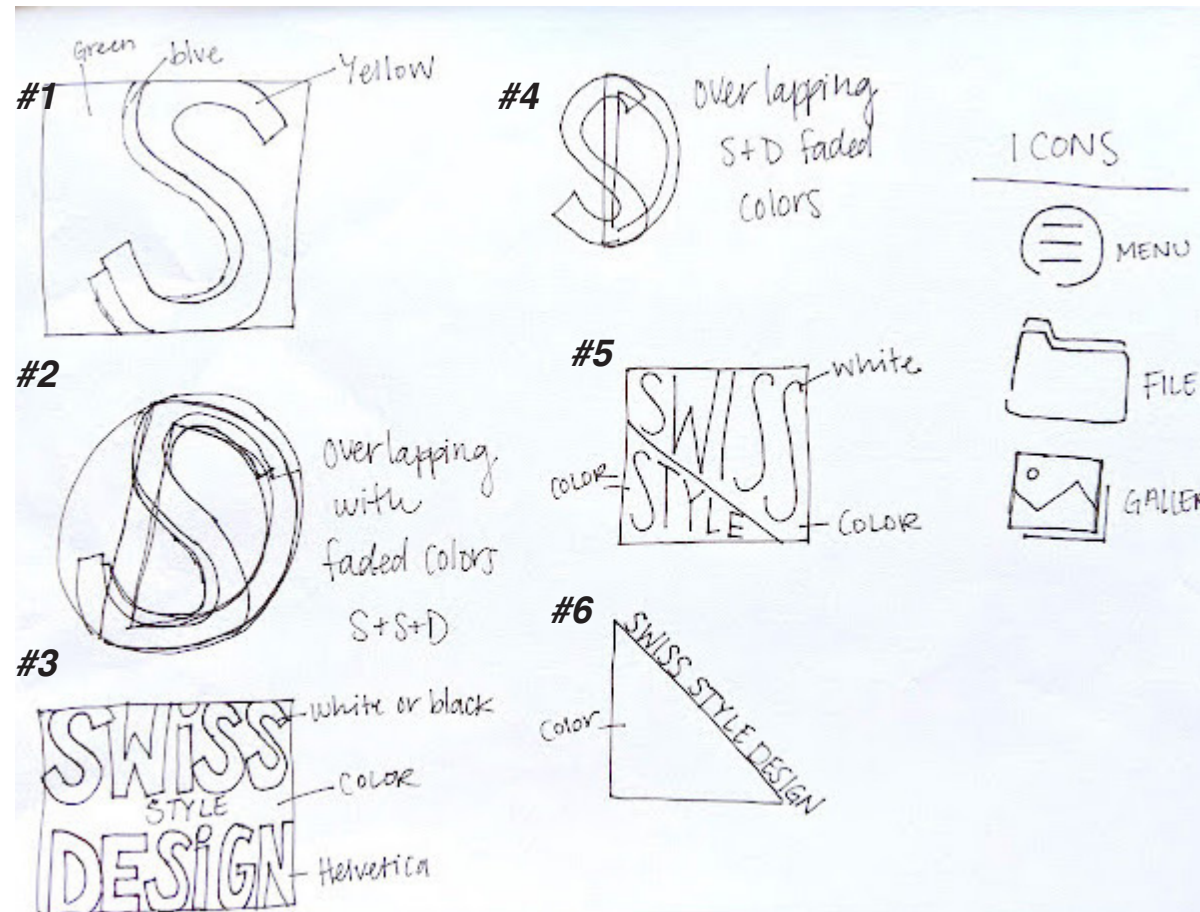


Photo Assets



**garrison
lightsome
the bruce**

08.03.2002 **az aachen**
doors 19:30h start 20:30h

File name: garrison-poster-large.jpg
Image size: 1280 x 1773px
File size: 344kb
Compression: none



**garrison
lightsome
the bruce**

08.03.2002 **az aachen**
doors 19:30h start 20:30h

File name: garrison-poster-medium.jpg
Image size: 640 x 888px
File size: 344kb
Compression: 50%



**garrison
lightsome
the bruce**

08.03.2002 **az aachen**
doors 19:30h start 20:30h

File name: garrison-poster-medium.jpg
Image size: 130 x 181px
File size: 15kb
Compression: 25%