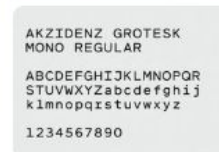
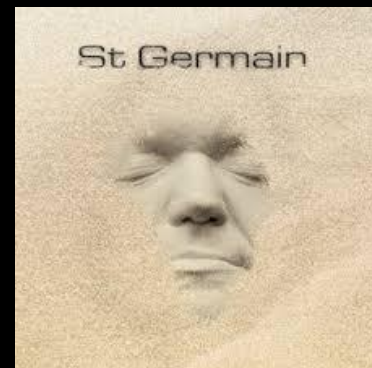
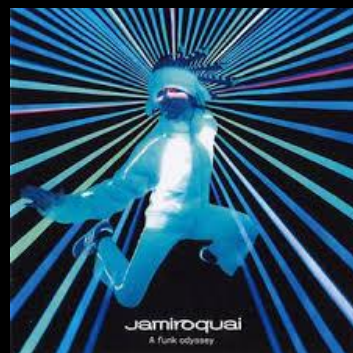
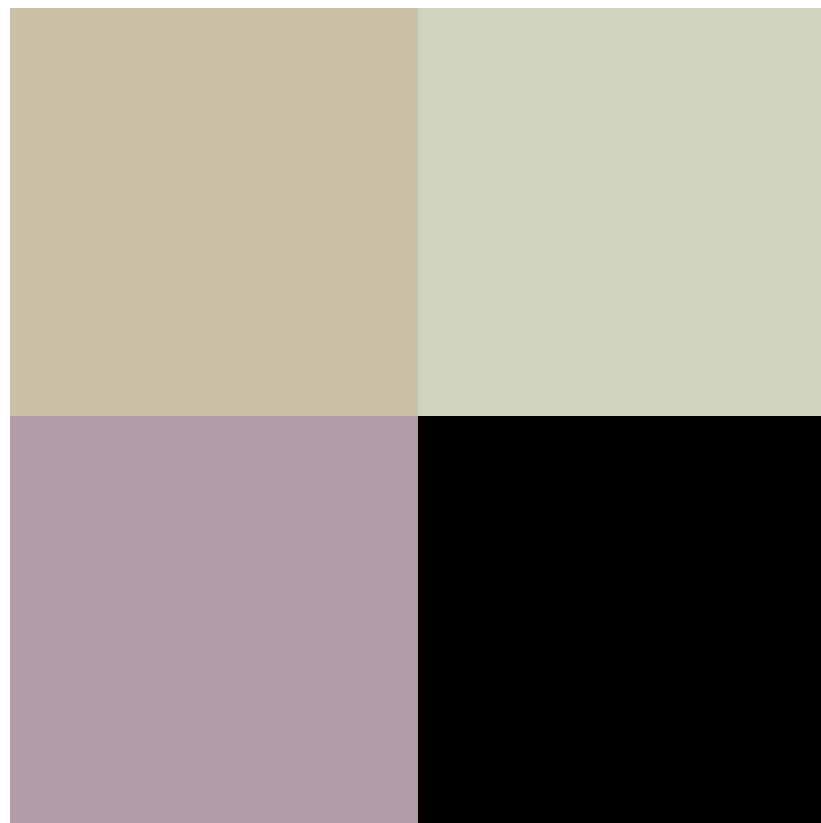


Michael Bahari

Website Portfolio







The Bauhaus 1919 - 1933

The International Typographic Style / The Swiss Style

Swiss Graphic Design / Modernism



Ruffhaus

- The Bauhaus
- Swiss Modernism
- Swiss Graphic Design
- The International Typographic Style
- Russian Constructivism
- Typography
- Illustration

Bauhaus, was a school in Germany that combined crafts and the fine arts, and was famous for the approach to design that it publicized and taught. It operated from 1919 to 1933. At that time the German term *Bauhaus*, literally "house of construction" stood for "School of Building". The Bauhaus school was founded by Walter Gropius in Weimar. In spite of its name, and the fact that its founder was an architect, the Bauhaus did not have an architecture department during the first years of its existence. Nonetheless it was founded with the idea of creating a "total" work of art in which all arts, including architecture would eventually be brought together.

The Bauhaus style became one of the most influential currents in Modernist architecture and modern design. The Bauhaus had a profound influence upon subsequent developments in art, architecture, graphic design, interior design, industrial design, and typography.

The International Typographic Style, also known as the Swiss Style, is a graphic design style developed in Switzerland in the 1950s that emphasizes cleanliness, readability and objectivity. [1] Hallmarks of the style are asymmetric layouts, use of a grid, sans-serif typefaces like *Aldine*, *Grotesk*, and *futur*, left, ragged right text. The style is also associated with a preference for photography in place of illustrations or drawings. Many of the early International Typographic Style works featured typography as a primary design element in addition to its use in text, and it is for this that the style is named.

Swiss graphic design and "The Swiss Style" are crucial elements in the history of modernism. During the 1920s and '30s, styles traditionally associated with Swiss industry, particularly pharmaceuticals and mechanical engineering, were matched by those of the country's graphic designers, who produced their advertising and technical literature. These pioneering graphic artists saw design as part of industrial production and searched for anonymous, objective visual communication. They chose photographic images rather than illustration, and typefaces that were industrial-looking rather than those designed for books.

Grid systems

in graphic design

Josef Müller-Brockmann

A visual communication manual
for graphic designers,
typographers and
three dimensional designers

Raster systeme

für die
visuelle Gestaltung

Ein Handbuch für
Grafiker, Typografen und
Ausstellungsgestalter

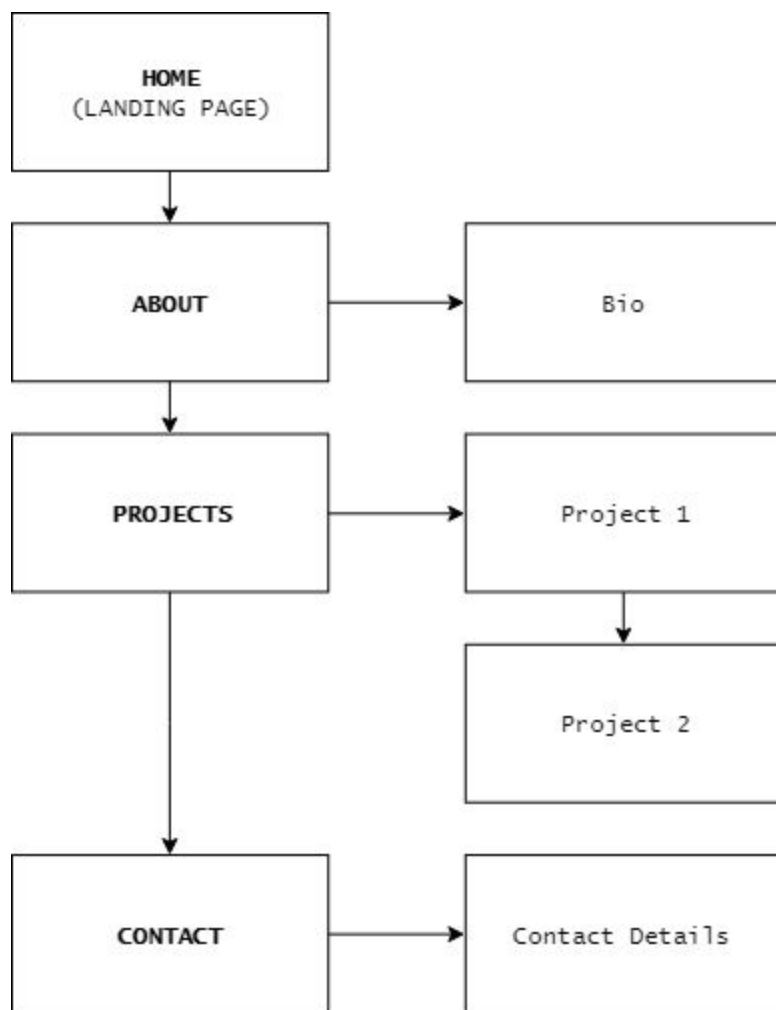
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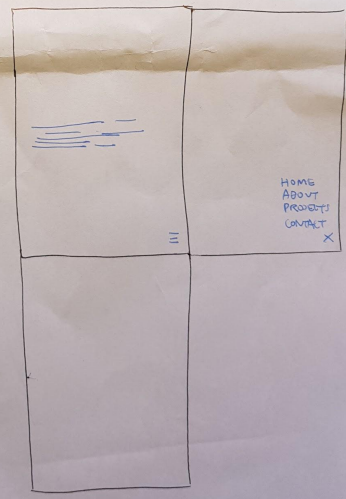
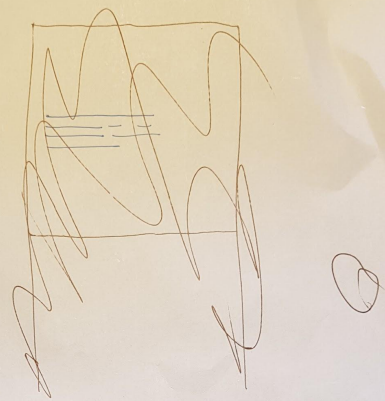
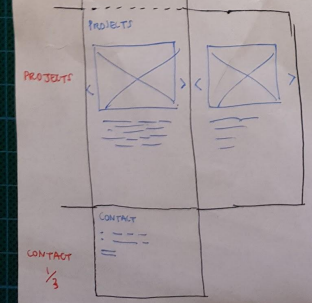
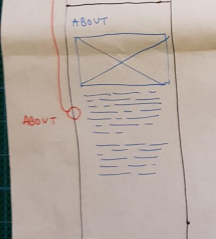
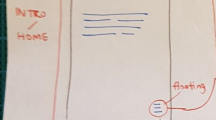
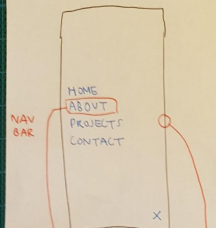
Titling Gothic FB

The quick brown fox jumps over
the lazy dog.

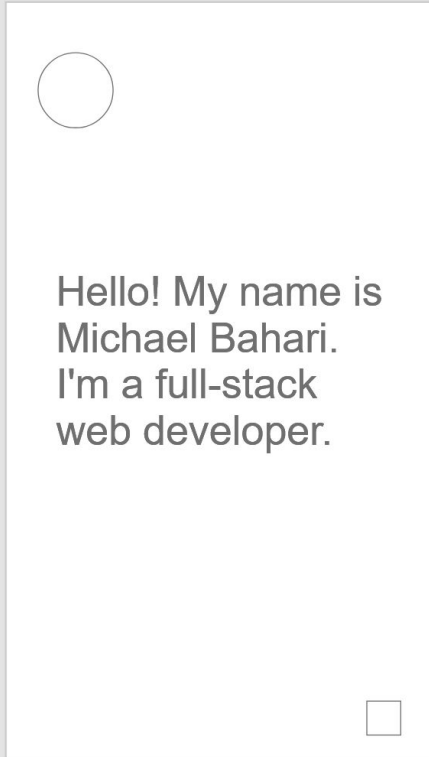
Source Code Pro Regular

The quick brown fox jumps over the lazy dog.

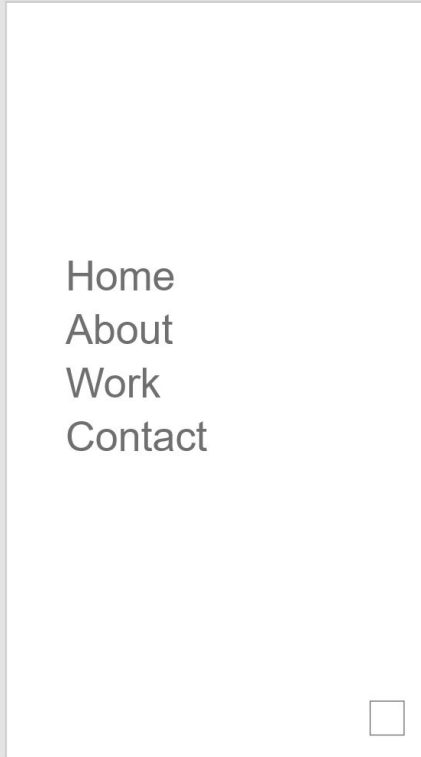




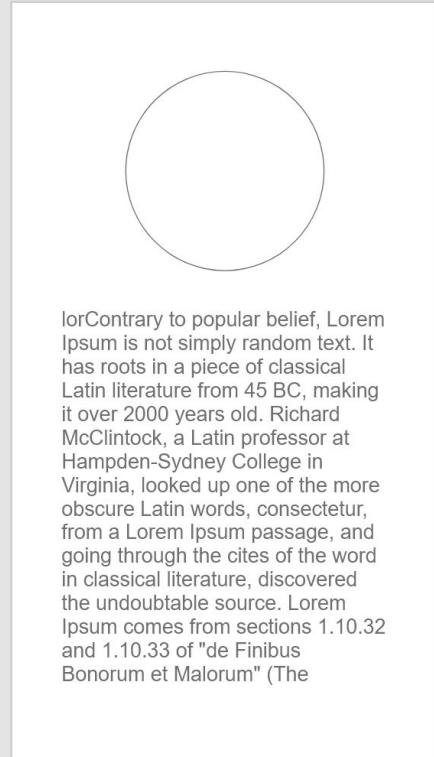
iPhone 6/7/8 Plus – 1



iPhone 6/7/8 Plus – 2



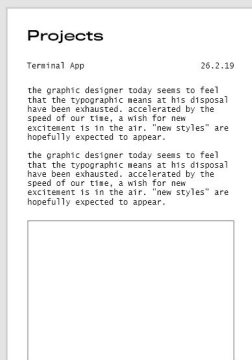
iPhone 6/7/8 Plus – 3



iPhone X/XS – 1



iPhone X/XS – 4



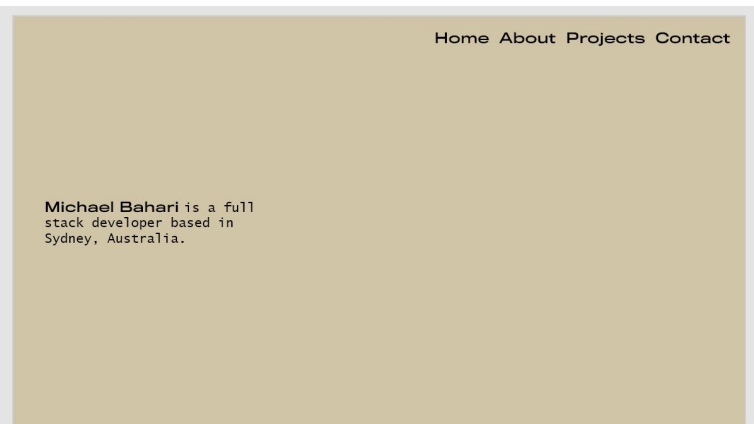
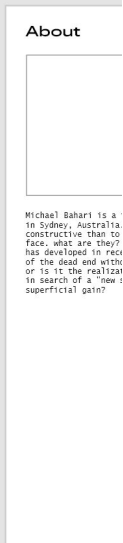
iPhone X/XS – 2



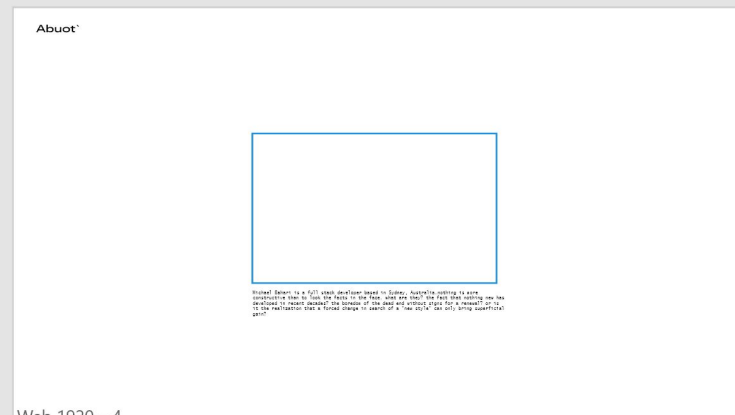
iPhone X/XS – 5



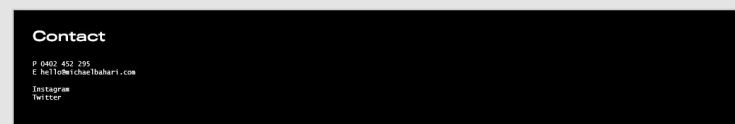
iPhone X/XS –



Web 1920 – 2



Web 1920 – 4







Michael Bahari

CSS

Thank you.