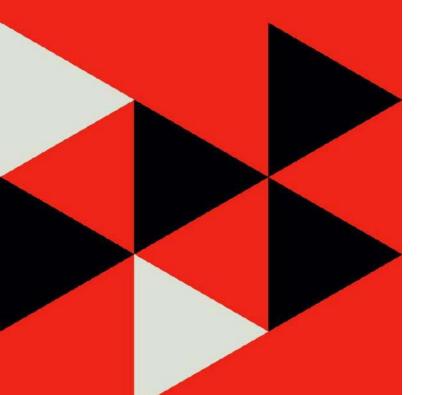
with satu gorilla biscuits may good humor all as

saturday may 30 1987 all ages at the pyramid club ave. a between 6 & 7 st. new york, new york

underdog



Graphic Styles and **Dialogues Beyond Borders**

Ellie Liu Yixuan Daenia Lim Nicole Chen

> 12/03/20 19 Graphic Form

International Typographic Style

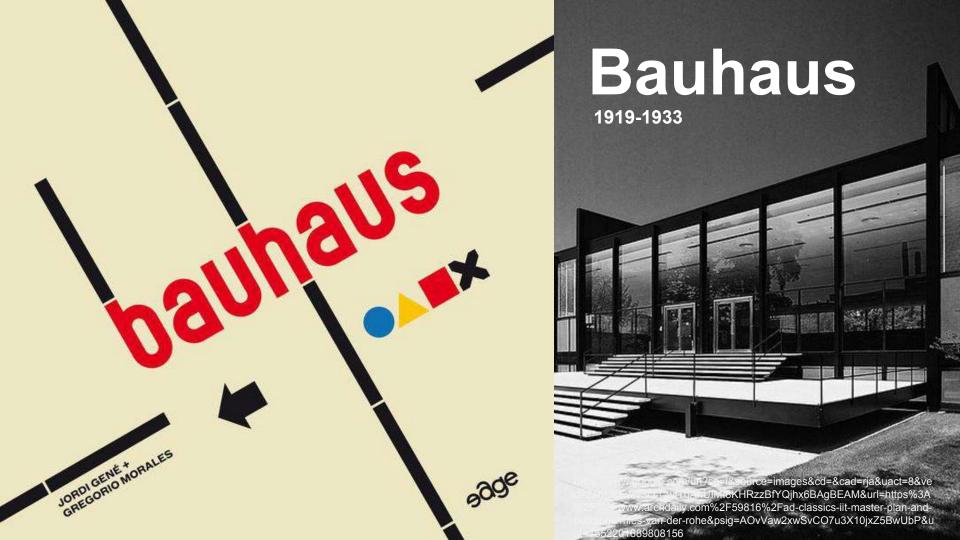
Also known as Swiss Style.

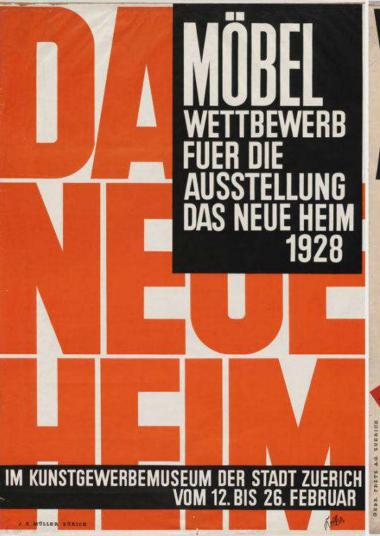
Period:1920s-1950s, 1950s-1960s.

Philosophy:simplicity, legibility and objectivity

Focus: Helvetia typography, grids and asymmetrical layouts







Ernst Keller

simple geometric forms, vibrant colors and evocative imagery

https://thedesignest.net/hel vetica-and-the-aestheticsof-swiss-design/

Ultra Light Thin Light Bold

Heavy

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Romar Helvetica

Refinement of characters.

A number of characters were subtly changed to be more consistent and more harmonious with the overall design, as well as to improve legibility.

New numbering system.

Each weight is identified by a number
– in addition to the weight name – for
easy reference, similar to the Universe
and Frutigere design conventions.

Cap and x-height adjustments.

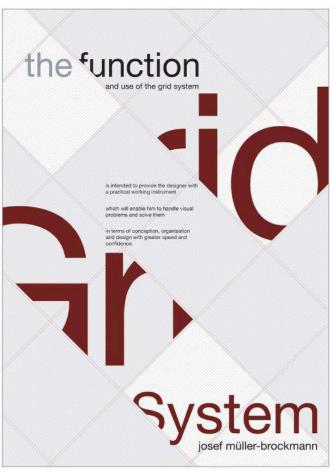
The cap height is now consistent, correcting subtle differences and the x-height has been adjusted to appear visually the same in all weights.

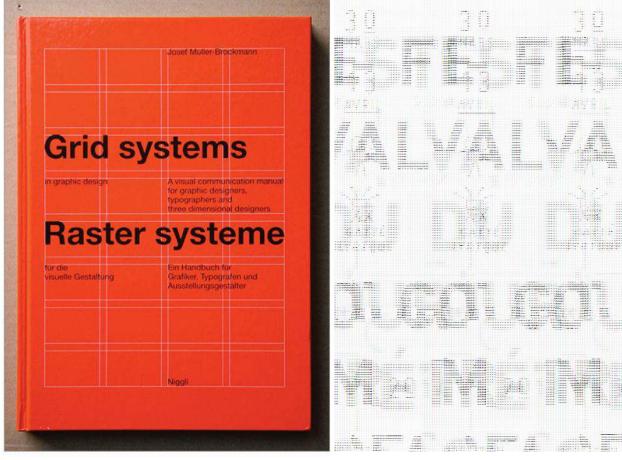
https://www.myfonts.com/fonts/linotype/helvetica/

A number of characters were subtly changed to be more consistent and more harmonious with the overall Each weight is identified by a number – in addition to the weight name – for

easy reference, similar to the Univers®

The cap height is now consistent, correcting subtle differences and the x-height has been adjusted to appear





Josef Müller-Brockmann Design Books



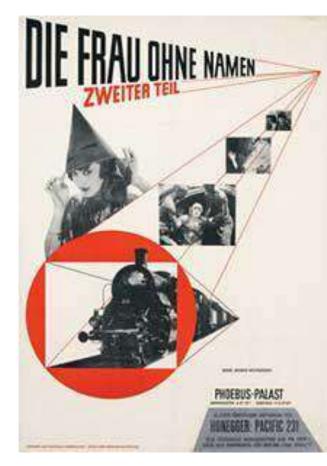


Late Modernism

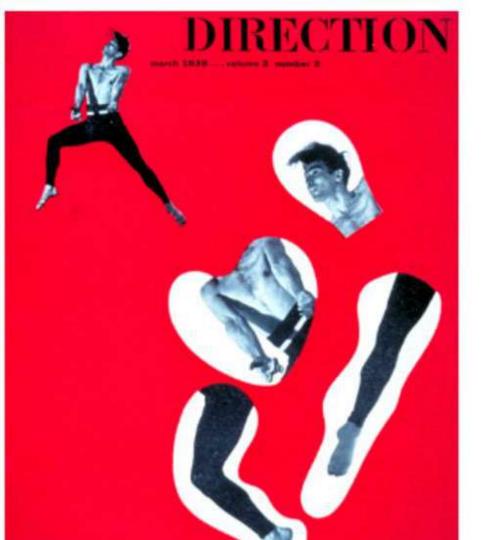
Ahmad Jamal

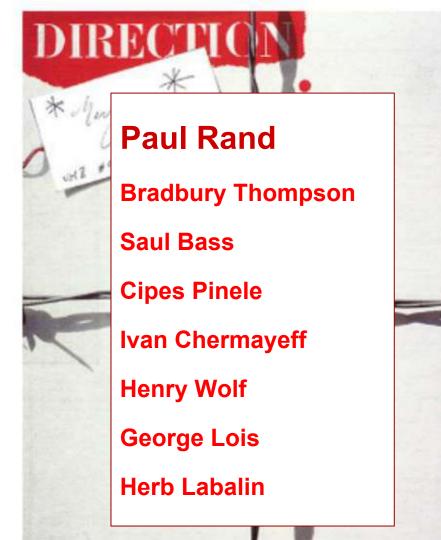
France Annual Jamai has long been recognised as a horse for year gard, a long tagend who has been appring authorises and follow muscolers since the 1960s. Many other than Males Davis wrote in his authoropophy. The shooked his dark with concept of space, the Springer of houch, this underspannent. "Jamain Colons down Live at the Presiding Sections is making to the 1008, portion, sectioning.

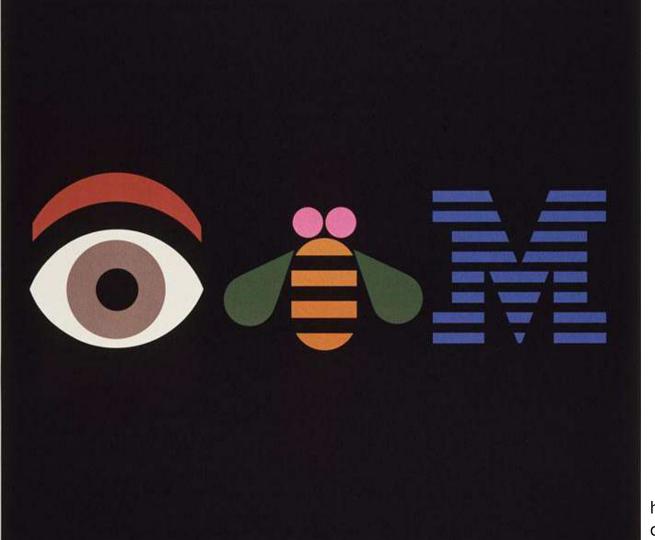
he detective style and refing reflore of records in the process.





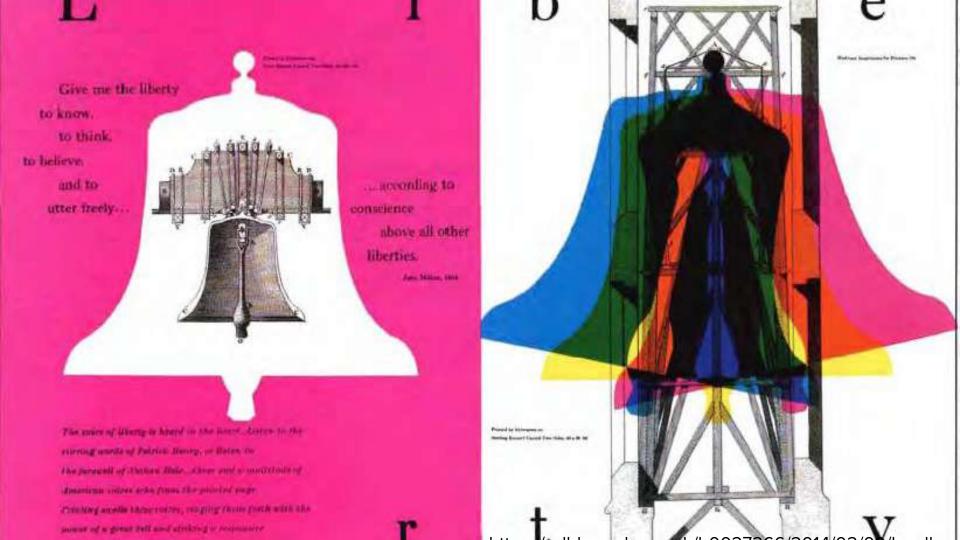






IBM EYE BEE M

https://en.wikipedia.org/wiki/Paul_Rand#/media/File:Eye-Bee-M-Poster.jpg

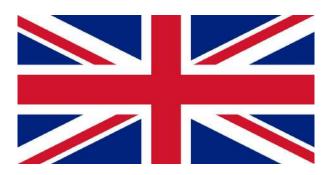


British Design

British Design is not just about the message, it is also about the heritage and the authenticity of being traditionally British.







British Design: Using icons



Pirelli slipper advertisement, 1962 (Alan Fletcher, iconic designer who co-owned forbes and pentagram)



Poster from 1969, use of union jack colours

British Design

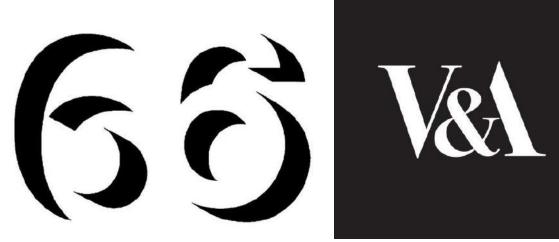
- British Sense of humor
- Offered various ways to solving visual problems
- Daring, brave to try the unexpected (60s in particular)
- Displayed contemporary design with a strong understanding of history
- Both the modernism of Swiss style and the graphic expressionism of New York were expressed



British Design(Pentagram)

- Clean geometric forms in corporate identity systems
- Conceptual, visual, and often with expressive humor,
- Enabled Britain to establish an international presence in

the field





Graphic Design China

1 Texture

2 Partterns

etensmels

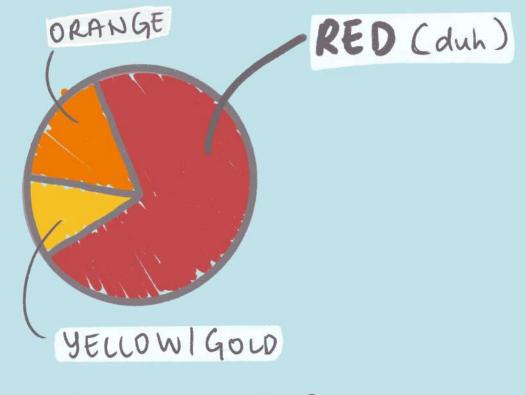
4 Colours

ELEMENTS OF DESIGN



P A T T E R N S - repeated The S - repea





COLOURS

Graphic Design JAPAN





Similar to China, but W/ more colour variety

Woodblock to PopArt





CUSTOM FONTS

EXPERIMENT WI OUTLINES

GENERALLY MORE DYNAMIC

ELEMENTS

