SWISS INTERNATIONAL: 1945-1985

**Swiss international (1900-1930)**

Design is a vital means for communicating facts

The grid became the most significant design tool of the postwar era

“The Swiss School is concerned that design be more than a ‘frivolous cluttering of the environment,’” p. 199.

Make design useful, universal and scientific.

Goal: achieve objectivity and clarity.

Influenced by constructivist collages

Critics labeled Swiss International cold, impersonal and formulaic

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| **THEMES**  Often abstract to the extreme  Love of the simplest possible forms  Minimalist approach  Make the most mundane material look clean and organized  Anonymous, and therefore powerful (e.g., logos) | **DESIGNS**  Attention to mathematical proportions and the rules of typography  Object photography  Sans serif typography (HELVETICA)  Lack of ornamentation  Geometric purity  Extreme abstraction, often based on pure geometry  Use of scale for impact |
|  | Use of grid  Tilted axis  Repetition and transformation  Thick, horizontal bars |

HELVETICA MOVIE: Netflix, start at 25:00 and play for about 5 minutes