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 extremeLove of the simplest possible formsMinimalist approachMake the most mundane material look clean and organizedAnonymous, and therefore powerful (e.g., logos) | **DESIGNS**Attention to mathematical proportions and the rules of typographyObject photographySans serif typography (HELVETICA)Lack of ornamentationGeometric purityExtreme abstraction, often based on pure geometryUse of scale for impact |
|  | Use of gridTilted axisRepetition and transformationThick, horizontal bars |

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