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Modernism was a movement that started in the 1950s. from Oxford is defined as a modern character or quality of thought, expression, or technique. It is both a philosophical movement and an art movement that, along with cultural trends and changes. For Helvetica, there is two outlooks which are who love and who hate it. It makes the history of Helvetica into two design movements which are modernism and postmodernism. The person who creates Helvetica wants to produce a more modern version of the typeface and clean type that shouldn't mess with.

The Helvetica font was developed by Max Miedinger collaborated with Eduard Hoffmann in 1957 for the Haas Type Foundry in Münchenstein, Switzerland. And it quickly became the most widely used in the 20th century. The original name is Neue Haas Grotesk, it is a sans-serif typeface. It is clean with smooth lines and not messed with, it reflected a modern look so that many designers were seeking.

Lars Muller states that "Helvetica is the perfume of the city." He explains that statement by saying "Helvetica is something we don't notice usually but we would miss very much if it wasn't there. It's amazing that a typeface can advance to such a status." like what he said we

usually don't notice it. When we pay attention to it we will see that there is a lot of things using Helvetica. Helvetica has been existing all the way around us like the train stations, garbage trucks, ATMs, signs on the train, and a lot of ads and magazines will use it. Also, many of the companies have to use Helvetica for their logo and name, Such as Staple, MetLife, Greyhound, BMW, Nestle, Oral-B, and Target.

From this documentary, it teaches me a lot form the importance of using type as a visual voice in design. That Helvetica is the most modern version typeface and it is the one most popular in san serif fonts. It can be used in a lot of ways. By using extra light to make it fancy or extra bold if it is really intense and passionate. If your design is not that good you can use Helvetica bold for any project you do, it will look good in anyways. It is an easy font but it can make a lot of good designs.