

Helvetica documentary

Helvetica is a documentary about a typeface made in the year 2007. I believe that during the film it was more to explain how it was created and how it is used in the world of graphic design. It also explains the spacing of letters as well. During my time in working with adobe programs I have used helvetica but I did not see the value or the deeper appearance of legibility. When watching i seem to understand mostly the history of helvetica.

During the post world war 2 period helvetica included the idea that things of design have to be rebuilt.modernism is a philosophical movement of cultural and artistic ideas being integrated into western society. Without a computer during that time there were many sketches to step up and use in design, these manually made. Even though computers did not make this font, sketches show an enormous impact from the 20th century till modern day design which I see a lot of helvetica. Although history is important I believe that how can i apply history to the type of design people want to create.

Later on in the film helvetica is the perfume city, I believe that they want to use helvetica just for modernizing our type fonts we can use on a daily basis. Many businesses such as american airlines just make things as basic as possible. When choosing typefaces in my opinion I believe that it should be similar or to match brands or companies. Helvetica to me is not very appealing because it does not make me very satisfied.

Conformity in the documentary was an interesting point because it demonstartates a new dimension rather than the work in the area.paula scher is graphic designer that seemed to notice that typography had personality more than drawings, in addition helvetica is used during wartime and throughout the 50 states. I agree with some of the speakers

helvetica is boring because if it does not show people's personality how do designers plan on communicating with the people around them.

Most designers make their choice of typefaces based on their own feelings and what they think it works. There are also many languages that are spoken throughout the world designers should learn how they communicate in their communities. Although fonts have different expressions we can definitely find fonts that are mostly san serif because that is what I tend to see on a daily basis. Signs and logos can be swithced up a notch if they choose to be.