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Helvetica

What is modernism, In literature, visual art, architecture, dance, music, modernism was a break with the past and the concurrent search for new forms of expression. This simply means that change is necessary when it comes to creating something new. In modern art modernism can be seen when you see futuristic pieces of work. Not only is it seen in art but can be seen in typography. In the film Helvetica it is explained how the type Helvetica was an introduction to modern type. Before Helvetica, fonts in ads or generally anywhere were seen as “goofy” and outdated. The introduction of Helvetica was the beginning of “modern” type.

Some of the noticeable figures in the film were designers such as Paula Scher, Erik Spiekermann, Matthew Carter, David Carson, Lars Muller. One of the most interesting things that these designers had in common was that they all agreed that the font Helvetica was one of the fonts most used around the world. The fonts Helvetica an be seen all over the place, For instants the font can be seen in logos such as the MetLife logo, BMW, Jeep, Panasonic, Toyota, Target, etc. The reason why Helvetica is frequently used It’s simply because the font is so clean and elegant that it can be used for anything. Helvetica is heavily used especially in the corporate world with big companies.

When Helvetica was first created, it was not called Helvetica, instead the actual name was “Neue Haas Grotesk”. The goal of the creation of this typeface was to implement to compete into the Swiss market with the intention to make a natural font that had no significant meaning.

After watching this film I realize the importance of type in today’s world. Type is the way the designer expresses his thoughts Through art. Sometimes when designing, We as designers tend to throw on various fonts onto a piece of work. After watching this film I realized how impactful using and sticking to one font can make your art or work stand out more without having to use 50 different fonts.