

**THE  
DANCING  
IMAGE**

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# Table of Context

- Introduction
- The history of Typo-photography
- Connection to The Bauhaus
- Why is Typo-photography important?
- Modern Examples of Typo-photography
- Conclusion

# Introduction

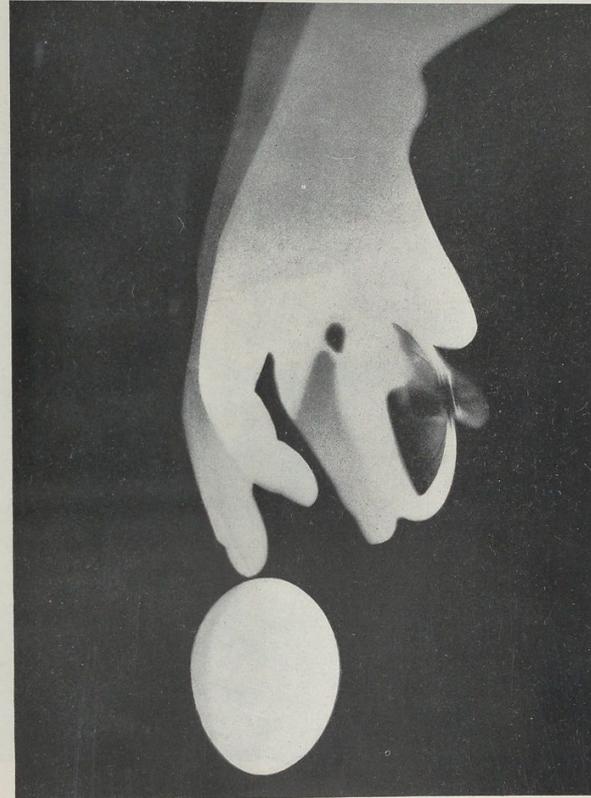
Typography and photography are things that are around us in our daily lives. However, they are outside of specialized files or special events like birthday parties and weddings. Typography and photography are two “hidden” arts we truly don’t appreciate enough, even though they are around us everywhere we look. There’s actually a name for the technique of combining these two arts, it’s called Typophoto / Typo-photography.

# The History of Typo-Photography

In 1925, the legendary Filmmaker Laszlo Moholy-Nagy, first mentioned the idea of typophoto. He later put his theory into action by creating "Malerei Photographie Film." (Which is the photo on to the right )

Moholy-Nagy has stated he sought to understand how both Type and Photography had been influenced by each other, and how they developed and evolved as an art.

Photogramm: MAN RAY / PARIS.



# Connection to The Bauhaus

Laszlo was actually a teacher at the Bauhaus when he invited Typo-photography. His invention led him to create pieces of work that became iconic and famous on their own.

Pneumatik

László Moholy-Nagy

Drawing and collage on paper

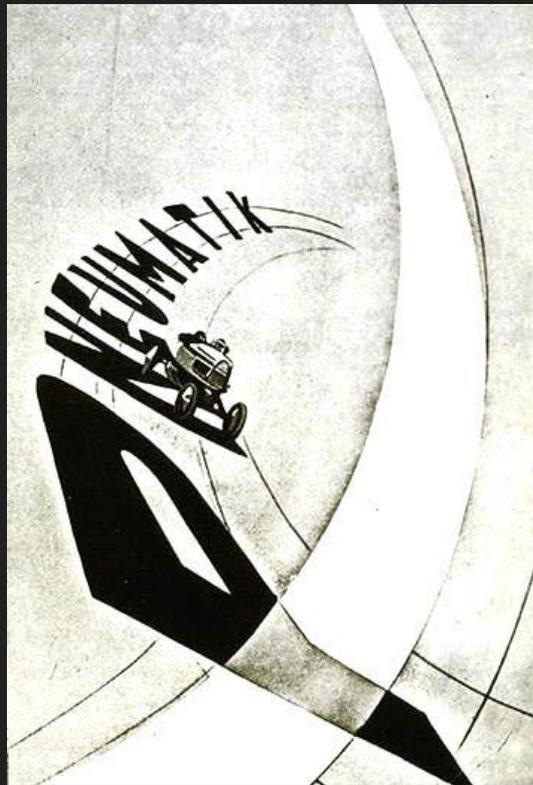
1926

cover of the revue foto-QUALITAT

attributed to

László Moholy-Nagy

1931



What is typophoto?

Typography is communication composed in type.

Photography is the visual presentation of what can be optically apprehended.

Typophoto is the visually most exact rendering of communication.

-- **Laszlo Moholy-Nagy**

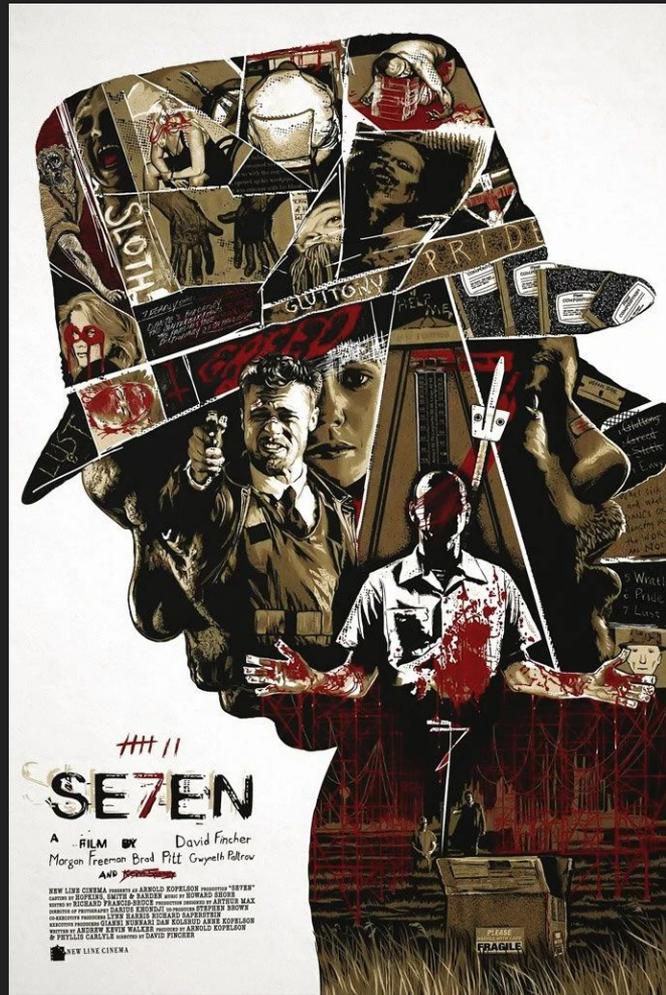
# Why is Typo-photography important

As time passes, techniques get refined and new one's are born. The combination of text/graphics and photography has enhanced to where it's instrumental to communicating and advertising. Today's fast-paced setting in visual correspondence require an increased understanding of and accessibility to information. Designers need to be able to communicate a visual understanding and make it clear. As media and advertising have turned into a difficult task, it's the responsibility of the designer to problem-solving, as become more troublesome and confounded.

# Modern Examples of Typo-photography



Baby Driver ( 2017 ) Movie Poster



Se7en ( 1995 ) Movie Poster

Primer ( 2004) Movie Poster





Get Out ( 2017 ) Alt. Movie Poster

# Conclusion

Typography and photography played a part in the creation of new art, Typo-Photography. Like Lazlo states, “ is the visually most exact rendering of communication.” It was utilized to help and communicate with its audience. It's more than something we should let settled the background.