

According to Jan Tschichold, Karl Gerstner and Josef Müller-Brockmann, what constitutes good design?

**GR** divide  
space  
for unity **IDS**

**GRI** propel  
society  
forward **DS**

BE DIRECT. SANS SERIF.

**CULT** truth to words  
trust in ideas **IVATE**

centered pages filled edge to edge with text and decoration  
ornaments serifs ***belongs to the past***  
outdated layout subjectivity distrust disfunction bad design

**onward**  
upward

a 11. 21. 33.  
b 13. 22.  
c 13. 23. 33. 41.  
d 11. 22. 31. 44.