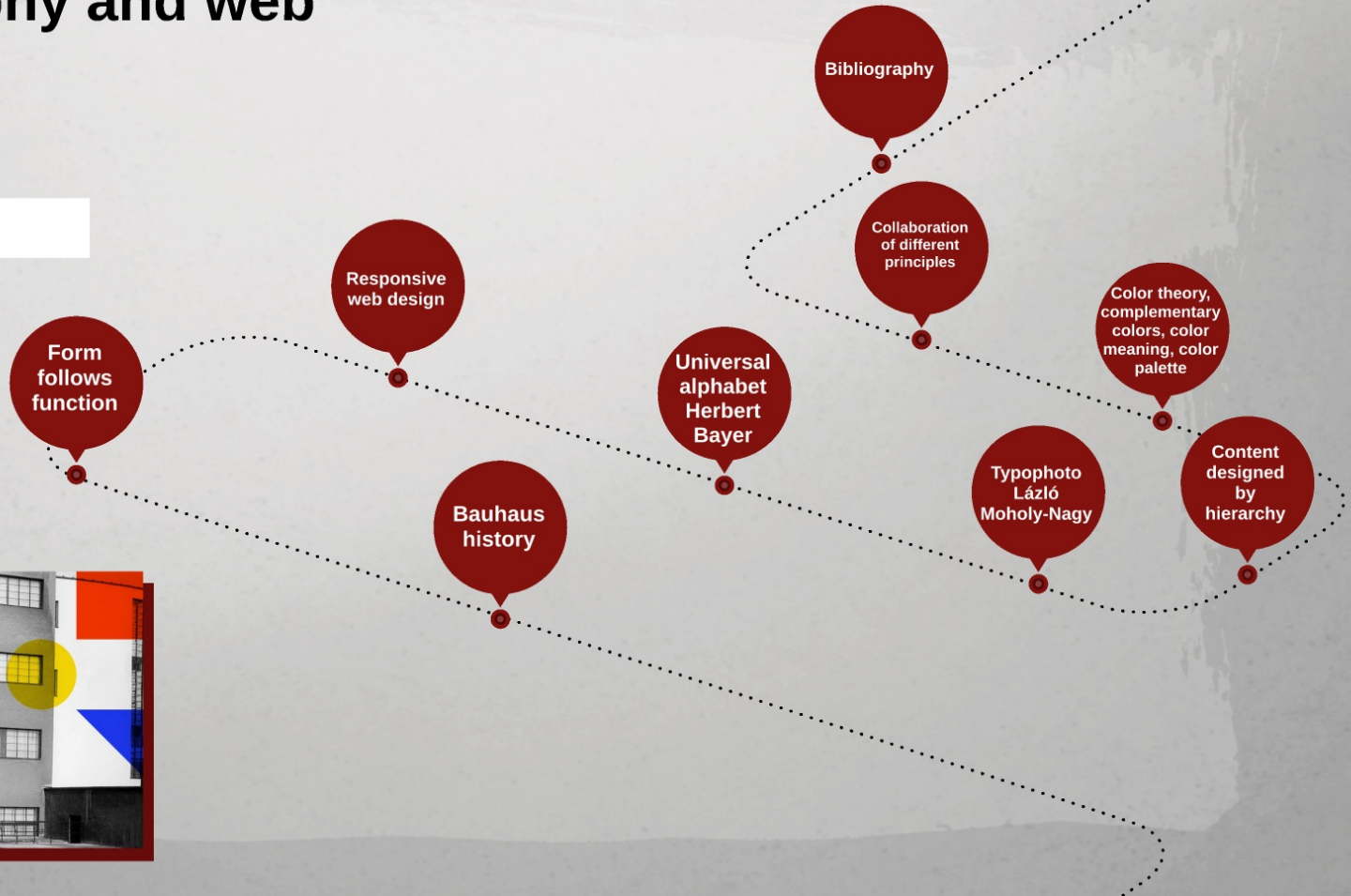


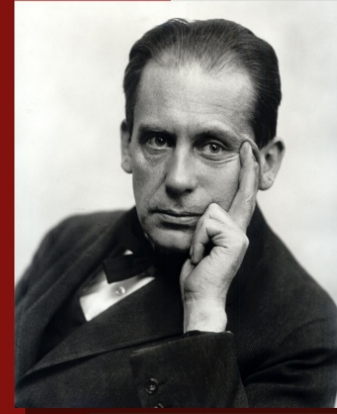
Theory: Bauhaus influence on typography and web design

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Bauhaus history

- Bauhaus
- Walter Gropius
- Isolation of artist
- Design process
- Curriculum



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Form follows function

- Aesthetics are second to the function of the product
- If the function does not change, then the forms should not change

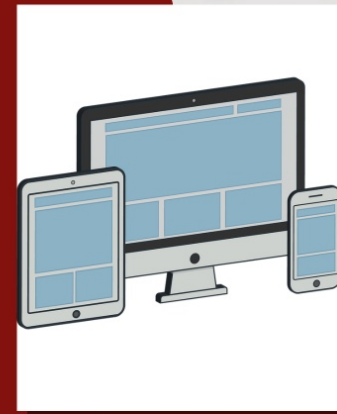
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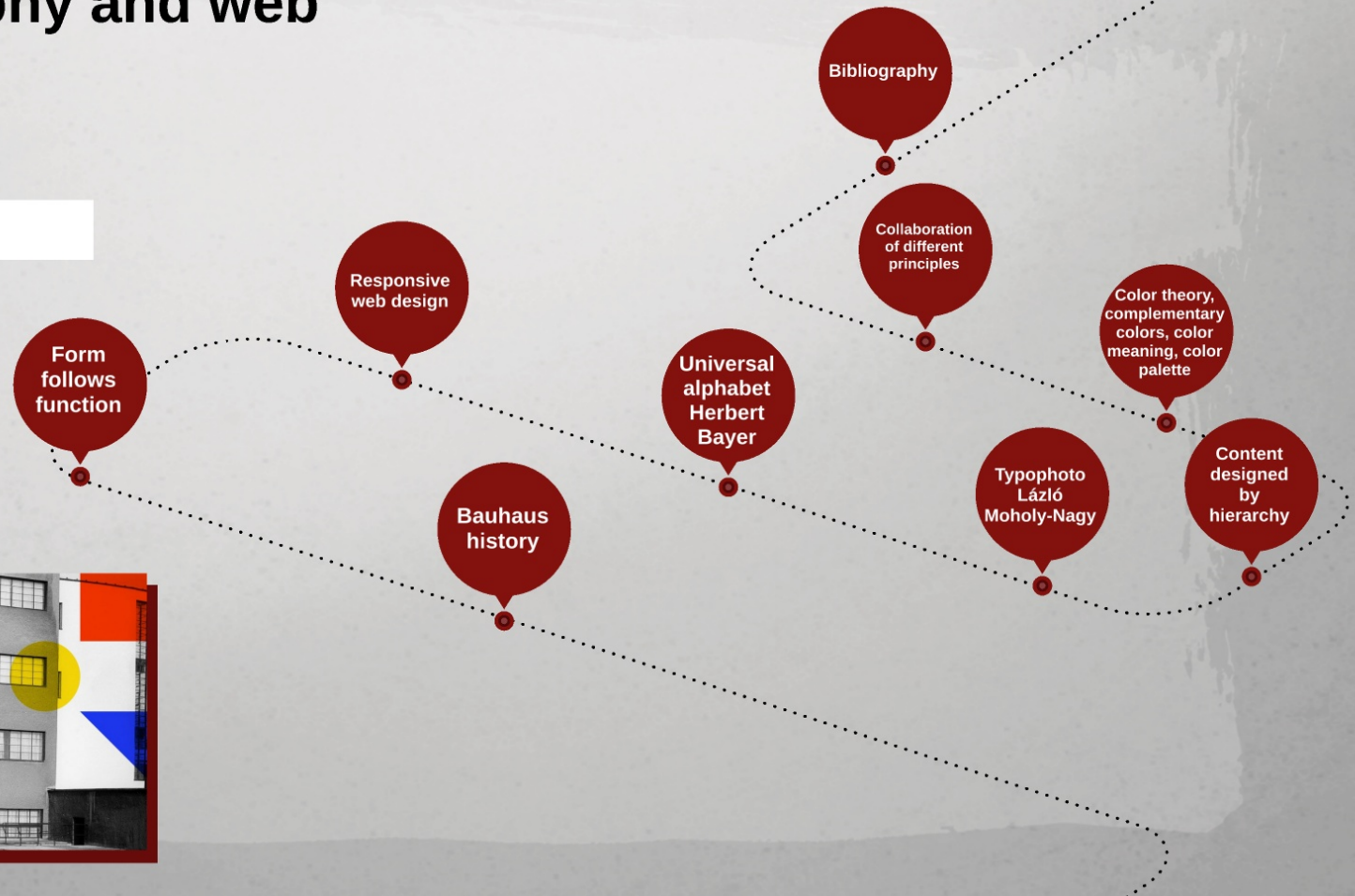
Responsive web design

- Websites did not adjust well to small devices
- The functionality of responsive design
- Hamburger menu
- Mobile first
- User experience



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Universal alphabet Herbert Bayer

- Rational, readable, and clear
- No capital letters
- Serif removed
- Grammar
- Universal communication
- Text-pictures and pictorial



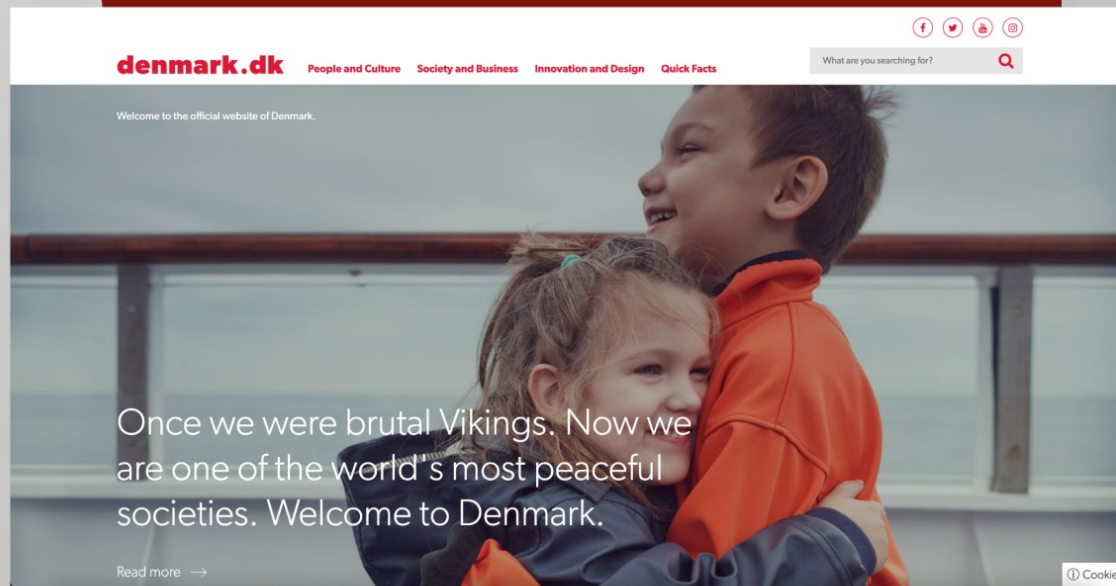
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Typophoto Lázló Moholy-Nagy

- Lázló Moholy-Nagy
- Hero image
- Text and image



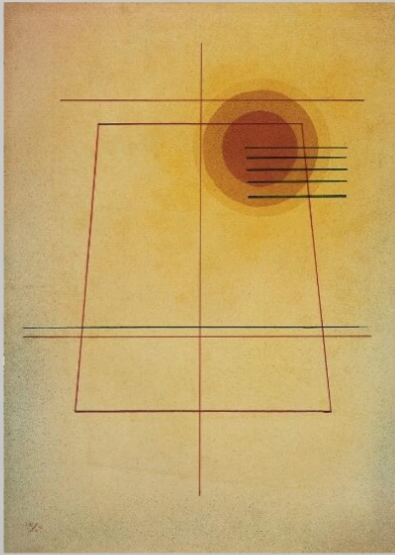
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Content designed by hierarchy

- Wassily Kandinsky
- Hierarchy



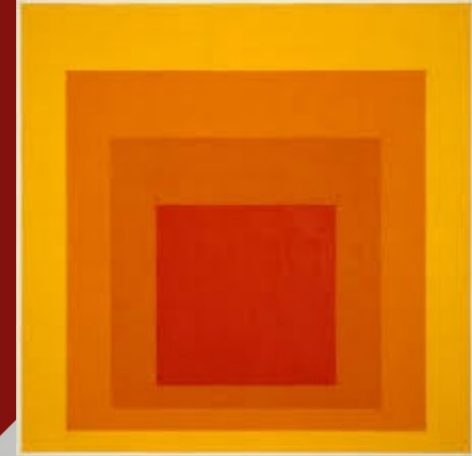
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Color theory, complementary colors, color meaning, color palette

- Josef Albers
- “Homage of the square” painting
- Color as its own medium
- No room for interpretation



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Collaboration of different principles

- The goal of the Bauhaus curriculum
- "...the culminating point of the Bauhaus teaching is a demand for a new and powerful working correlation of the process of creation." - Gropius Walter
- "Architecture unites in a collective task all creative workers, from simple artisan to the supreme artist." - Gropius Walter
- Graphic Designer
- Web Designer / Prototype
- Front-end Engineer
- Back-end Engineer
- Beats headquarter

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