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assignment 6

As we continue to develop and expand our minds as a community and as people, we begin to see the differences on how things were when we began constructing something to what it can become in the present day. Typography expanded along with our technology, and as time has gone by, it has formed many aspects that we see in our everyday lives presently. Jan Tschichold expresses his idea of "The New Typography" by stating that New Typography must focus on clarity. Clarity plays a major factor on Typography today compared to Typography before since old Typography was done on a central axis arrangement compared to now where Typography has evolved. While each artist has their own method of design, Jan Tschichold, Karl Gerstner, and Josef Müller-Brockmann all had similar goals, They all wanted to make art clearer.

Tschichold changed the graphic world by getting rid of the old Ornament way of designing, he brought forth more readable and clear designs, while using an asymmetrical approach. This approach was different as the other type would usually be symmetrical, and used san-serif fonts instead. Karl Gerstner on the other hand, had a similar approach to what other designers had used which was symmetrical forms of design. He created a symmetric way to do design in order to improve the layout of typography, stating that any problem will eventually have a solution which i agree with completely. We as people have very strong minds and it requires just a little bit of creativity and brain power to find a result to a problem. Gerstner creates a layout that shows various complex yet flexible ways to create a systematic layout in typographic design with symmetry. This form of layout assists the artist in making a grid that is more consistent while maintaining the creative factor.

According to the article, the creative process is something that requires an act of selection, one has to pick out determining elements and then combine both together to achieve the best results. Josef Muller-Brockmann had an approach on design which deferred in its own way as he made a grid system to create a "universal system of communication". He created this grid in order to make an artist's work more constructive and oriented. All three of these artists played a major factor to different grid systems that we can use for our designs, and while they had a different perspective compared to one another, they all had the same end goal, which was to make a clean grid system that would keep designs clean and easier to comprehend. Their goal was to make design provide a clear message that will also be creative in it's own way, and this creation has helped many artists after their time.