Andres Nunez

Final report

Prof. M Trofimova

Comd 1100 CL04

12/15/2020

Swiss design style is basically a grid like format and primarily uses the font, Helvetica. The reasons why someone will want to use this style is for readability and the cleanliness that it provides. You’ll mostly find this type of style in magazines and posters. You can also find some form of style in transportation, such as, subways here in New York City.

Swiss graphic design style originated from Switzerland around the 1950’s. It wasn’t created in Switzerland, but it was further developed there. During that time in two Swiss art schools, the kunstgewerbeschule, were being taught by Josef Muller-Brockmann and Armin Hofmann who were both developing this style in their own way. The same form of style was used between Germany, Russia, and the Netherlands. During this time, countries were in World War II and used Switzerland to transport goods since they were the neutral country. The font that is used commonly is Helvetica, but before the font that was mostly used was Univers’. The reason for the change was because Helvetica was cleaner to read and was better suited for larger and longer font.

Josef Muller-Brockmann was leading designer that was introducing Swiss style. He was using this style in a lot of his posters. His posters were containing Helvetica font and pictures which were arranged in a grid-based design. The reason for his style and font was for when people are walking by these posters they can absorb all the information quickly without having to stop and look for a few minutes. The font was faster and easier to read while the grid-based design made the posters organized and everything was overlapping or over powering each other. Armin Hoffmann was also doing the same type of work but, he was the one to introduced this style in the United States. Around the 1950’s, Hoffmann came to Yale University and started teaching this style of other people.