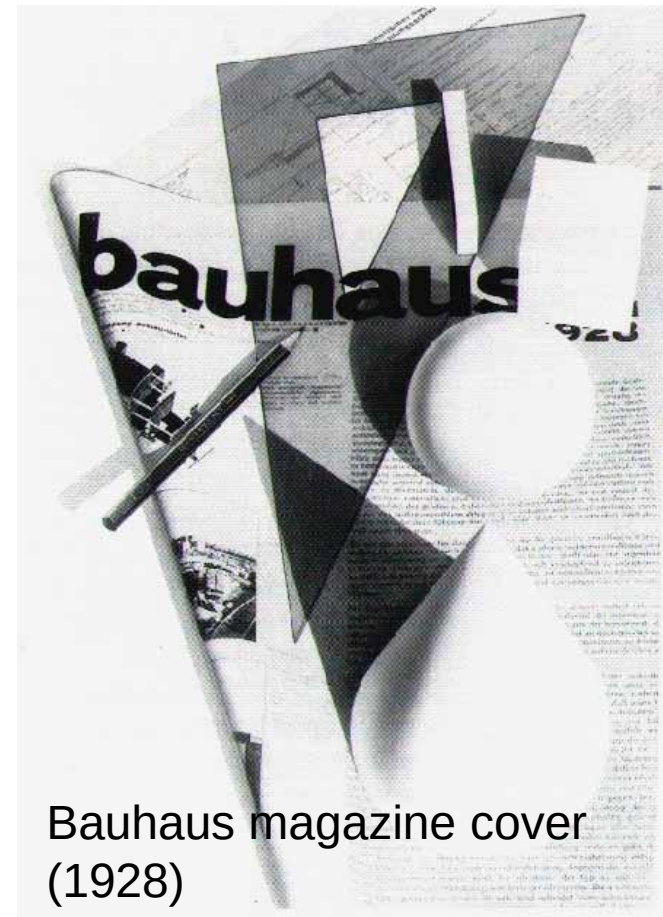


The Modernist Age

- **Graphic design**
 - **Herbert Bayer (1900, Austria)**
 - **Bauhaus philosophy**
 - **No capital letters (only one alphabet for only one function: to write)**
 - **Elementary geometry forms**



Bauhaus magazine cover
(1928)

The Modernist Age

- Graphic design
 - Jan Tschichold (1902, Germany)
 - Bauhaus + DeStijl + Constructivism
 - Design for communicating function
 - Asymmetrical organization of the text is more natural than symmetric one



Brochure (1928)

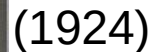
The Modernist Age

- Graphic design
 - Henry Beck (1903, Britain)



London Underground map (1933)

- **Graphic design**
 - **Piet Zart (1885, Holland)**
 - **Repetition and contrast**
 - **Slogans**
 - **Free mix of text and photographs**
 - **Deliver the concept in simple visual terms that still draw attention**



The Modernist Age

- Graphic design
 - Herbert Matter (1907, Switzerland)
 - Multi-layered photo collages
 - Luigi Martinati (1893, Italy)



: Crociera Aerea del Decennale (1933)



(1935)

The Modernist Age

- **Graphic design/Russia**

- **Gustav Klutsis (1895, Latvia)** →

- **Alexander Rodchenko** ↘

- **El Lissitzky**

(1919) ↓



(1920)



"The Fifth Plan" (1930)

The Modernist Age

- Graphic Design/Russia
 - Vladimir Stenberg (1899) and Georgii Stenberg (1900)

(1925)



(1929)



The Modernist Age

- **Graphic design**

- **Lester Beall (1903, USA)**

- “readable” even by illiterates

- **Erte/ Roman Tyrtoov (1892, Russia)**

- **Joseph Binder (1898, Austria)**

- **Ladislav Sutnar (1897, Bohemia)**

- “Catalog Design Progress” (1950)

Rural Electrification
Adm poster (1937)



The Modernist Age

- **Graphic design/ USA**
 - **Martin Munkacsi (1896, Hungary)**
 - **Uses the Leica miniature camera (1925)**
 - **Norman Rockwell (1894, USA)**

Harper's Bazar (1940)



Saturday
Evening
Post



The Modernist Age

- Graphic design/ USA
 - Etel/ Roman Tyrkov (1892, Russia):
Art Deco



This is a chapter in piero scaruffi's "A Visual History of the Visual Arts": <http://www.scaruffi.com/art/history>