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Intro to Typography—Swiss

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1920-1965 by Richard Hollis. This  
book offers a rich and fascinating  
account of Swiss graphic design

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Swiss Graphic Design: The Origins and  
Growth of an International Style,  
1920-1965 by Hollis, Richard

# Online Library Swiss Graphic Design By Richard

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qualifying offers. Swiss Graphic  
Design: The Origins and Growth of an  
International Style, 1920-1965 by  
Hollis, Richard  
[Hardcover(2006/4/28)]

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Hollis  
Swiss Graphic Design: The Origins and  
Growth of an ...

They chose photographic images rather than illustration, and typefaces that were industrial-looking rather than those designed for books. Written by noted design authority Richard Hollis, this lavishly

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illustrated volume looks at the uniquely clear graphic language developed by such Swiss designers as Theo Ballmer, Max Bill, Adrian Frutiger, Karl Gerstner, Armin Hoffman, Ernst Keller, Herbert Matter, Josef Müller-Brockmann, and Jan Tschichold.

# Online Library Swiss Graphic Design By Richard Hollis

Swiss Graphic Design: The Origins and  
Growth of an ...

In his preface, Richard Hollis recalls  
the train station in Zurich, where he  
first saw an avant-garde image that  
was Swiss design. He includes a photo  
and we see the novelty he sensed in

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1958 from the large-scale, black-and-white images, heads cropped off the top, flanking sans serif type.

Swiss Graphic Design |  
Communication Arts

Swiss Graphic Design: The Origins and  
Growth of an International Style

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Hollis 1920-1965 by Richard Hollis. This book offers a rich and fascinating account of Swiss graphic design history, setting the stylistic developments into the social and cultural context of the times. The first truly comprehensive account of the origins and development of the

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Hollis  
'Swiss' style, it includes an explanation of why Swiss graphic design looks the way it does by a leading graphics scholar.

Swiss Graphic Design By Richard  
Hollis | Used ...

Swiss Graphic Design: The Origins and

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**Growth of an International Style**  
1920–1965, by Richard Hollis gives  
the first comprehensive account of  
the development of the Swiss Style.  
Originating in Russia, Germany and  
The Netherlands in the 1920s,  
stimulated by the artistic avant-garde  
and alongside the International Style

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Hollis  
in architecture, Modernist graphic design and typography found a firm foothold in Switzerland before and after the Second World War.

A presentation by Richard Hollis Swiss  
Graphic Design: The ...

“ Out went symmetry, ornament and

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Hollis drawn illustration; in came white space, plain letterforms and photographs, ” Richard Hollis writes in his insightful book that examines the progression of Swiss style dating from 1920s. Many theories (honest representation) and principles (grid systems) are still applicable to

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Swiss Graphic Design: The Origins and  
Growth of an ...

Buy Swiss Graphic Design: The Origins  
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1920-1965 New edition by Hollis,  
Richard (ISBN: 9781856694872) from

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Swiss Graphic Design: The Origins and Growth of an ...

In 2015 six Swissted posters were chosen for Swiss Style, an exhibition

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Hollis  
at the Museum of Design, Zürich and  
are now archived in its permanent  
collection. In 2017 See Hear, a type-  
centric Swissted poster show, opened  
at the Type Directors Club. In 2018 a  
collection of Swissted prints were  
added to the permanent collection of  
the Poster House ...



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About - Stereotype Design

Graphic designers hear the term Swiss Design all the time. Yet most of us, if asked to define it, could do no better than point to a rather vague, general gestalt: crisp, blocky layouts, a minimalist design ethos, and sans

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serif typefaces.

What Exactly Is Swiss Design,  
Anyway?

Richard Hollis is a graphic designer  
and scholar of design. His previous  
books include *Graphic Design: A  
Concise History* (2002). " Swiss

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Graphic Design showcases the Swiss style as captured in a wide range of media from 1920 to 1965, and its last chapter takes a look at how it came to be accepted internationally and is still emulated today.

Swiss Graphic Design | Yale University

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# Online Library Swiss Graphic Design By Richard Hollis

Written by noted design authority Richard Hollis, this lavishly illustrated volume looks at the uniquely clear graphic language developed by such Swiss designers as Theo Ballmer, Max Bill, Adrian Frutiger, Karl Gerstner, Armin Hoffman, Ernst Keller, Herbert

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Richard Hollis at the best online prices  
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products!

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Swiss Graphic Design: The Origins and  
Growth of an International Style,

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Hollis 1920-1965 - Ebook written by Richard Hollis. Read this book using Google Play Books app on your PC, android, iOS devices....

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Written by noted design authority

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Richard Hollis, this lavishly illustrated volume looks at the uniquely clear graphic language developed by such Swiss designers as Theo Ballmer, Max Bill, Adrian...

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Richard Paul Lohse (1902-1988) was a Swiss painter and graphic artist and one of the main representatives of the concrete and constructive art. Please see his great graphics on the Board "Swiss Graphic Designs".  
Graphic Artist Social Art Hard Edge  
Painting Colorful Art Lovers Art Great

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Works Of Art Art Matters Graphic  
Poster Concrete Art.

30+ Graphics | Richard Paul Lohse  
ideas | graphic, design ...

Richard Paul Lohse (September 13,  
1902 – September 16, 1988) was a  
Swiss painter and graphic artist and

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Lohse is one of the main representatives of the concrete and constructive art movements. Lohse was born in Zürich in 1902. His wish to study in Paris was thwarted due to his difficult economic circumstances.

Richard Paul Lohse - Wikipedia

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He also co-founded the School of Design at West of England College of Art. His Graphic Design. A Concise History was published in 2001, and Swiss Graphic Design: The Origins and Growth of an International Style, 1920-1965 in 2006.

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Richard Hollis - Wikipedia

These chief components of the Swiss style spread across the world and their influence is still seen today.

'Swiss Graphic Design' gives a rich and fascinating account of this key period in graphic design history, setting the stylistic developments

# Online Library Swiss Graphic Design By Richard Holle

into the social and cultural context of  
the times.

Originally published: London:  
Laurence King Pub., 2006.

# Online Library Swiss Graphic Design By Richard

Hollis  
From the man who brought you the layout of John Berger's 'Ways of Seeing' comes a comprehensive selection of writings covering over 40 years of reflection on graphic design history, from interviews, essays, letters and articles to lectures and course outlines. Designed by Richard

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Hollis himself and densely illustrated with over 500 thumbnail images, 'About Graphic Design' charts the insatiable curiosity and methodological rigour of the renowned graphic designer, graphic design theorist and historian.



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100 Years of Swiss Graphic Design takes a fresh look at Swiss typography and photo-graphics, posters, corporate image design, book design, journalism and typefaces over the past hundred years. With illuminating essays by prominent experts in the field and captivating illustrations, this

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book, designed by the Zurich studio NORM, presents the diversity of contemporary visual design while also tracing the fine lines of tradition that connect the work of different periods. The changes in generations and paradigms as manifested in their different visual languages and

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convictions are organized along a timeline as well as by theme. The various fields of endeavor and media are described, along with how they relate to advertising, art, and politics. Graphic design from Switzerland reflects both international trends and local concerns. High conceptual and

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Hollis formal quality, irony and wit are its constant companions. A new, comprehensive reference work on Swiss design.

“ Fine art for font nerds. ” —New York Magazine “ One of the most engaging homages I have ever

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seen.” —Steven Heller Swissted takes rock concert posters of the '70s, '80s, and '90s and remixes and reimagines them through a Swiss modernist lens. The result is some of the coolest images you've ever seen! The book features 200 posters, all microperforated and ready to

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Hollis. Or keep them bound in one collection as an art book. The foreword is written by legendary designer Steven Heller. Posters are from legendary indie, alternative, and punk bands such as Jane ' s Addiction, Blondie, the Beastie Boys, the Clash, the Pixies, Green Day, the

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Ramones, Devo, the Sex Pistols, Dead  
Kennedys, Public Image Ltd., Sonic  
Youth, the Cure, Red Hot Chili  
Peppers, Hüsker Dü, Danzig, the  
Replacements, Fugazi, the  
Lemonheads, Pearl Jam, Pavement,  
Superchunk, They Might Be Giants,  
Guided by Voices, Sugar, Sleater

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Kinney, Violent Femmes, Iggy Pop,  
Fishbone, Nirvana, and many, many  
more!

A comprehensive guide to graphic  
design and print.

From its roots in the development of



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printing, graphic design has evolved as a means of identification, information, and promotion to become a profession and discipline in its own right. This authoritative documentary history begins with the poster and goes on to chart the development of word and image in

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brochures and magazines, advertising, corporate identity, television, and electronic media, and the impact of technical innovations such as photography and the computer. For the revised edition, a new final chapter covers all the recent international developments in

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Graphic design, including the role of the computer and the Internet in design innovation and globalization. In the last years of the twentieth century, at a time when "designer products" and the use of logos grew in importance, the role of graphic designers became more complex,

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subversive, and sometimes more political witness Oliviero Toscani's notorious advertisements for Benetton. Digital technology cleared the way for an astonishing proliferation of new typefaces, and words began to take second place to typography in a whole range of

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Magazines and books as designers asserted the primacy of their medium. Designers and companies discussed here include Neville Brody, David Carson, Design Writing Research, Edward Fella, Tibor Kalman, Jeffery Keedy, LettError, Pierre di Sciullo, Tomato, Gerard Unger, Cornel

# Online Library Swiss Graphic Design By Richard Windlin, and a host of others. Over 800 illustrations, 30 in color.

'The Language of Graphic Design'  
provides graphic design students and  
practitioners with an in-depth  
understanding of the fundamental  
elements and principles of their

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Hollis, what they are, why they are important and how to use them effectively.

Design School: Layout is an instructive guide for students, recent graduates, and self-taught designers. It provides a comprehensive

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Introduction to creating and changing layouts: a crucially important skill that underpins practically every aspect of graphic design. You'll get in-depth analysis of all the major areas of theory and practice used by experienced professional designers. Each section



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Hollis provides explanation and visual examples of grid systems and in-depth discussion of compositional principles and strategies. The text is interspersed with tests designed to help you retain key points you've covered in the preceding spreads, and includes illustrations sections

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with real world scenarios. This in-depth guide avoids the temptation to stray into other areas of design technique, preferring to cover the essential, detailed skills of the professional graphic designer to arm you with the knowledge needed for a successful start to your chosen career.

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Richard Paul Lohse, with his modular and serial orders, is one of the founders of systematic-constructive art in the 20th century. This book, a project by the Richard Paul Lohse-Foundation, is the first to present the complete works of the Swiss-born

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artist and graphic designer.

Numerous works, some of them not accessible since their first publication, are brought together here for the first time. A number of essays shed further light on the multi-faceted relationship between aesthetics and politics from the 1930s, exploring

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Hollis's influence on the development of modern non-fiction books, informative product advertisements and the history of Swiss graphic design, which has had an exemplary status world-wide since the 1950s. The essays also explore the parallel development of modular

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Hollis and serial thinking in architecture and design and analyse Lohse's contribution to the magazines Bauen + Wohnen and Neue Grafik. The book concludes with the catalogue raisonné of his graphic design, opening the way to over 1,600 examples of his expertise. This

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**Molle** is the first of a four volume series dealing with the pictorial work of Richard Paul Lohse.

Design School: Layout is an instructive guide for students, recent graduates, and self-taught designers. It provides a comprehensive

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Introduction to creating and changing layouts: a crucially important skill that underpins practically every aspect of graphic design. You'll get in-depth analysis of all the major areas of theory and practice used by experienced professional designers. Each section



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