

DPP100 Swiss Graphic  
Design Process and  
practices

# Sketchbook

Susan Young  
April 2023



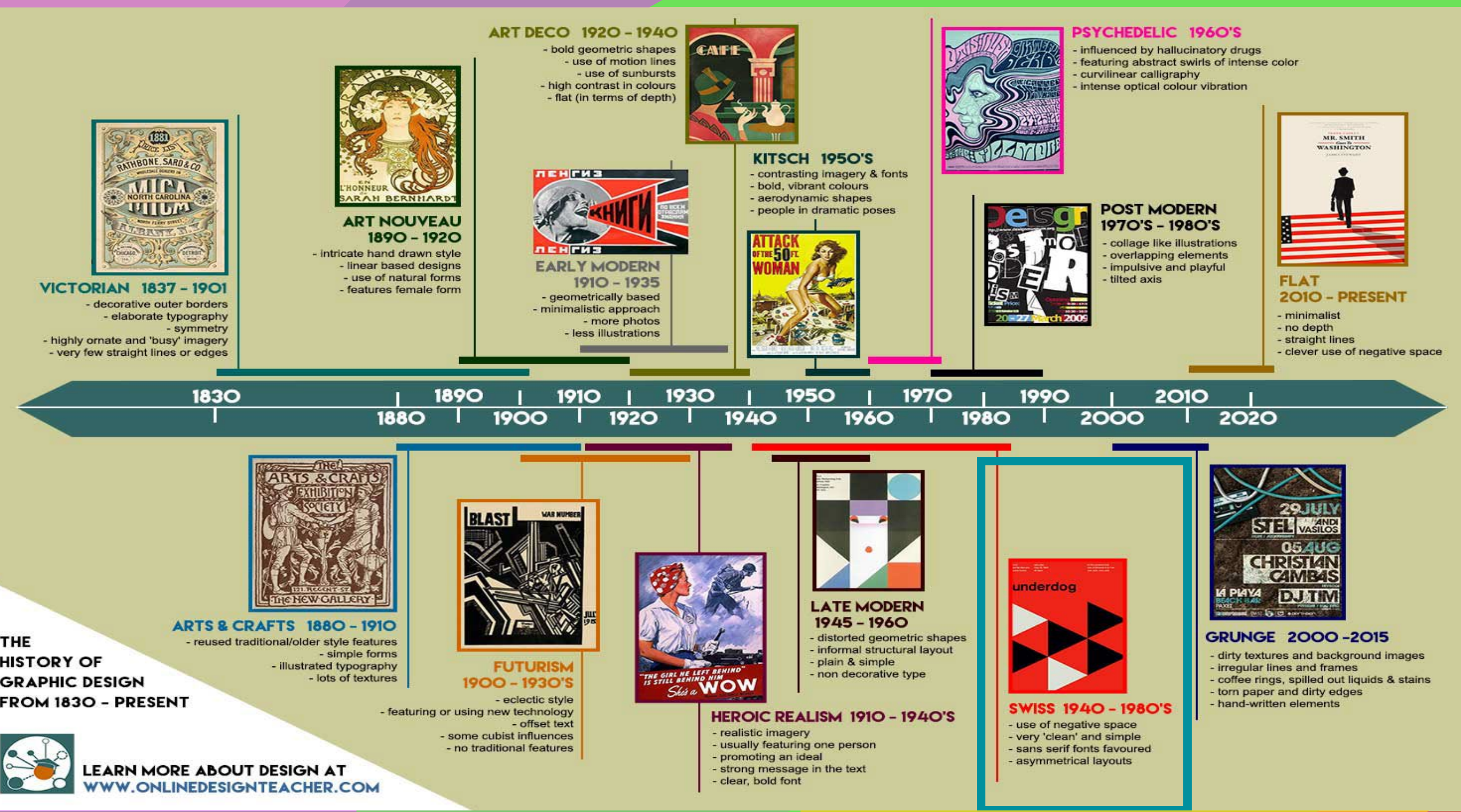
My research and influence.

I researched the history of graphic design and was attracted to the Swiss design.

3 key words to describe the driving force behind Swiss Style are

Cleanliness. Readability. Objectivity.

The 19th century marked the separation of design from fine art, and with it, the birth of grid-based design.





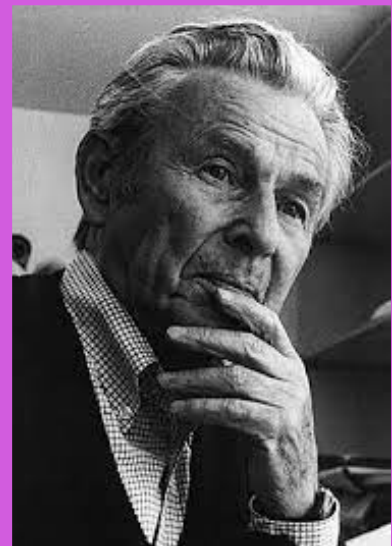
# Pioneers of Swiss Style



Philip B. Meggs' History of Graphic Design explains that International Typographic Design begins with a mathematical grid. These grids are considered to be the “most legible and harmonious means for structuring information.” Using a grid for design makes creating a hierarchy for the content much easier—think web design. Why are so many websites broken into grids? Grids are flexible, consistent and easy to follow. They are clear-cut and work well with ratios (Rule of Thirds, Golden Ratio, etc.). In addition to the grid, Swiss Style usually involves an asymmetrical layout, sans serif typefaces and the favouring of photography over illustrations.



The movement's innovators combined elements of other artistic trends to create the beauty and simplicity of the Swiss Style that we know today. Elements from Bauhaus, De Stijl and The New Typography are sprinkled throughout the works of Ersnt Keller, Max Bill, Josef-Müller Brakmann and Armin Hofmann—i.e., the pioneers of Swiss Style.



Josef-Müller Brakmann

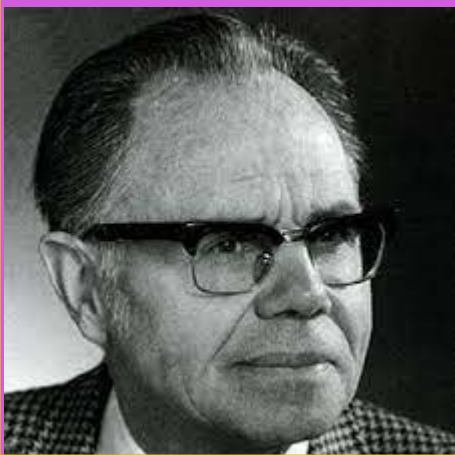


Max Bill

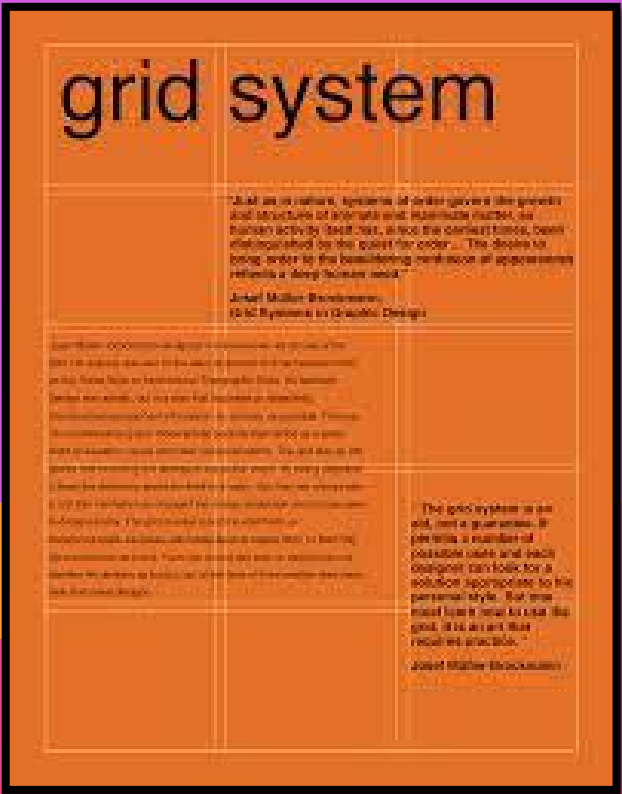


Armin Hoffman

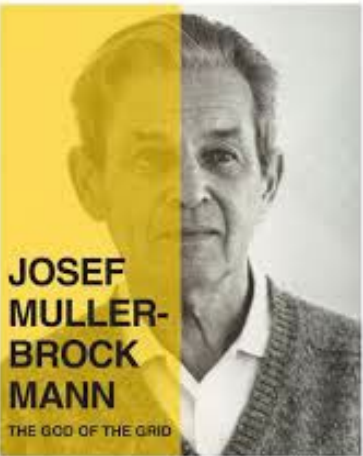
I researched who the pioneers of Swiss style were and how their artistic flair influenced the simplicity and impact of the design .



Ersnt Keller

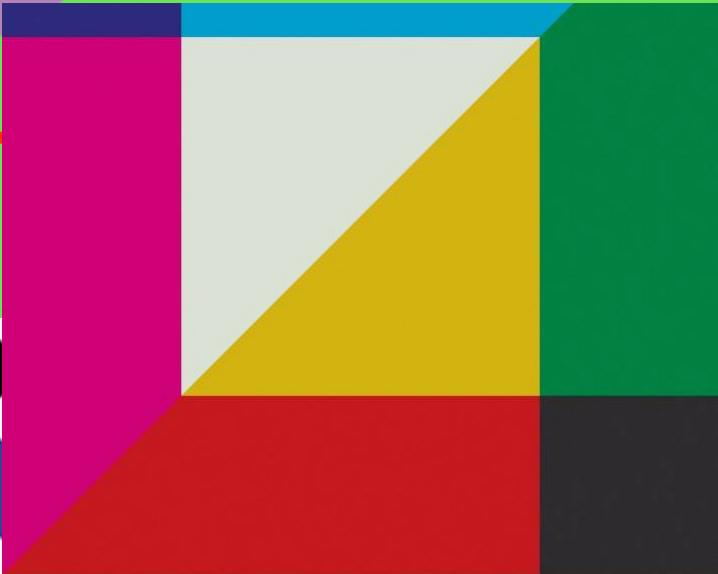


I was drawn to the designs of Josef and Max Bill because I liked their eye-catching colours, designs and felt they challenged me to think about design in a different way.

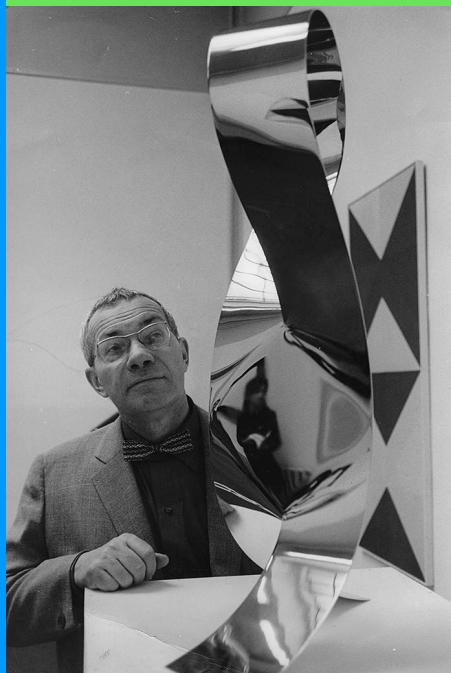


The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice.

Josef Müller-Brockmann



david bowie



it is the aim of every typographical artist to endeavour to lesson incompatibility between the mathematically exact medium on the one hand and the haphazard shape of the text on the other.  
max bill



Font

Helvetica

The quick brown fox  
Jumps over the lazy dog.



I experimented with different colours, shapes and lines to design this “chill out” event poster for a local summer event.

I decided to use bright eye-catching colours to help draw the eye and create interest for the event.

Cullercoats Collective are the facilitators. I added their logo in the centre of the design to clearly valid their role in the event.

To provide key messages for the event, I decided on using a smaller font and black type as I felt that the bold design helped to draw the eye to the purpose and details of the event.

My reflection to improve and blend the design is to remove the white background logo colour and continue the coloured lines.



# Chill out

Sunday, July 2 2023  
3pm all ages

@Cullercoats Beach

Fundraising activities for  
Cullercoats Collective CIC

- Dip
- Swim
- Paddle
- Sail
- Beach combing
- Sand sculptures