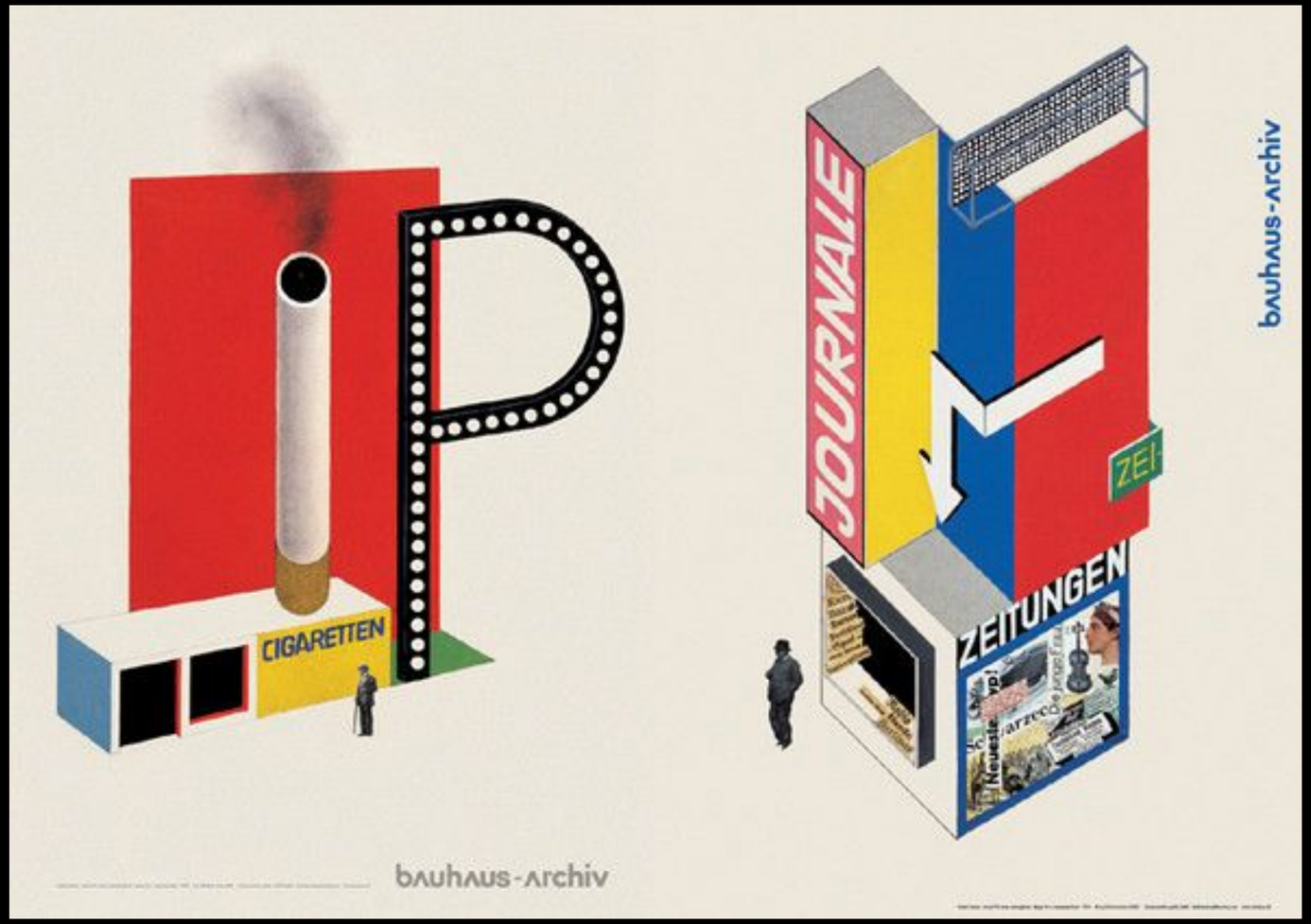
type.

Please select 3-4 typographers from this list
and create a research pages



modernist.

jan tschichold.



herbert bayer.

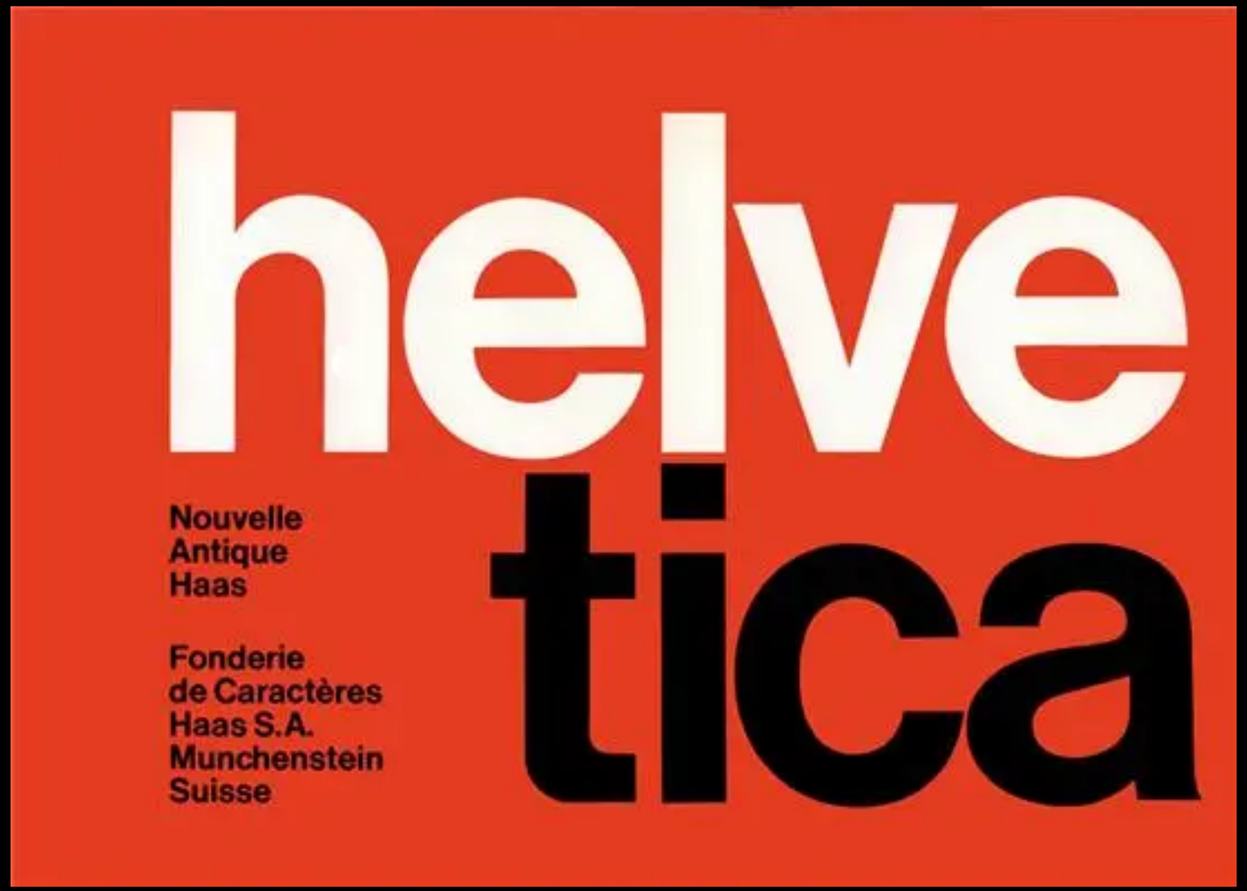
modernist.



modernist.

massimo vignelli.

modernist.

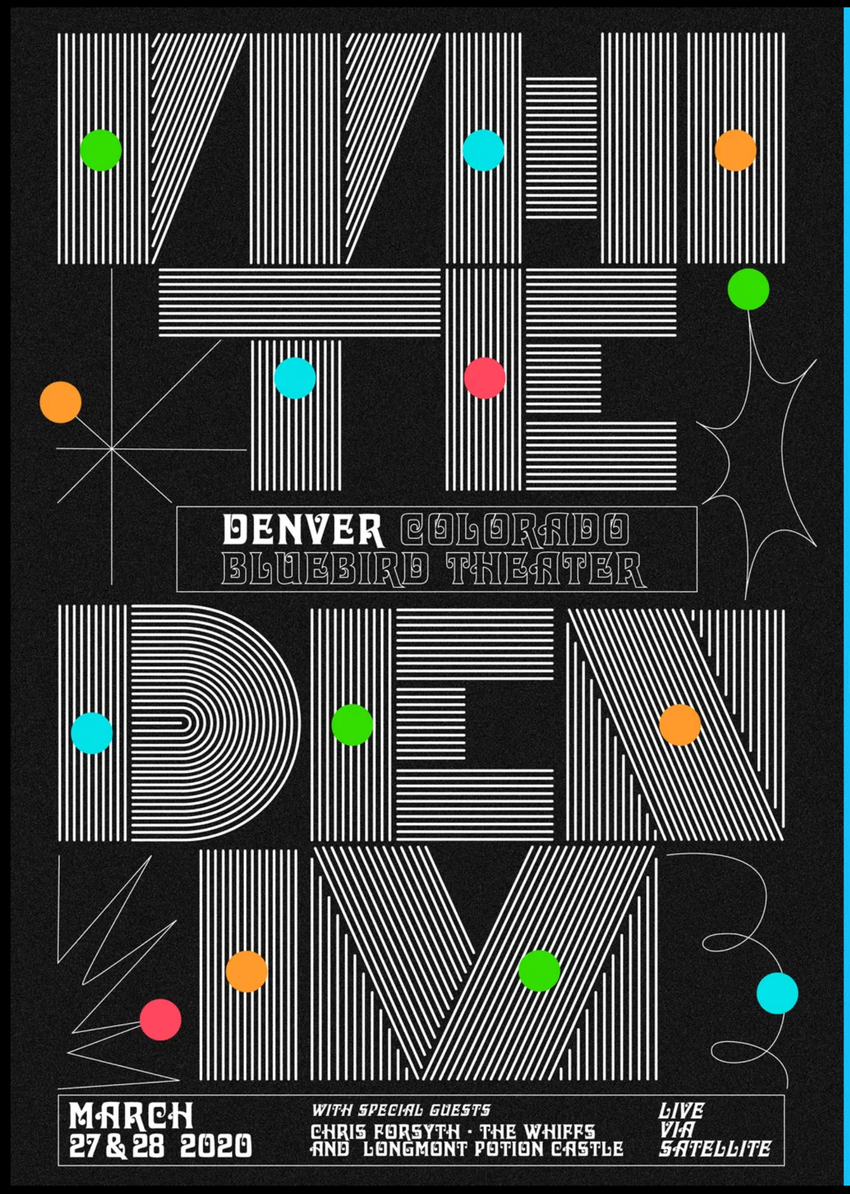


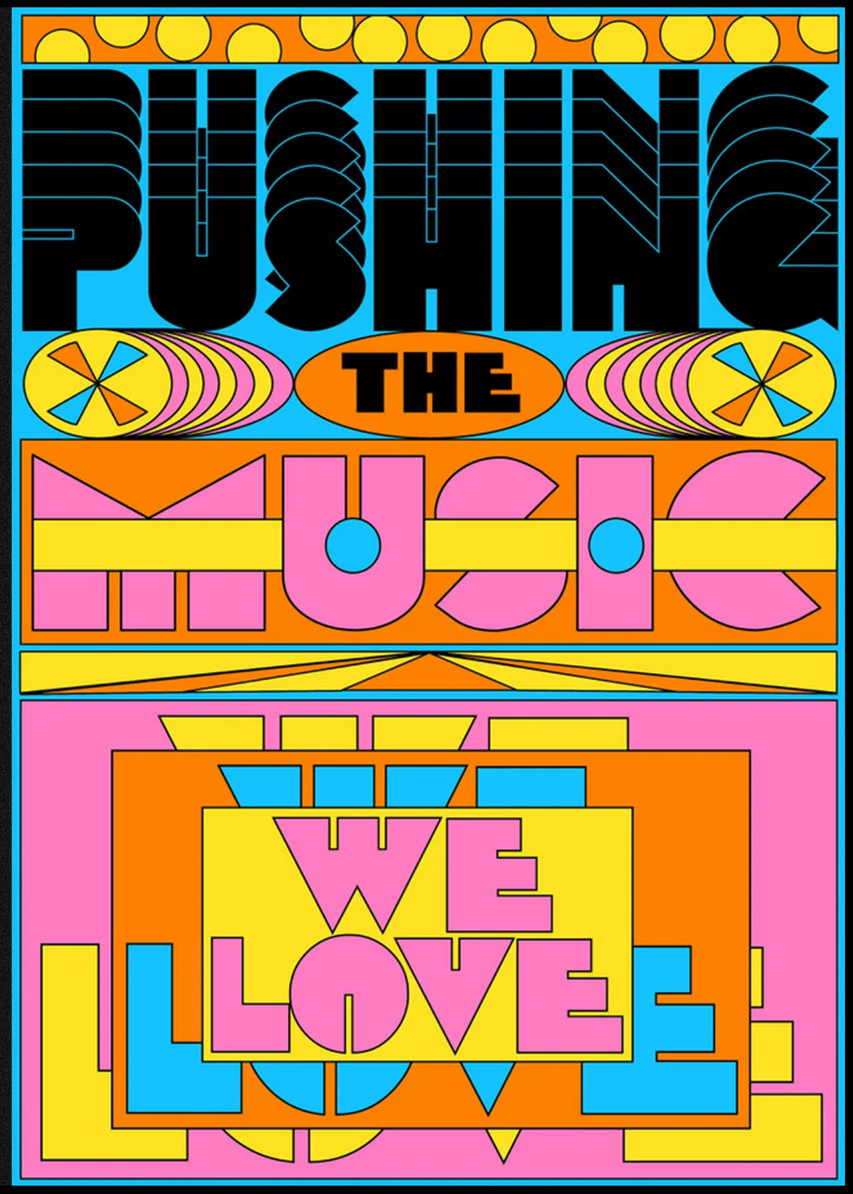
max
miedinger.



jasmina
zornic.

modernist.

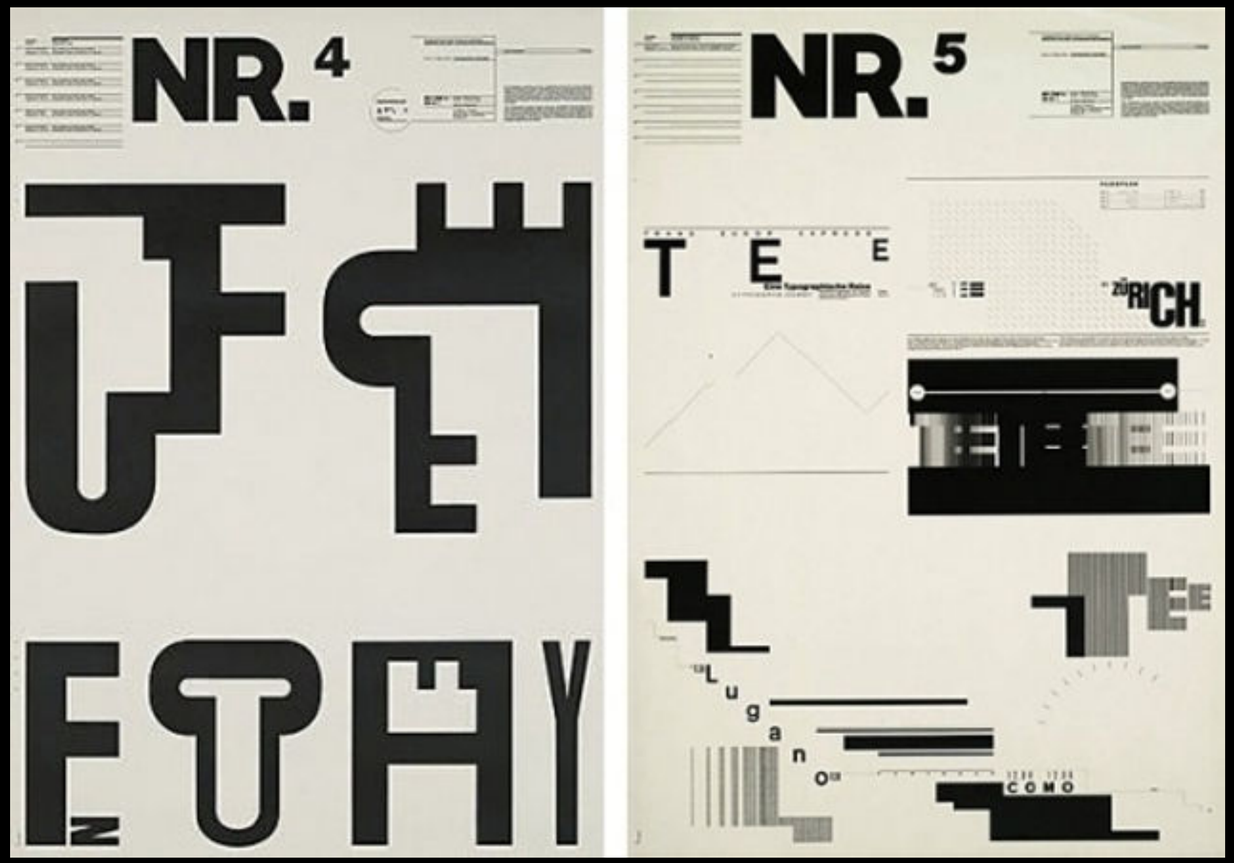




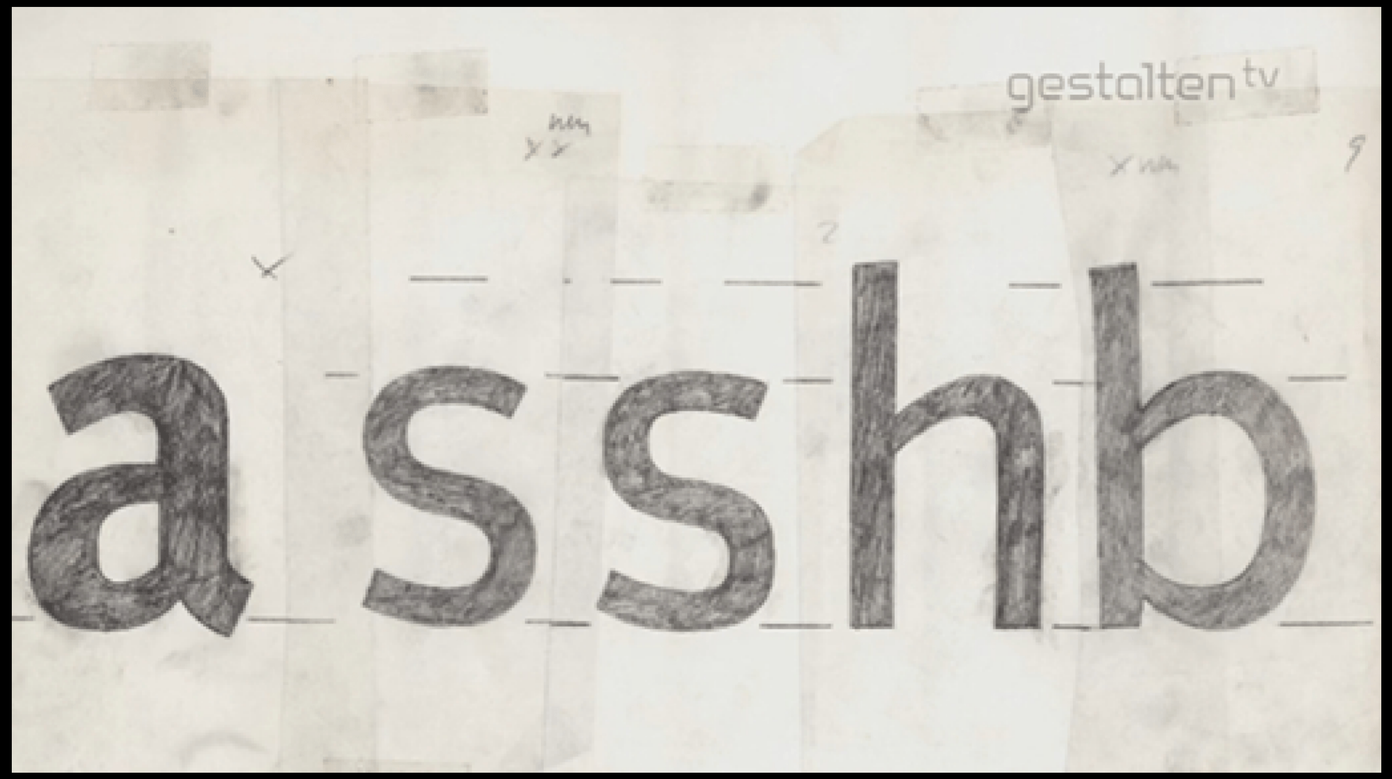
raissa
pardini.



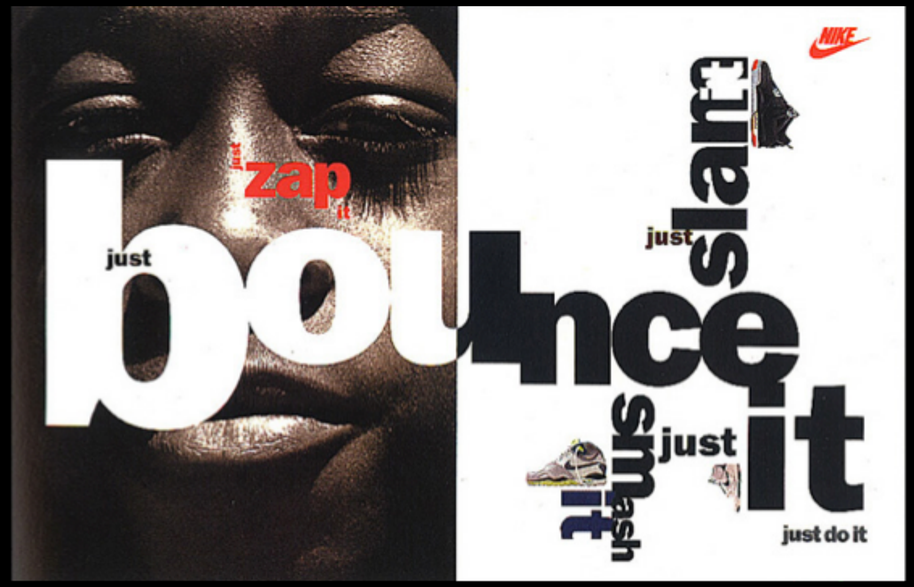
jessica
walsh.



wolfgang
weingart.

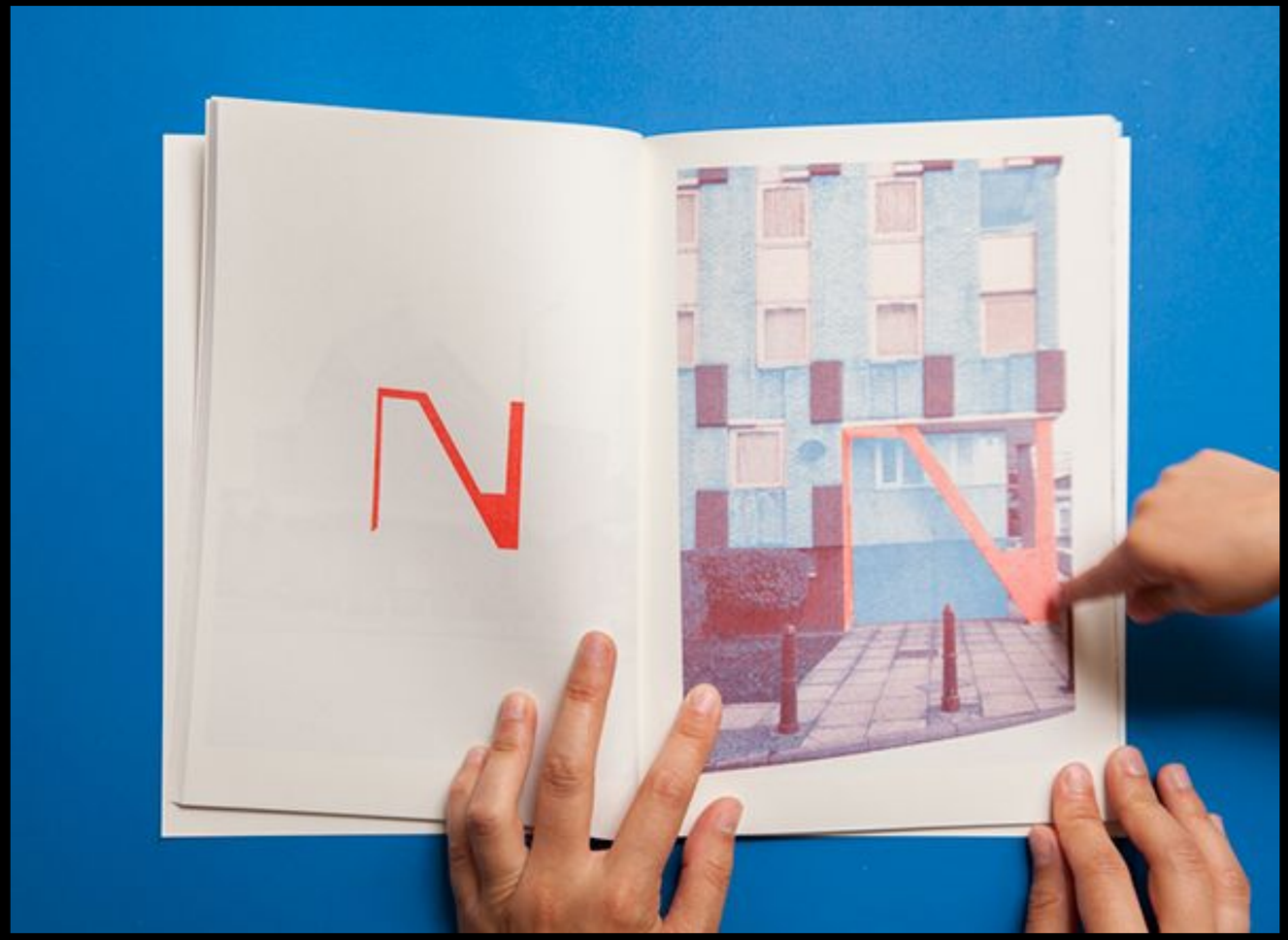


erik
spiekermann.





neville
brody.



amandine alessandra.

The Big Letter Hunt


Wolfgang
WEIN
GART
What's the use of being legible, when nothing inspires you to take notice of it? For me, typography is a triangular relationship between design idea, typographic elements, and printing technique.
Anyone who uses Helvetica knows nothing about typefaces.Electronic equipment replaces neither Eyes, Hands, nor Heart.Berthold is still a good typeface, but even Berthold has some less than attractive features, and then I just cut them off because I didn't like them.


"If you do it right, it will last forever."
Massimo Vignelli was a celebrated twentieth century versatile Italian graphic and industrial designer. He worked in several domains of designing including package design, furniture design, showroom design and warehouse design. He established his own firm, **Vignelli Associates**, in partnership with his wife. He strictly adopted the Modernists tradition of design in his work and based his artwork on the idea of simplicity which manifested through his use of
MASSIMO
Tribute to
Vignelli
90


herbert
bayer
Herbert Bayer was an Austrian and American graphic designer, well known for his creation of the experimental Bauhaus universal typeface, which reduced the alphabet to solely lowercase letters and geometric forms which could easily be drawn with a ruler. This typeface is in line with modernist ideas about typography, that encourage crisp, concise, minimalistic styles where function is more important
abcdefghi
jklmnopqr
stuvwxyz
universal typeface
Bayer attended German art school Bauhaus and later went on to teach there. For most publications he worked on, he would use an all-lowercase sans serif typeface to achieve the clean, modern appearance he believed was best for graphic design.
He was massively influential in pioneering this more modern approach to graphic design, combining photography, simplified typography, geometry and block colours. He believed in designs that had no extraneous features that would get in the way of his work communicating ideas to the viewer.
"just as typography is human speech translated into what can be read, so photography is the translation of reality into a readable image."
SUPER
COLOR
RINSE
Divisumma
olivetti

examples.