

# Contents

Preface 10

## *Introduction: The Origins of Typography and Graphic Design 12*

From Gutenberg to Bodoni 15

The Nineteenth Century, an Expanding Field 24

*Photography* 25

The Advent of Graphic Design 29

## *1 Art Nouveau I: A New Style for a New Culture 30*

The Arts and Crafts Movement 33

William Morris's Kelmscott Press 35

French Art Nouveau 35

Jules Cheret 36

*Japanese Prints* 40

Leonetto Cappiello 41

Alphonse Mucha 43

Sensuality and Symbolism 43

*Absinthe, the Green Fairy* 44

Théophile Steinlen 44

Henri de Toulouse-Lautrec 46

The United States 49

*Harper's* and Japanese Prints 52

The Portrayal of Young Women 53

William Bradley 54

Typesetting and Competition 57

Advertising Agencies 58

England 58

English Art Nouveau 58

Arthur Liberty and Liberty's 62

Aubrey Beardsley 62

The Beggarstaff Brothers 68

## *2 Art Nouveau II: Scotland, Austria, and Germany 70*

The Four 72

The Glasgow School of Art, Celtic Revival 72

Early Poster Design 74

*Celtic Manuscripts and The Four* 75

Charles Rennie Mackintosh 75

Vienna Secession 77

Gustav Klimt 78

The Secession Building 78

Poster and Journal Design 80

Wiener Werkstätte 82

Werkstätte Style 83

Austrian Expressionism: Oskar Kokoschka,

Egon Schiele 88

Germany 93

*Pan* and *Jugend* Magazines 93

Blackletter 94

*Simplicissimus* Magazine 96

Hermann Obrist 96

Henry van de Velde 98

Peter Behrens 100

Behrens and AEG 101

### 3 Sachplakat, *The First World War, and Dada* 106

#### Sachplakat in Germany 108

Lucian Bernhard and the Priester Breakthrough 108

The *Sachplakat* Phenomenon 111

Ludwig Hohlwein 113

Posters and Typography 113

#### The First World War 116

Wartime Propaganda 116

Emasculating Messages 120

Canadian War Posters 123

#### The United States 125

War Posters and James Montgomery Flagg 125

*Uncle Sam, an American Icon* 125

Howard Chandler Christy 127

#### France 129

#### The Central Powers 130

Realism versus Abstraction 131

#### Dada 133

Tristan Tzara 135

Dada in Paris 137

Dada in Berlin 139

Kurt Schwitters and *Merz* 141

### 4 Modern Art, Modern Graphic Design 144

#### Montparnasse 147

#### Cubism 147

Guillaume Apollinaire's *Calligrammes* 148

Robert and Sonia Terk Delaunay 149

#### The London Underground 150

Frank Pick 151

Edward McKnight Kauffer 152

Signage and Visual Identity 156

#### Futurism 158

"Words in Freedom" 158

*Lacerba* 160

Vorticism 163

Book Design and Typography in Britain 167

#### Purism 168

The Machine Aesthetic 168

The New Spirit 169

#### Art Deco in France and Britain 170

Poster Art: Cassandre and Carlu 172

The *Normandie* 173

*Art Deco in Asia* 174

Typography 177

Bookbinding 178

#### Art Deco and Colonialism 179

The 1931 International Colonial Exposition 181

### 5 Revolutions in Design 184

#### De Stijl 187

Seeking Universal Harmony 187

Typography and Journal Design 188

*De Stijl* Redesigned 189

De Stijl Architecture 190

De Stijl Poster Design 192

De Stijl and Dada 193

#### Revolution in Russia 196

#### The Russian Revolution and the Bolshevik Poster 196

Alexander Apsit, Boris Zvorykin, Dmitri Moor 198

#### Russian Suprematism and Constructivism 199

Kasimir Malevich, Vladimir Tatlin 201

A New Utopia 201

Constructivism and Alexander Rodchenko 204

Alexander Rodchenko, Vladimir Mayakovsky 205

Photomontage and Film 206

*Photomontage* 206

Filmic Vision 209

Gustav Klutsis 210

Constructivists under Stalin 210

Film Posters: the Stenbergs 212

El Lissitzky 215

El Lissitzky in Germany 215

### 6 The Bauhaus and the New Typography 222

#### Dada and Russian Constructivism 224

#### German Expressionism 226

Expressionist Film 226

*Metropolis* 227

#### The Arbeitsrat für Kunst 228

#### Weimar Bauhaus 229

Expressionism at the Bauhaus 229

Constructivism and the Bauhaus 232

László Moholy-Nagy 232

*Women at the Bauhaus* 232

The 1923 Exhibition 233

Political Problems 236

#### Dessau Bauhaus 237

New Buildings 237

Herbert Bayer 238

"Typophoto" 240

Depoliticization at the Bauhaus 241

Typography at the Bauhaus 242

Paul Renner and Futura 244

#### The New Typography 245

Die Neue Typographie 247

Ring Neue Werbegestalter 249

## 7 American Art Deco and the Second World War 252

### The American Magazine 256

- Fortune* 257
- Mehemed Agha and *Vanity Fair* 258
- Condé Nast, Vogue, and Fashion Photography* 259
- Cipe Pineles 260
- Alexey Brodovitch 262
- PM Magazine* 263

### Government Patrons 265

- The Great Depression 265
- FAP Posters 265
- Lester Beall 268

### The Museum of Modern Art 270

- The International Style 270
- The “Machine Art” Exhibition 272
- The “Cubism and Abstract Art” Exhibition 275
- The “Bauhaus 1919–1928” Exhibition 276

### Pulp Magazines 276

### Germany in the 1930s 278

- The Nazis and the Mass Media 278
- “Degenerate Art” 283
- Typography under the Nazis 285
- John Heartfield’s Photomontages 287

### The Second World War 287

- Germany 288
- Britain 289
- Russia and France 291
- The United States 295
- Norman Rockwell 296

## 8 The Triumph of the International Style 298

### “Swiss Style” 302

- Jan Tschichold 302
- The Predominance of Akzidenz Grotesk 302
- Josef Müller-Brockmann 303
- New Typefaces 307
- Journal and Advertising Design 308

Basel Type 311

Neue Grafik 311

### England and the International Style 312

- Stanley Morison 312
- Jan Tschichold at Penguin 314
- Herbert Spencer 314

### American Innovators 315

Saul Bass 317

### Corporate Identity in Germany and America 320

- Design at Ulm 320
- Container Corporation of America 322
- Paul Rand 323
- Paul Rand and IBM 325
- Bauhaus Masters at American Universities* 328
- The Golden Age of Logos 328

### The International Style in Corporate Architecture 330

The Tilted E 333

## 9 Postmodernism, the Return of Expression 334

### Psychedelic Posters 338

- British Psychedelics 339
- Magazine and Album Design 340

### Early Postmodernism 343

- Push Pin Studio 343
- Album, Poster, and Magazine Design 347
- Postmodern Typography 349
- Robert Venturi and *Learning from Las Vegas* 351

### Mature Postmodernism 352

- Wolfgang Weingart 352
- Dan Friedman and April Greiman 355
- Early Desktop Publishing 355
- Cranbrook Academy of Art 356
- The Postmodern Book and Richard Eckersley* 357
- The Netherlands and Britain 358
- Tibor Kalman 361

### Postmodern Architecture 363

### Postmodern Typography 364

- Emigre Graphics 364
- Digital Typefaces and Zuzana Licko 365

### Postmodernism of Resistance 369

## 10 Contemporary Graphic Design 372

### Eclectic Experiments 374

- “Grunge” Designs 374
- Depoliticized Design 375
- Art Chantry 375
- Historicism and Appropriation 377
- Fuel 381
- Elliott Earls 381
- Stefan Sagmeister 382
- MTV 385
- The Comic Book Aesthetic 386
- Chip Kidd 387
- Work for Hire 387
- Illustration in a Digital Age 388
- Graffiti* 388

### The Technology Aesthetic 389

- Digital Idealism 389
- Wired Magazine* 389
- Techno Type 391

### Web Design 1.0: Beginnings 392

### Web 2.0: Interactivity 393

- Viral Advertising 396
- Advertising Transformed 397

### Motion Graphics 397

### Contemporary Typography 405

- Arial for Everyone 405
- Typography Transformed 407
- Jonathan Hoefler 408
- The End of Type 408

### Global Graphics? 410

### Design It Yourself 415

- The “Citizen Designer” 417
- Jonathan Barnbrook 420

### Conclusion 421

- Glossary 422
- Bibliography 431
- Index 440
- Picture Credits 464