

The Bauhaus and The New Typography

Terms:

- The Bauhaus (pg. 345)
- Photogram (pgs. 348-349)
- Photoplastic (pgs. 348-349)
- Universal Type (pg. 351)
- Die Neue Typographie (pgs. 353-255)
- Isotype (pgs. 359-361)

People and Places:

- Weimar, Germany (pg. 345)
- Dessau, Germany (pg. 349)
- Walter Gropius (pg. 345)
- László Moholy-Nagy (pg. 347)
- Herbert Bayer (pg. 351)
- Jan Tschichold (pg. 353)
- Eric Gill (pg. 357)
- Piet Zwart (pgs. 361-363)
- Herbert Matter (pgs. 366, 368-369)



Chapter 16 Study Questions

- Beginning in 1919, what is the name of the German design school that sought a unity of art and technology?
 - Weimar Academy
 - The Bauhaus
 - The New Typography
 - Apple Computer
- Identify the designer(s) associated with this school of design:
 - Walter Gropius
 - László Moholy-Nagy
 - Herbert Bayer
 - All of the above
- The Bauhaus school of design was located in two different places in Germany. They were:
 - Weimar & Dessau
 - Italy & Germany
 - Paris & Munich
 - Hungary & France
- The Bauhaus combined ideas from all the art and design movements and applied them to problems of design and production. Workshops were taught by both ____ who focused on form, ____ who focused on production.
 - an artist ...and the Nazis
 - Suprematists ...and Constructivists
 - an artist ...and a craftsman
 - a professor ...and students

5. Much of the creative innovation in graphic design during the first decades of the century occurred as part of modern art movements and at the Bauhaus. These approaches were seen by a limited audience however, until Jan Tschichold explained them to wide audiences of:

- A.** printers
- C.** designers
- B.** typesetters
- D.** A, B, and C

6. László Moholy-Nagy's passion for typography and photography inspired a Bauhaus interest in visual communications. He believed that the _____ represented the essence of photography because it allowed an artist to capture a patterned interplay of light and dark on a sheet of light-sensitive paper without a camera.

- A.** photomontage
- C.** photogram
- B.** calligramme
- D.** instagram

7. Tension between the Bauhaus school and the Weimar government forced the school to relocate to Dessau in 1925. Herbert Bayer, a former student at Weimar, became professor of the newly added typography and graphic design workshop. Sans-serif fonts were used almost exclusively, and Bayer designed a _____ that reduced the alphabet to clear, simple, and rationally constructed forms.

- A.** universal type
- C.** handwritten script
- B.** roman type
- D.** gothic type

8. The Bauhaus school tried to bring art into a close relationship with life by way of design, which was seen as a vehicle for social change and cultural revitalization. The _____, which dominated the city council, canceled faculty contracts in 1932. The faculty voted to dissolve the school, and on August 10, 1933, it closed.

- A.** Thuringian government
- C.** Catholic Church
- B.** Nazi Party
- D.** Bolsheviks

9. Jan Tschichold was heavily influenced by the Bauhaus and Russian constructivism. After designing the 24-page insert "Elementare Typographie" and book "Die neue Typographie" he can be identified as a practitioner of _____.

- A.** The New Typography
- C.** Suprematism
- B.** WWI propaganda
- D.** Postcubist pictorial modernism

10. The essence of Tschichold's new typography was clarity, not simply beauty; its goal was to develop form from the functions of the text. The following demonstrates its design concepts:

- A.** asymmetrical headlines, flush-left type, white space and contrasting elements
- B.** rules, bars and boxes used for structure, balance and emphasis
- C.** sans-serif type in a range of weights: light, medium, bold, extra bold, italic
- D.** A, B, and C

11. British designer Eric Gill created typefaces such as **Gill Sans** and **Perpetua**. He also argued that the uneven word spacing in justified columns of type looked worse than designs of equal word spacing in _____.

- A.** sans serif typography
- B.** fat faces
- C.** unequal line lengths (ragged right text)
- D.** abstract wedge shapes on an angled grid

12. Originally called the Vienna Method, the _____ movement is associated with developing “a world language without words” involving the statistical use of pictographs.

- A.** Sezessionstil
- C.** Isotype
- B.** Pictorial modernism
- D.** Photomontage

13. Dutch designer Piet Zwart synthesized the design elements of Dada and De Stijl, but did without DeStijl's _____. With no formal training in typography, Zwart rejected the grayness of conventional typography and instead manipulated words, rules and symbols to create dynamic and arresting layouts.

- A.** brief slogans in large type and diagonal lines
- B.** strict use of vertical and horizontal lines
- C.** rhythmic compositions, contrasts of size, weights, and direction
- D.** collage technique with a conscious concern for functional communication

14. Herbert Matter created travel posters for the Swiss National Tourist Office. He applied modernism's new approaches to visual organization, such as _____.

- A.** collage and montage
- B.** strict use of vertical and horizontal lines
- C.** symmetrical layouts
- D.** the Isotype movement