Josef Muller-Brockmann

Josef Muller-Brockmann was a pioneer of Swiss Graphic Design. His work focused on clarity, simplicity, and the use of typography to convey messages effectively. He was known for his innovative designs that emphasized functional beauty and the power of minimalism.

Muller-Brockmann was born on May 15, 1900, in Basel, Switzerland, and he began his career as a graphic designer in the 1920s. He was part of the Swiss International Style movement, which sought to create a unique identity for Switzerland through design.

Muller-Brockmann was a teacher at the Basel School of Design from 1928 to 1942, where he taught generations of designers the principles of the Swiss Style. He was also a co-founder of the Arbrisseau Group, which helped to promote the Swiss Style internationally.

Muller-Brockmann's most famous works include his designs for the 1929 German pavilion at the World's Fair in Berlin, which showcased the principles of the Swiss Style, and his designs for the Swiss Tourist Board, which helped to promote Switzerland as a tourist destination.

Muller-Brockmann passed away on February 1, 1980, in Zürich, Switzerland. His work continues to be celebrated for its impact on the field of graphic design and its influence on modern design practices around the world.
**Getting it Right with Type**

Victoria Squire 2006

Typography is no longer the specialist domain of the typesetter: these days anyone who uses a computer has access to a wide range of typefaces and effects. This book offers an introduction to the basics of typography, including choosing which typeface to use; adjusting letter-, line-, and word-spacing for improved legibility; understanding kerning and leading; and mastering typographic details, such as italics, punctuation, and line endings. The book is illustrated throughout with practical examples demonstrating good and bad solutions. There are tips for specific design tasks, such as letters, charts, tables, and design for the screen, and a glossary explaining typographic terms.

**Posters**

Elizabeth E. Guffey 2014-10-15

From band posters stapled to telephone poles to the advertisements hanging at bus shelters to the inspirational prints that adorn office walls, posters surround us everywhere—but do we know how they impact telling the story of this ephemeral art form? Elizabeth E. Guffey reexamines the poster's roots in the nineteenth century and explores the relevance they still possess in the age of digital media. Even in our world of social media and electronic devices, posters still offer distinct opportunities to communicate across public spaces in cities around the globe. Guffey charts the rise of the poster from the revolutionary lithographs that papered nineteenth-century London and Paris to twentieth-century works of propaganda, advertising, pop culture, and protest. Examining contemporary examples, she discusses Palestinian martyr posters and West African posters that describe voodoo activities or Internet con men, and uncovers a rich variety of posters from the Soviet Union, China, the United States, and more. Featuring 150 stunning images, this illuminating book delivers a fresh look at the poster and offers revealing insights into the diverse and passionate practices of our twenty-first-century world.