

:::Schrift:Typografie:Grafik:::

Das 20. Jahrhundert

:::1890-1910:::

Industrielle Revolution
und die Anfänge der Werbegrafik

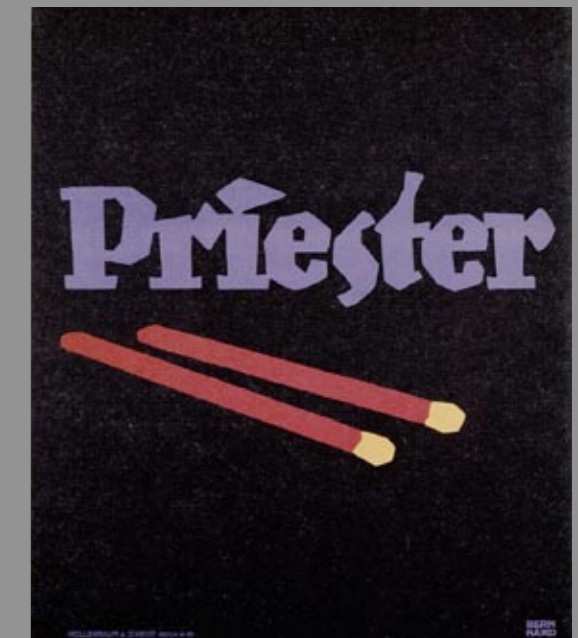
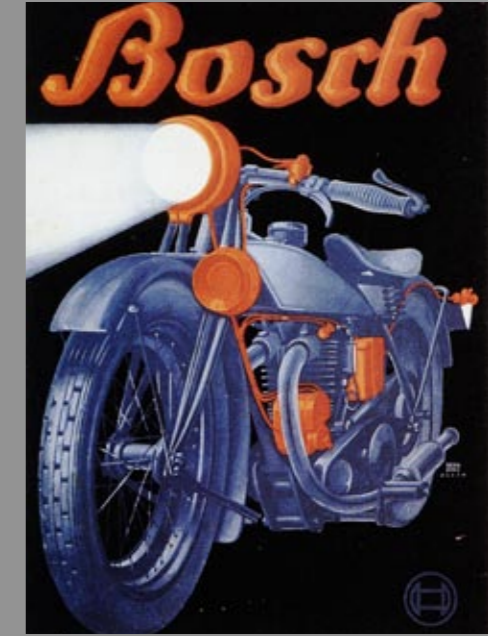
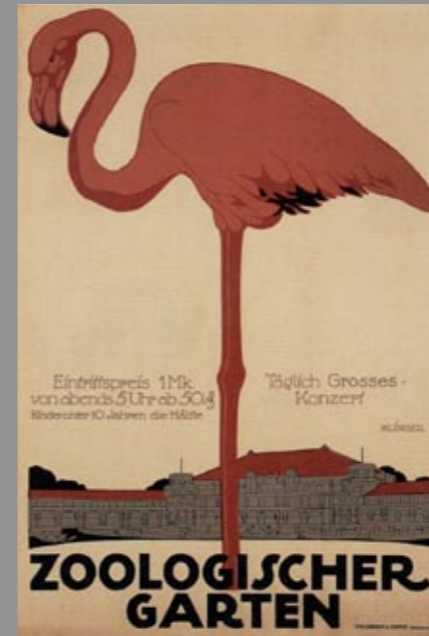
::: um 1900 :::
Frühe Plakatkunst



:::1890-1914:::
Art Nouveau/
Jugendstil



...:1910...:
Informative
Sachlichkeit

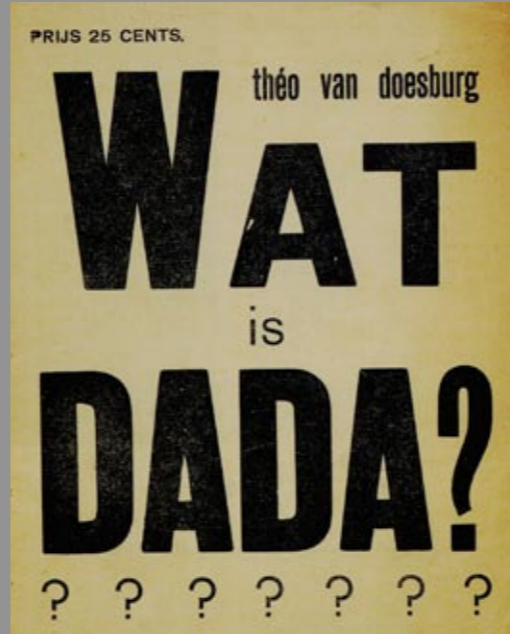


- ...: 1890 - 1910: ...
- 1894 Century Lim Boyd Benton
 - 1896 Cheltenham Bertram Goodhue
 - 1898 Akzidenz Grotesk (Berthold)
 - 1900 Eckmann Otto Eckmann
 - 1901 Copperplate Frederic Goudy
 - 1901 Auriol George Auriol
 - 1907 Clearface Morris Fuller Benton
 - 1908 News Gothic Morris Fuller Benton

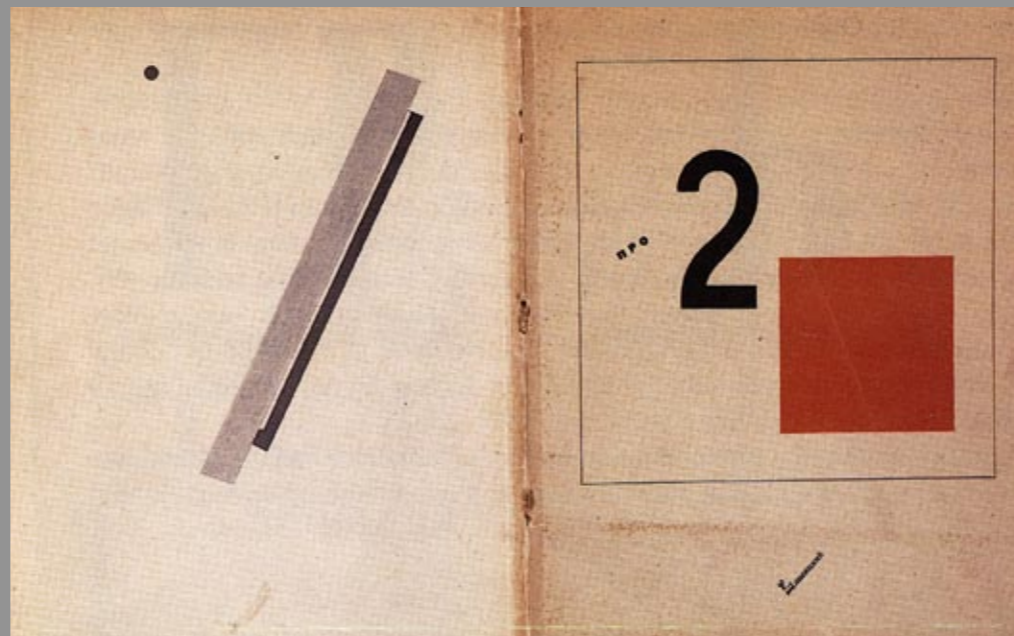
:::1910-1930:::

Aufbruch in die Moderne-
Politisierung und Gesellschaftskritik

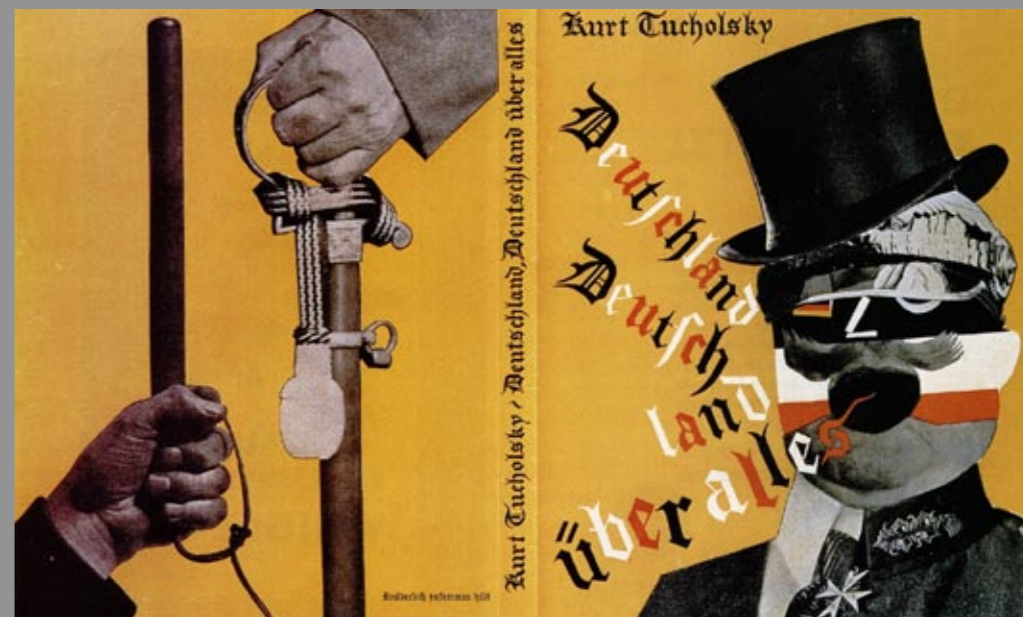
:::um 1915:::
Dada



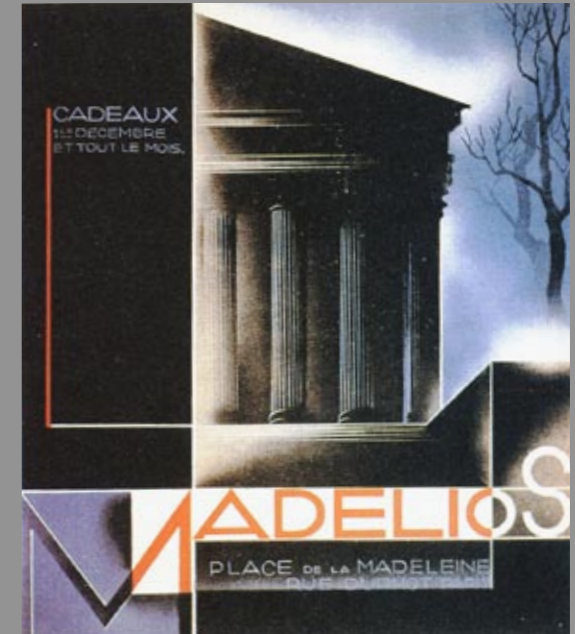
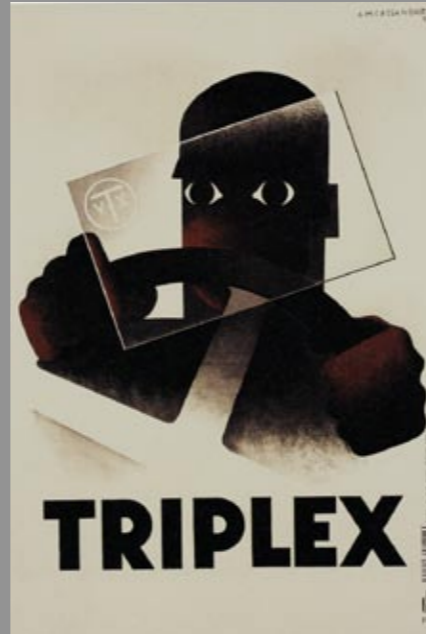
:::um 1910:::
Konstruktivismus



:::1910-1925:::
Expressionismus



...:1925:...
Art Deco



...: 1925: ...
Elementare
Typografie

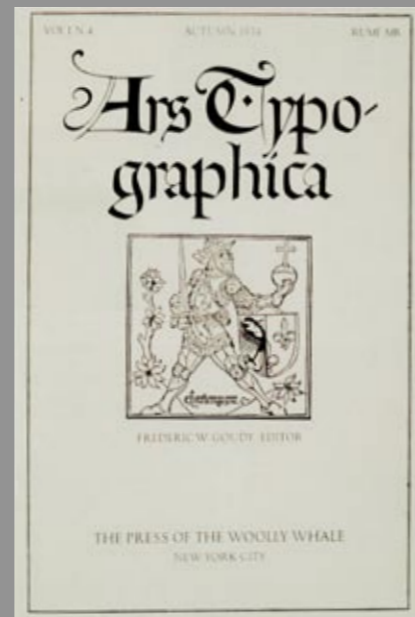


- ...: 1910 - 1930: ...
- 1911 Kennerley Frederic Goudy
 - 1911 Bodoni Morris Fuller Benton
 - 1913 Imprint John Henry Mason
 - 1913 Plantin Frank Pierpont
 - 1914 Centaur Bruce Rogers
 - 1915 Goudy Old Style Frederic Goudy
 - 1920 Futura Paul Renner
 - 1925 Perpetua Eric Gill
 - 1928 Kabel Rudolf Koch
 - 1928 Gill Sans Eric Gill
 - 1929 Broadway Morris Fuller Benton
 - 1930 Bank Gothic Morris Fuller Benton

:::1935-1945:::

Traditionalismus -
Pathos, Rückbesinnung
und Stillstand

:::1935-1945:::
Traditionalistische
Typografie

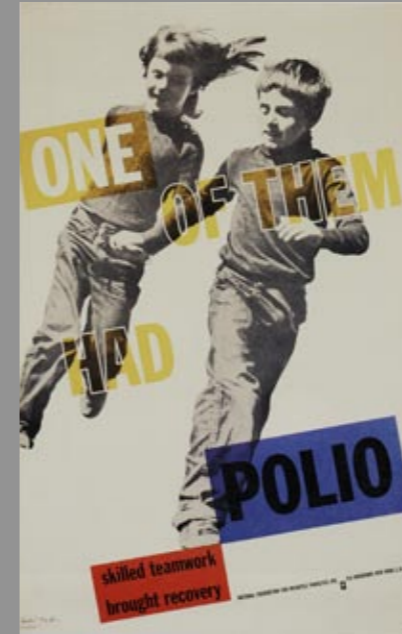


- ...: 1930 - 1945: ...
- 1931 Joanna Eric Gill
 - 1932 Times Stanley Morrison
 - 1933 Rockwell Frank Hinman Pierpont
 - 1935 Nobel Sjoerd H. de Roos
 - 1936 DIN Wilhelm Pischner
 - 1937 Zentnar Fraktur Ernst Schneidler
 - 1937 Peignot Adolphe Mouron Cassandre
 - 1938 Stencil R. Hunter Middleton
 - 1938 Electra William A. Dwiggins
 - 1939 Harlemmer Jan van Krimpen

:::1945-1955:::

Die Typografie der »Emigration« -
Schweizer Stil/Werbegrafik
in den USA

...: 1945-1955: ...
Die Typografie der
»Emigration«

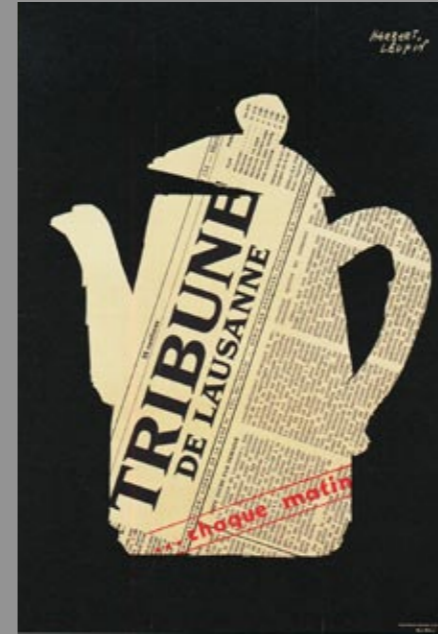


- ...: 1945 - 1955: ...
- 1947 Fairfield Rudolf Ruzicka
 - 1949 Melior Hermann Zapf
 - 1951 Trade Gothic Jackson Burke
 - 1951 Palatino Hermann Zapf
 - 1951 Berling Karl Erik Forsberg
 - 1951 Meridien Adrian Frutiger
 - 1953 Mistral Roger Exoffont
 - 1954 Aldus Hermann Zapf

:::1955-1960:::

Bildhafte Typografie -
Vom Wort zum Bild

:::1955-1960:::
Bildhafte Typografie

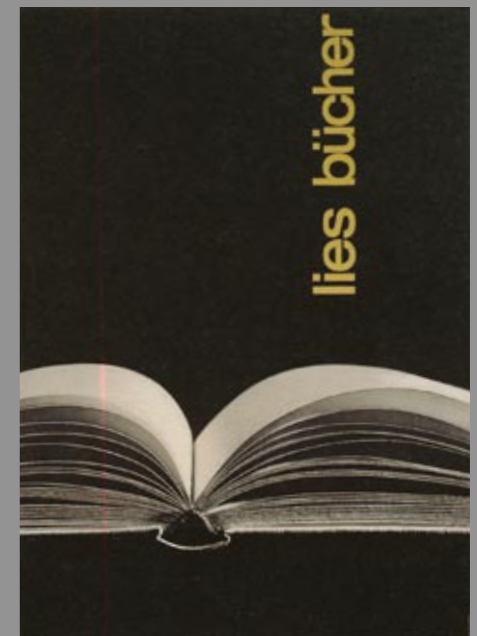
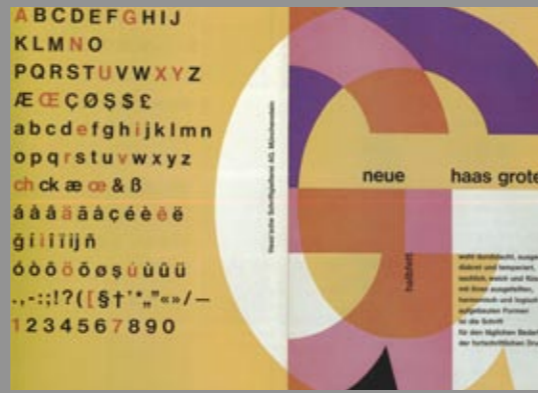


- ...: 1955 - 1960: ...
- 1956 Folio Friedrich Konrad Bauer
 - 1957 Helvetica Max Miedinger
 - 1957 Univers Adrian Frutiger
 - 1958 Optima Hermann Zapf
 - 1960 Trump Mediaeval Georg Trump

:::1960-1965:::

Sachlich-funktionale Typografie -
Rastersysteme und Helvetica

:::um 1960-1965:::
Sachlich funktionale
Typografie

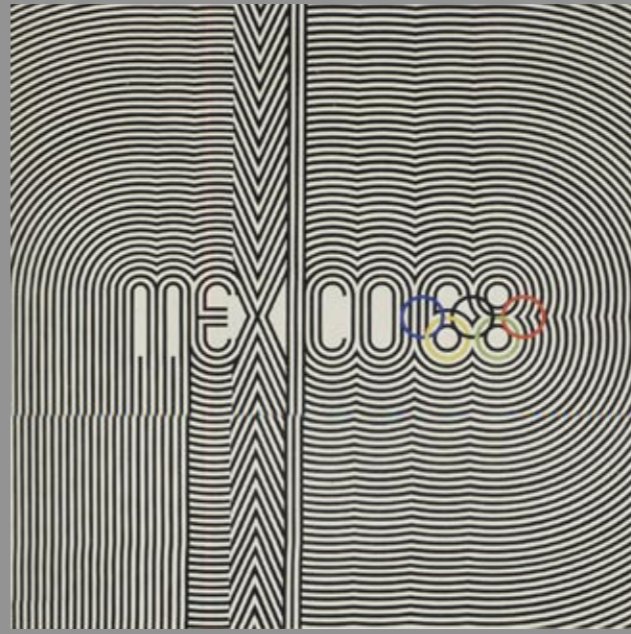
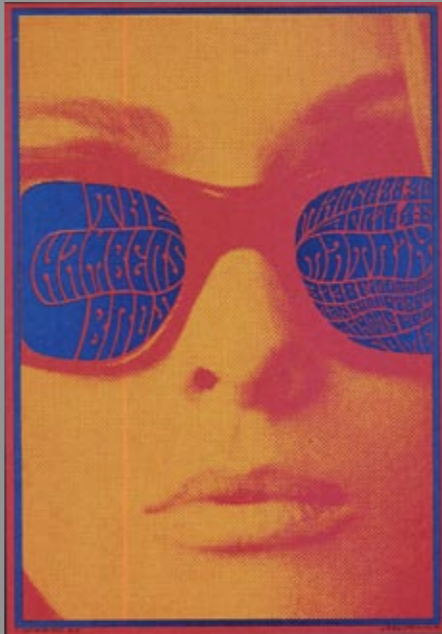


- ...: 1960 - 1965: ... 1962 Eurostile Aldo Novarese
- 1962 Antique Olive Roger Exoffont
- 1964 Sabon Jan Tschichold
- 1965 Albertina Chris Brand

:::1965-1975:::

Pop Art und Psychedelic -
Comic und Revolte

...um 1965-1975...
Pop Art
und Psychedelic



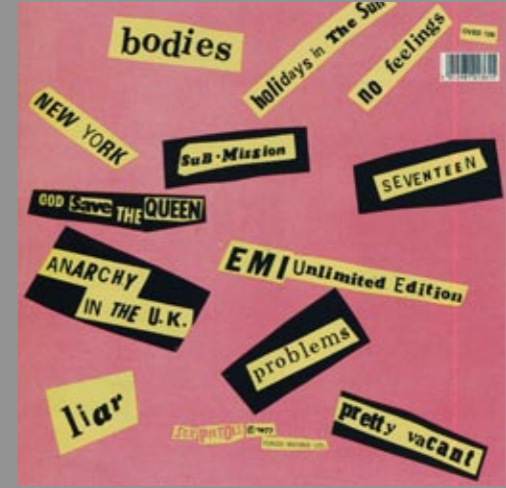
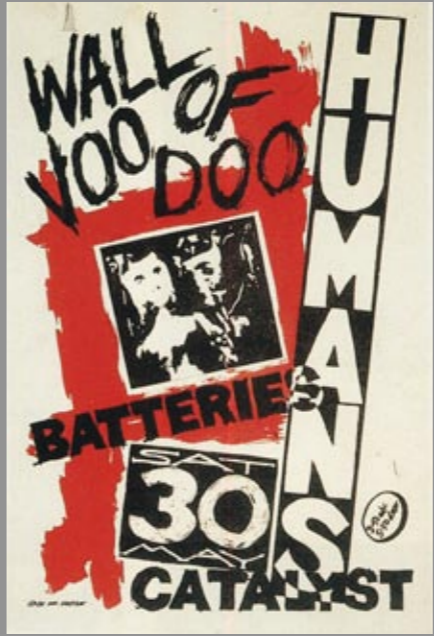
- ...: 1965 - 1975: ...
- 1966 Snell Roundhand Matthew Carter
 - 1967 OCR A Adrian Frutiger
 - 1967 Serifa Adrian Frutiger
 - 1967 Syntax Hans Eduard Meier
 - 1968 OCR B Adrian Frutiger
 - 1971 Avant Garde Herb Lubalin/Tom Carnese
 - 1972 Serpentine Dick Jensen
 - 1974 American Typewriter Joel Kaden/Toni Stan
 - 1974 Lubalin Graph Herb Lubalin
 - 1975 ITC Bauhaus Ed Beguiat

:::1975-1980:::

Punk -

Freiheit und Radikaliät

:::um 1975-1980:::
Punk



- ...1975-1980... 1976 Frutiger Adrian Frutiger
1978 Galliard Matthew Carter
1979 Imago Günter Gerhard Lange
1980 Novarese Aldo Novarese

:::um 1980:::

Neuer Funktionalismus -
Rückkehr zur Sachlichkeit

::: um 1980:::
Neuer
Funktionalismus



:::um 1980:::

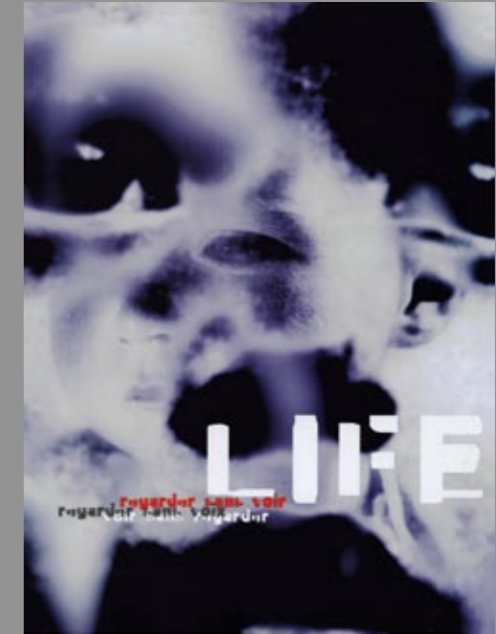
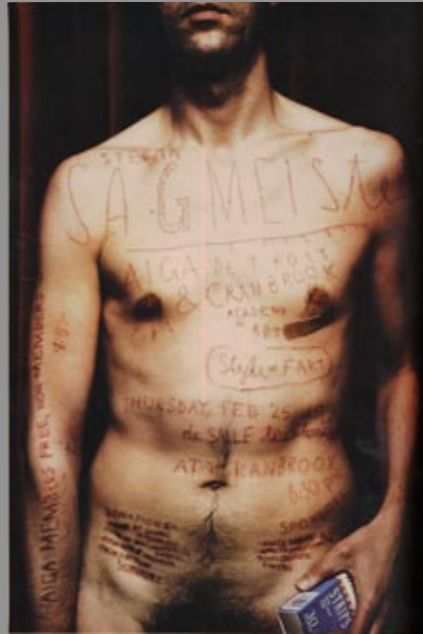
New Wave und Postmoderne-
Die Auflösung der Stile

- ...: 1980 - 1985: ...
- 1980 Flora Gerard Unger
 - 1981 Century Tony Stan
 - 1982 Jenson Old Style Freda Sack
 - 1983 Hollander Gerard Unger
 - 1983 Bodoni Old Face Günter Gerhard Lange
 - 1983 Caslon 224 Ed Benguiat
 - 1983 Weidemann Kurt Weidemann
 - 1983 Charter Matthew Carter
 - 1984 Formata Jörg Möllenstädt
 - 1985 Lucida Charles Biglow/Kris Holmes

:::seit 1985:::

Enzyklopädische Typografie -
Desktop Publishing und
100 000 Schriften

...seit 1985: ...
Enzyklopädische
Typografie



- ...1985-1990... 1985 Quay David Quay
1986 Centennial Adrian Frutiger
1986 Matrix Zuzana Licko
1987 Stone Sumner Stone
1989 Adobe Garamond Robert Slimbach
1989 Lithos Carol Twombly
1989 Triplex Zuzana Licko
1990 Typeface Six Neville Brody
1990 Officina Eric Spikermann
1990 Trajan Carol Twombly
1990 Industria Neville Brody
1990 Insignia Neville Brody
1990 Template Gothic Barry Deck

- ...: 1991 - 1995: ...
- 1991 Meta Eric Spikermann
 - 1991 Blur Neville Brody
 - 1991 Chicago Charles Biglow
 - 1991 Caecilia Peter Matthias Noordzij
 - 1991 Scala Martin Majoor
 - 1992 Lino Letter Reinhard Haus
 - 1992 Myriad Carol Twombly
 - 1992 Remedy Frank Heine
 - 1992 Quadraat Fred Smeijers
 - 1993 Cafeteria Tobias Frère-Jones
 - 1993 Fleischmann Erhard Kaiser
 - 1993 Interstate Tobias Frère-Jones
 - 1993 Scala Sans Martin Majoor
 - 1993 Thesis Lucas de Groot

...: 1996 - 2000: ...

1996 Filosofia Zuzana Licko

1996 Dax Hans Reichel

1997 Albertina Frank Blokeland

1997 Ergo Frank Blok Gary Munchland

1997 House Gothic Allen Mercer

1998 Zapfino Hermann Zapf

2000 Fago Ole Schäfer