

Helvetica Movie Notes (this document is set in Helvetica)

Look for the following people, points and concepts as you watch the movie. Some of the questions on the final will be taken from the list below.

- The relationship of the computer to graphic design. (Wim Crowel) "Graphic designers are the people putting the wires in our heads." "You can't do better graphic design on a computer, you can only go faster."
- The role of history and politics in graphic design and typography. You are a product of your own time. (Wim Crowell)
- The conservatives who try and impart order (Massimo Vignelli) and the liberals who shake everything up (David Carson).
- The big design houses: Push Pin Studios, Pentagram. (Milton Glaser, Paula Scher)
- 21st century design ethos: accessibility, transparency, accountability: governments and corporations.
- The role of the grid in page layout. Grids are a highly used means of establishing page layout.
- The role of good design in effective communication. Good design is a fight against the ugliness!
- How design limitations/restrictions given by the client (or how much you narrow him/her down) are liberatiing.
- How signs and old uses of typography affect modern design. (Tobias Frere-Jones)