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who mentored the young Weingart,

introducing him to design being done outside of Germany, particularly the by the Swiss Style,

Swiss Style of typography. Weingart his work showed a

Weingart's circular designs using the front and back of metallic letterforms © Wolfgang Weingart

orthodoxy of the rigid structure of Design). He lectured widely hroughout Europe, the US, Mexico the grid. He used curved metal rules and Canada. He was a contributor creating circular shapes embedded for 'Typographische Monatsblätter' in plaster. He experimented with for which he designed a series of textured geometric text compositions covers. He was a member of the inspired by ancient stone buildings magazine's editorial commission, in the Middle East. Using traditional who met twice yearly to advise on techniques (computing technology the magazine. "I had the idea to was primitive in the 1970s and early make test prints in the type shop at 80s) he pushed the boundaries of my school, and I presented about 10 what was achievable - his classes covers to this commission. There was became workshops that tested only one person against it. And the what was possible in experimental other people said OK. At that time, we didn't know what consequences model for a new typography. because it was so totally different.

bit cautious, but they said, 'Yes, do it.'" as an experimental laboratory. He frequently experimented with

it would have. They were all afraid, Weingart experimented with because it was so totally different. Anti-Swiss, anti-Swiss. They were a little the other bottkers and used film and a repro camera to bend, stretch and blur type. He wrote in his book that the use of Weingart used his job in the print photo montage moved his work shop at the Basel School of Design from pure typography more into using circular shapes to disrupt the

N.S.

-Wolfgang Weingart graphic design. The transparency of film made it possible to overlay photographs and text. Weingart The same exhibition was on view at also manipulated type by overthe Hong Kong Design institute in exposing it using the repro camera. 2015, however reproductions of his Some of Weingart's most recognised work were used over concern on work were the black and white the tropical climate's effect on the typographical experimentations original paper. for the Basel Kunstkredit, created Weingart took a revolutionary between 1976 and 1979 as well as approach when it came to using type a series of coloured posters created For him legibility was not as important between 1980 and 1983.

M, 1965. Photo collage. © Wolfgang Weingart Photo: U. Romito, © ZHdK.

as the form and density of the type. He was a member of the Alliance took 'Swiss Typography' as my starting Graphique International (AGI) from point, but then I blew it apart, never 1978 to 1999. Weingart has won forcing any style upon my students. numerous awards. In 2005 he was I never intended to create a 'style'. awarded an honorary doctorate It just happened that the students

Institute of Graphic Arts (AIGA) and

is the highest award given in the

at the Museum of Design Zurich

won their medal in 2013. This medal

graphic design profession. In 2014 an

exhibition of his work was curated

between May 7 and September 28.

"Anyone who uses

Helvetica knows nothing

about typefaces."

in fine arts from the Massachusetts picked up-and misinterpreted-College of Art and Design in Boston. a so-called 'Weingart style' and He was a member of the American spread it around."



Tiana Bracci

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Collateral for an exhibition

The exhibition was titled 'UNFOLD' and was inspired by the works of Camille Walala and Saul Bass. The project involved creating tote bag designs inspired by their style.

Magazine Layout

The magazine layout was inspired by Wolfgang Weingart. It influenced the typographic heading as well as the use of bold colour and sharp shapes.

Bobby's Brew

This project involved creating beer labels for a new craft beer and focused on embellishments and finished art files. The chosen embellishment was Spot UV which will feature on the black 'Endless Summer', the logo, and the combi van.