PERIOD & EVENT

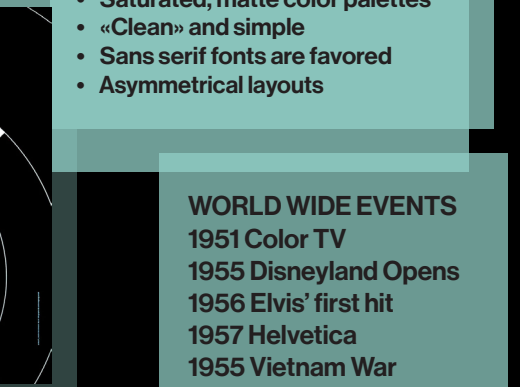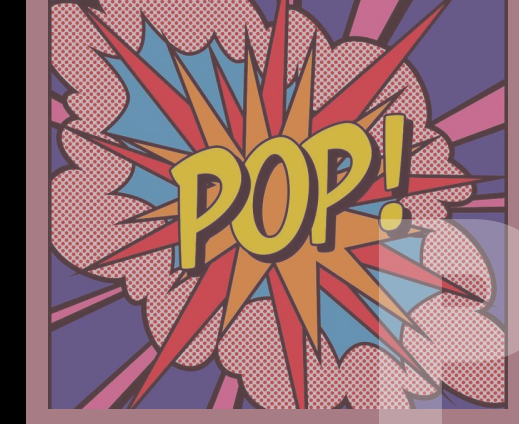|	
SWISS STYLE	1950 - 1969
POP ART	1950 - 1970
PSYCHEDELIC	1960 - 1975
NEW WAVE/PUNK	1970 - 1985
GRAFFITI/STREET ART	1980 -

Read more:

SWISS STYLE

POP

The International Typographic Style, also known as the Swiss Style, is developed by designers in Switzerland during the 1950s. The style required a clean design space, with a lot of negative space given among the elements:

• Consistent use of negativ space
• Saturated, matte color palettes
• «Clean» and simple
• Sans serif fonts are favored
• Asymmetrical layouts

WORLD WIDE EVENTS
1951 Color TV
1955 Disneyland Opens
1956 Elvis' first hit
1957 Helvetica
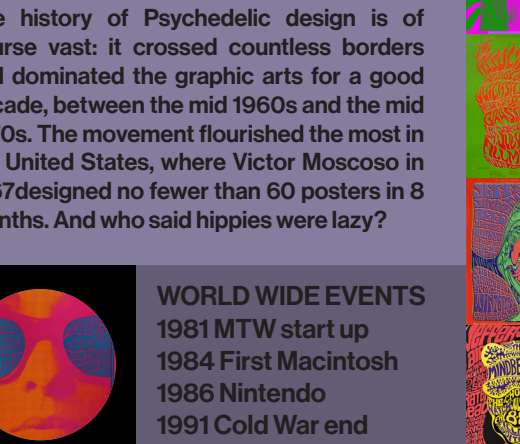1955 Vietnam War

POP!

POP ART

Pop Art was created by the New York artists of the early 1960s such as Andy Warhol and Roy Lichtenstein. Pop Artists used familiar objects from popular culture as antithesis of traditional "high art" to protest against traditional themes of morality, religion, and history.

WORLD WIDE EVENTS
1969 Woodstock
1969 Moonlanding
1975 Vietnam War end
1975 Microsoft start
1976 Apple start

PSYCHEDELIC MOVEMENT

The history of Psychedelic design is of course vast: it crossed countless borders and dominated the graphic arts for a good decade, between the mid 1960s and the mid 1970s. The movement flourished the most in the United States, where Victor Moscoso in 1967 designed no fewer than 60 posters in 8 months. And who said hippies were lazy?

WORLD WIDE EVENTS
1981 MTW start up
1984 First Macintosh
1986 Nintendo
1991 Cold War end

NEW WAVE PUNK

In design, New Wave or Punk refers to an approach to typography that defies strict grid-based arrangement conventions. Characteristics include inconsistent letter-spacing, varying typeweights within single words and type set at non-right angles.

WORLD WIDE EVENTS
1995 Internet + Web
1998 Google search
2001 9/11 WTC
2001 Apple iPod
2003 Skype
2004 Facebook
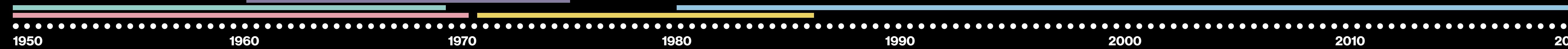2005 Youtube
2007 iPhone

GRAFFITI STREET ART

Street Art is a form of artwork that is displayed in public on surrounding buildings, on streets, trains, and on other publicly viewed surfaces. The work has moved from the beginnings of Graffiti and vandalism to new modes where artists work to bring messages, or just beauty, to an audience.

WORLD WIDE EVENTS
2010 WEB Typographic
2012 Digital Drawing

GRAPHIC DESIGN
DESIGNERS
1950-2020

1950   1960   1970   1980   1990   2000   2010   2020

DESIGNERS

- **SWISS STYLE** 1950 - 1969
- **POP ART** 1950 - 1970
- **PSYCHEDELIC** 1960 - 1975
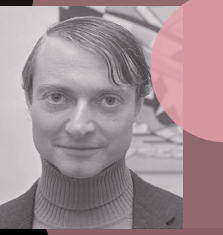- **NEW WAVE/PUNK** 1970 - 1985
- **GRAFFITI/STREET ART** 1980 -

Read more:

JOSEPH MÜLLER-BROCKMANN

ARMIN HOFMANN

ANDY WARHOL

ROY LICHTENSTEIN

WES WILSON

VICTOR MOSCOSO

SWISS PUNK IS NOT DEAD

WOLFGANG WEINGART   APRIL GREIMAN

AFK, NORWAY

BANSKY

NATALIA RAK

GRAPHIC DESIGN

HISTORY

1950-2020