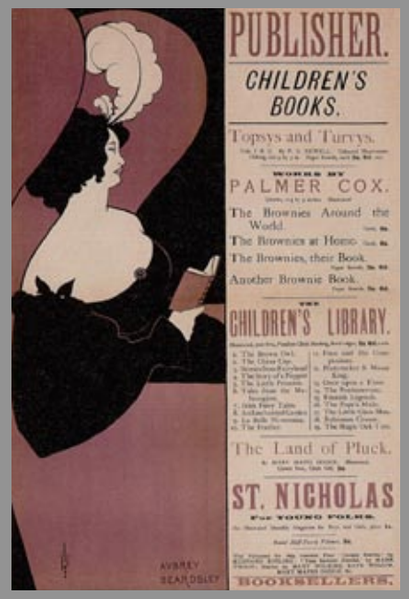
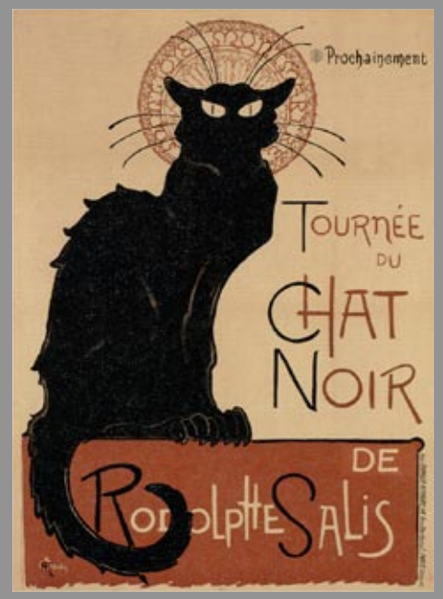
:::Schrift:Typografie:Grafik:::

Das 20. Jahrhundert

:::1890-1910:::
Industrielle Revolution und die Anfänge der Werbegrafik

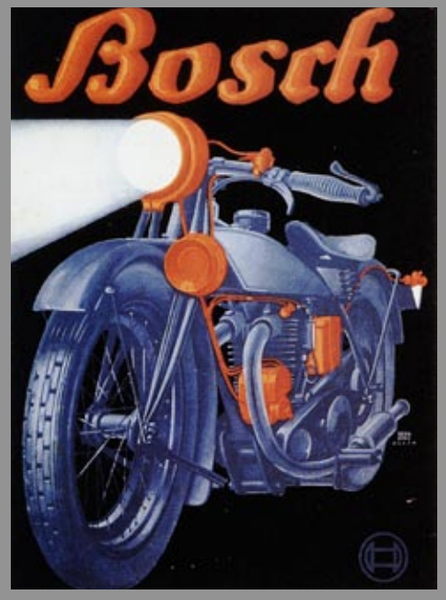
:::um1900:::
Frühe Plakatkunst

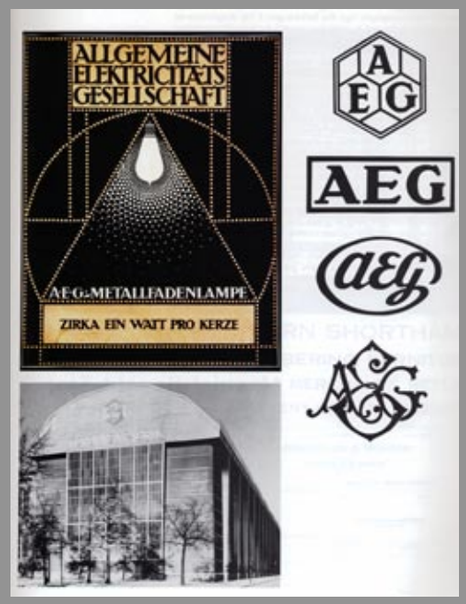


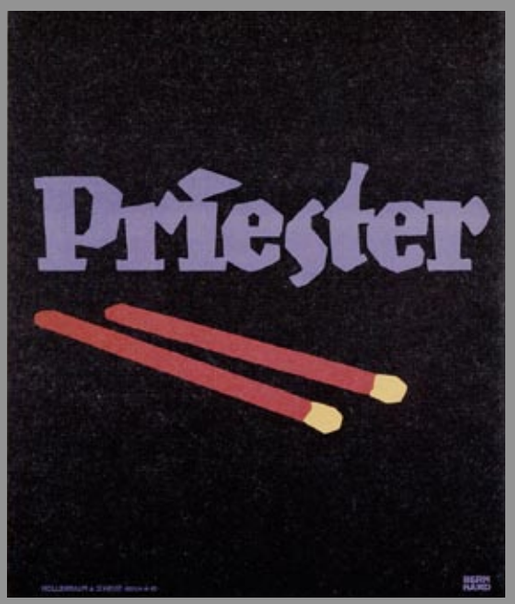


:::1890–1914:::
Art Nouveau/ Jugendstil

:::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

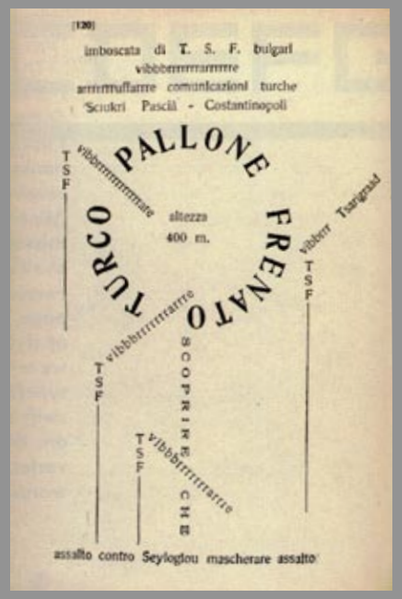
1901 Auriol George Auriol

1907 Clearface Morris Fuller Benton

1908 News Gothic Morris Fuller Benton

:::1910-1930:::
Aufbruch in die Moderne-
Politisierung und Gesellschaftskritik

:::1910–1920:::
Futurismus



:::um1915:::

Dada

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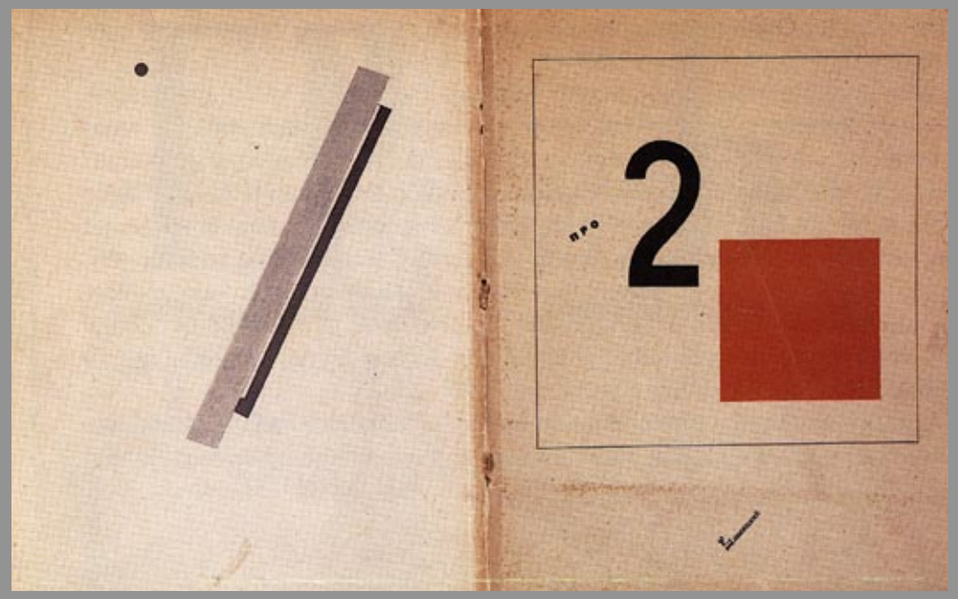
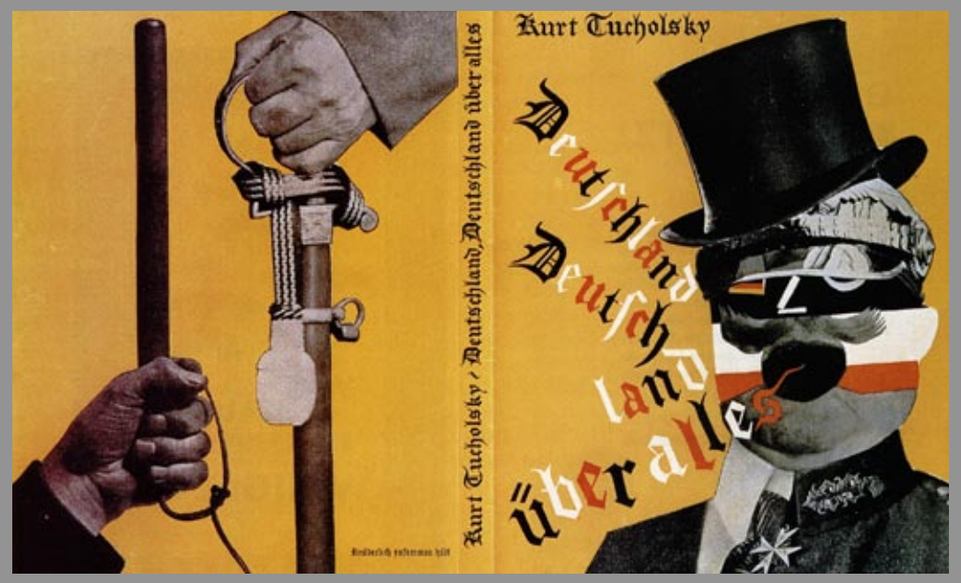
DADA SOIRÉE
BANALITÄTEN

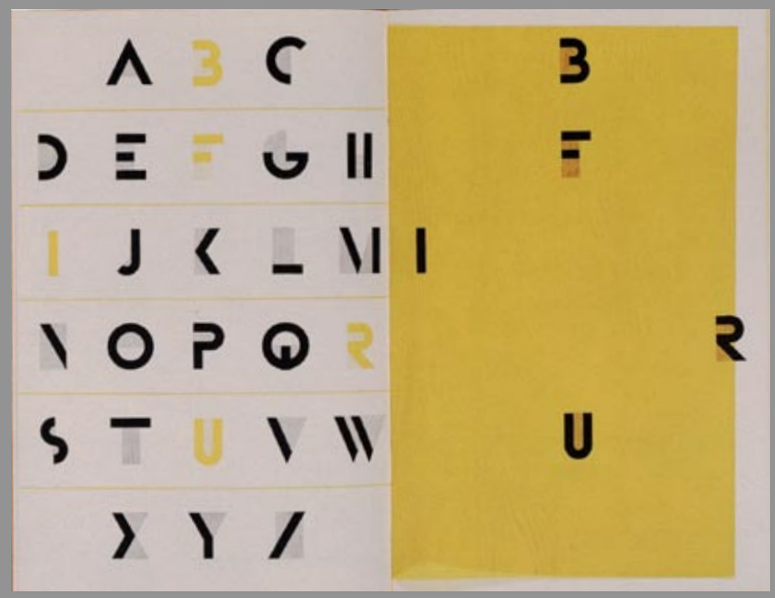
:::um1910:::
Konstruktivismus

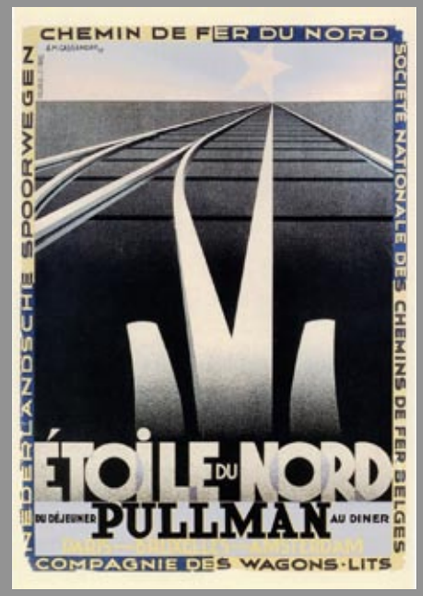


:::1910–1925:::
Expressionismus



:::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 Pertpetua Eric Gill

1928 Kabel Rudolf Koch

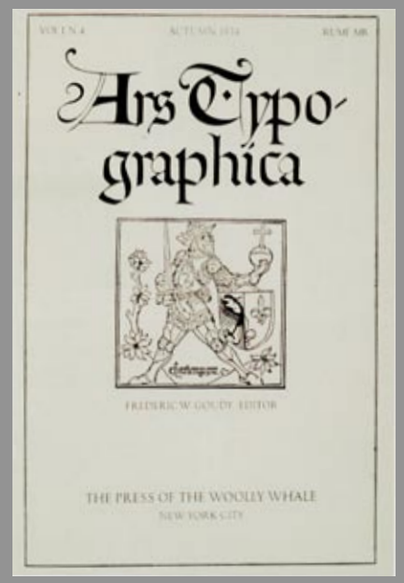
1928 Gill Sans Eric Gill

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 Zentenar Fraktur Ernst Schneidler

1937 Peignot Adolphe Mouron Cassandre

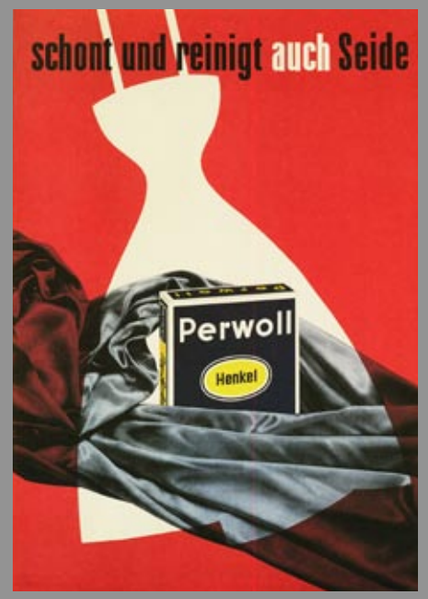
1938 Stencil R. Hunter Middleton

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

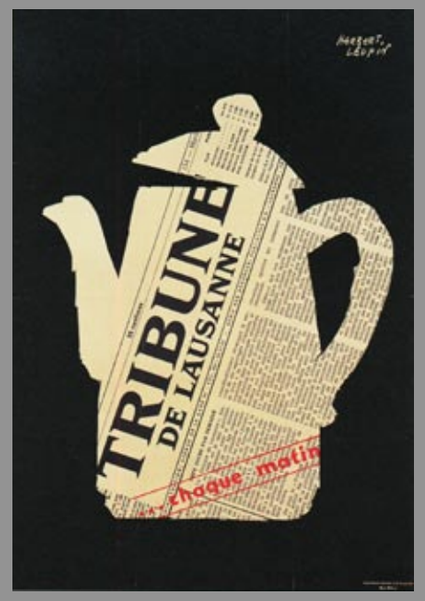
1951 Meridien Adrian Frutiger

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

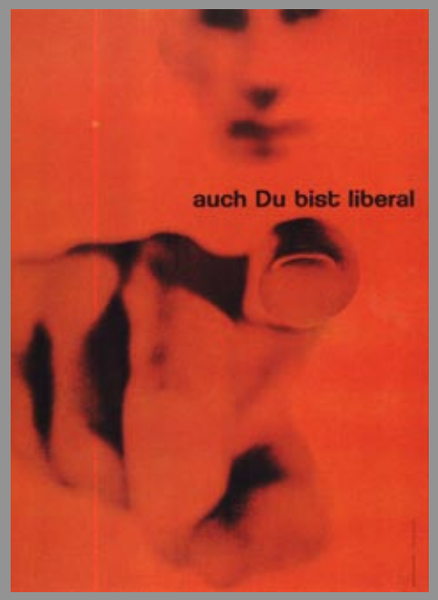
1957 Univers Adrian Frutiger

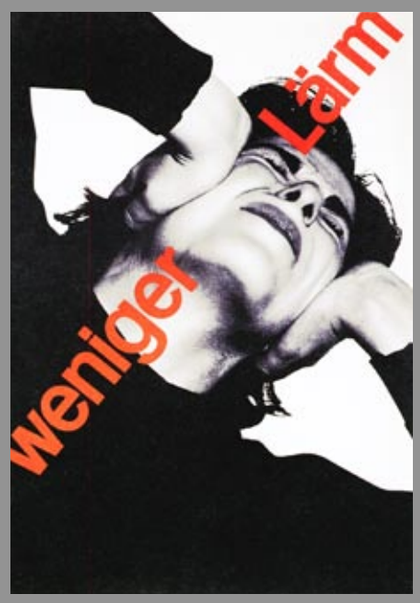
1958 Optima Hermann Zapf

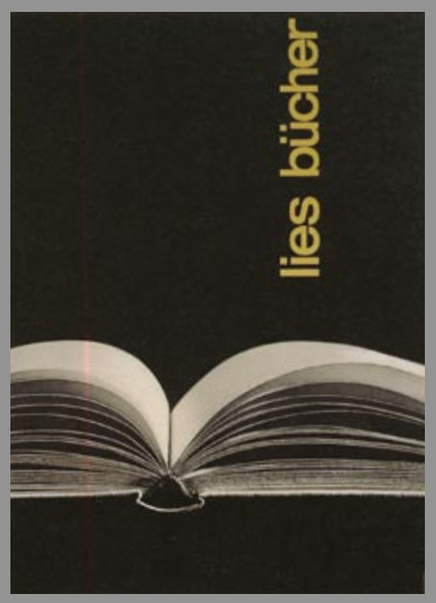
1960 Trump Mediaeval Georg Trump

:::1960-1965:::
Sachlich-funktionale Typografie – Rastersysteme und Helvetica

:::um1960-1965:::
Sachlich funktionale Typografie







:::1960–1965:::

1962 Eurostile Aldo Novarese

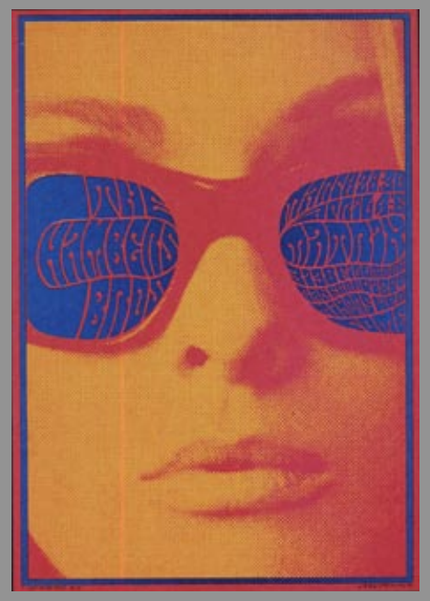
1962 Antique Olive Roger Exoffont

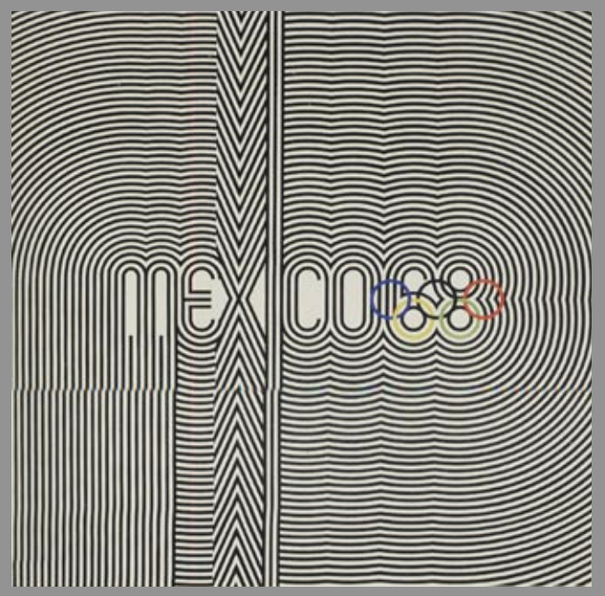
1964 Sabon Jan Tschichold

1965 Albertina Chris Brand

:::1965-1975:::
Pop Art und Psychedelic – Comic und Revolte

:::um1965-1975:::
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

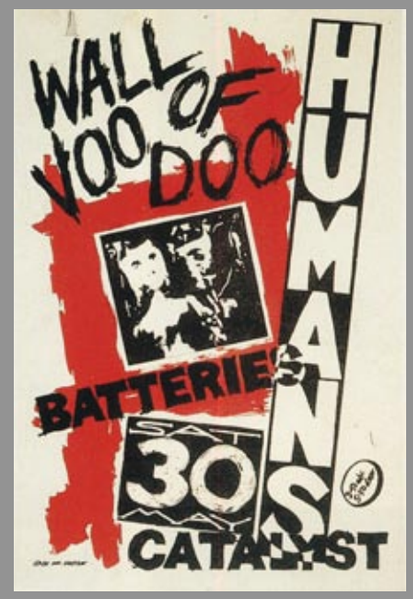
1974 American Typewriter Joel Kaden/Toni Stan

1974 Lubalin Graph Herb Lubalin

1975 ITC Bauhaus Ed Beguiat

:::1975-1980:::
Punk –
Freiheit und Radikaliät

:::um1975-1980:::
Punk



:::1975–1980:::

1976 Frutiger Adrian Frutiger

1978 Galliard Matthew Carter

1979 Imago Günter Gerhard Lange

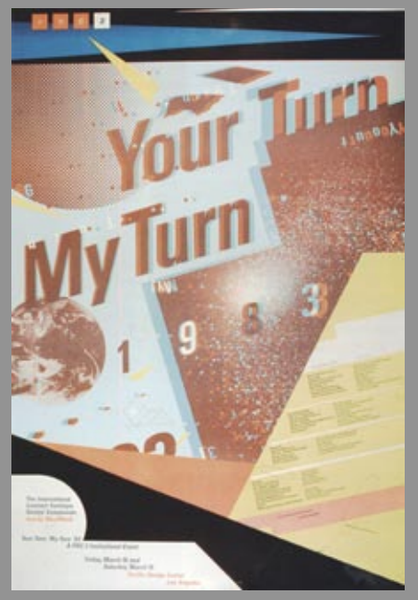
1980 Novarese Aldo Novarese

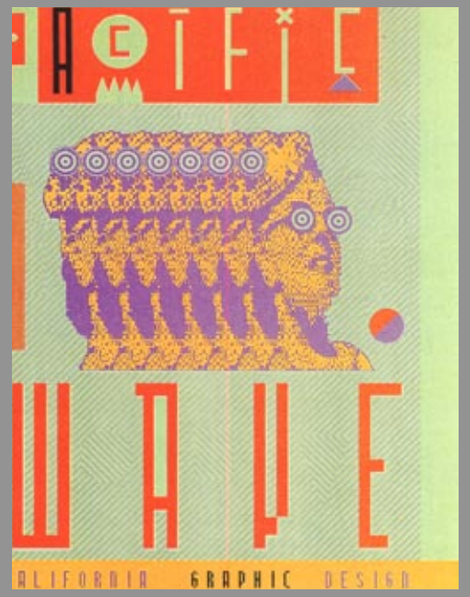
:::um 1980:::
Neuer Funktionalismus – Rückkehr zur Sachlichkeit

:::um1980:::
Neuer Funktionalismus

:::um 1980:::
New Wave und Postmoderne–
Die Auflösung der Stile

:::um1980:::
New Wave und Postmoderne





:::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 Bengiuat

1983 Weidemann Kurt Weidemann

1983 Charter Matthew Carter

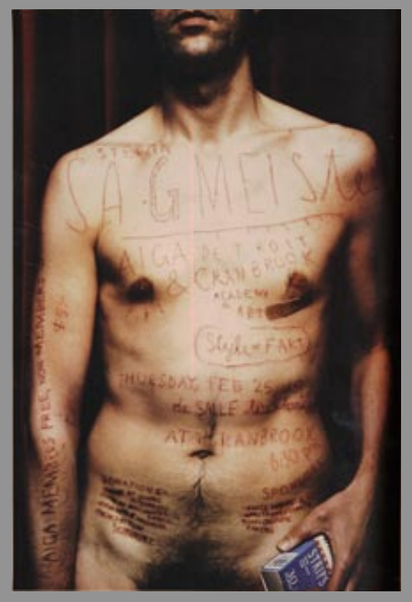
1984 Formata Jörg Möllenstädt

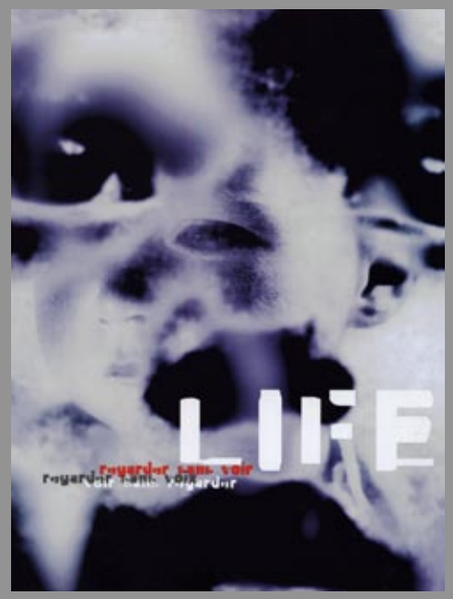
1985 Lucida Charles Biglow/Kris Holmes

:::seit 1985:::

Enzyklopädische Typografie – Desktop Publishing und 100 000 Schriften

:::seit1985:::
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 Gary Munch

1997 House Gothic Allen Mercer

1998 Zapfino Hermann Zapf

2000 Fago Ole Schäfer