



# Josef Muller-Brockman

**DESIGNER'S FULL NAME:** Josef Muller-Brockman

**DESIGNER'S PSEUDONYM/NICKNAME:** None

**GENDER:** Male

**YEAR BORN:** 1914

**COUNTRY IN WHICH DESIGNER BORN:** Switzerland

**YEAR DIED:** 1996

**COUNTRY IN WHICH DESIGNER DIED:** Switzerland

## RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT

**IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.**

He was alive during World War I and II. But considering he lived in Switzerland for the majority of his life, it did not affect him like it would have if he had lived in Germany during that time. Switzerland was neutral in both wars, mainly a safety area for refugees.

## DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD TODAY BE CONSIDERED GRAPHIC DESIGN? EXPLAIN.

He studied architecture, design and the history of art in college.

## FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

The grid system played a major role in his work. His understanding of typography and the use of blocks of color is a repetitive feature in his art.

## IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

No.

## EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

He attended the prestigious college, University of Zurich. He studied architecture and design history.

## DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

He was known for the use of the grid system. This system helped him use different creative aspects in an organized and pleasing manner including his abstract blocks of color, typography and geometric shapes.

## WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

He can be thought of as the father of the Swiss art movement/style.

## IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

No.

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**YOUR NAME:** Lauren Rose

**STATE YOUR EDUCATED OPINION OF THIS PERSON AND THE QUALITY/IMPORTANCE OF HIS/HER WORK. EXPLAIN WHAT INFLUENCE - OR LACK OF INFLUENCE - THIS WORK HAS HAD ON YOUR OWN.**

On May 9th, 1914, a man who will grow up to create amazing work in the graphic design world, is born. Josef Muller-Brockman is an important and influential man for the world of design. Born in Switzerland, Brockman influenced the “Swiss Style” movement. He also took major influence from Bauhaus that eventually led to him creating outstanding pieces of advertisements. The majority of his work had one common distinction, which is the use of the grid. The grid system is incorporating an imaginary grid to the composition to determine an ideal layout. Brockman showed that using the grid system was not limiting him in any way. Color, emphasis and composition are not affected when the grid system is used correctly.

The grid system is a tool that helps create and organize a clean aesthetic without compromising the ability to portray what the artist wants. In one of his pieces he created for the Zurich town hall, used the grid system. Though this piece may not look as if a grid was used, due to it had a lot of curvature in it, it can be easily pointed out. He also studied photography, architecture and art history. Brockman attended many prestigious schools, like University of Zurich. This taught him important factors that influenced his legendary art. Muller-Brockman was also an author. He was one of the co-editors of the quarterly magazine *Neue Grafik*, which means *New Graphic Design* in English. Muller-Brockman has a significant influence on my work. I never knew the term for what I applied to my work until I took *History of Graphic Design*. I used the grid system! I now know more about the tool and how to use it correctly. It helps that I was introduced to two artists who used the grid system so frequently and well, I am inspired to create more using the grid.

Muller-Brockman can also be seen using sans serif fonts in his work which is something I adore. Though some may think that sans serif fonts can be boring, Muller-Brockman makes it work. Muller-Brockman took things that can be difficult to master and created amazing pieces that are still used for inspiration. The use of the grid system, sans serif typefaces and the straightforward factor of his work is why he is the face of Swiss style modernism. I believe he is one of the most influential and creative masters of graphic design. His designs are timeless and clean cut. He has set a high standard of design that I believe we should strive to reach every time.

## BIBLIOGRAPHY

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