

Personal Study Plan

Define the objective or focus of the essay:

How Armin Hofmann uses simple shapes in a swiss design style, monochrome colour pallets and grainy images to create posters grid lay out

The relationship between the practical work and the focus of the study:

Armin hofmann creates posters the promote different events such as the **Stadt** Theatre Basel and the Gerwerbe musuems Basel .

Im creating posters for branding and posters promoting

Sources to be used:

Books (at least THREE):

graphic design manual

his work, quest and philosophy

reduction ethics didactics

Websites:

print

Plat

Swissted

Posterhouse.org

Other sources:

interview

List the pieces of work that you will analyse in the study. Identify reasons for choosing these particular pieces and points that may be highlighted in the analysis. Mark the primary source/s with *

Name of piece:

Reasons for choice/Points to be raised:

gisell 1959

simple monochrome shapes with a simple message in a simple font .captivating and draws attention

Slather basel 1962

Use of grainy images with textured background and use of simple contrasting text that stands out

“Gewerbemuseum Basel
- Basel und die
Stadt straßen der Zukunft,
1961”.

Visit/s made/to be made:

Possible conclusion/s to the study: in conclusion swiss design has influenced modern day art

