

CONCEPTS OF EDITING

DAYANA ROJKIND

Concept

An image is worth more than a thousand words.

Rationale

The ultimate “meaning” or impact of any given photo is completely unique to each viewer, and very often has little to do with the thoughts and intentions of the photographer. Therefore, I would like to integrate photography and typography to portray to the reader my intentions within the project; the meaning I perceive in each photo.

Emil Ruder was a typographer and graphic designer, born in Switzerland in 1914. He helped Armin Hofmann from the Basel School of Design and establish the style of design known as Swiss Design. He taught that, above all, typography's purpose was to communicate ideas through writing. He placed a heavy importance on sans-serif typefaces and his work is both clear and concise.

Swiss Design/Style does not simply describe a style of graphic design made in Switzerland. This style in art, architecture and culture became an “international” style after the 1950's and it was produced by artists all around the globe. Despite that, people refer to it as the Swiss Design/Style or the Swiss Legacy. Minimal design is about removing unnecessary and emphasizing the necessary; it's about a functional and simple use of fundamental elements of style for the purpose of the artists' objectives.

Despite not being particularly famous for it, one important part of the Swiss Style is its remarkable use of photography. Following the modernist ideas in which photography was a much better tool to portray reality than drawings and illustrations, the *Neue Grafik* magazine, a very important Swiss graphic design publication at the time, dedicated a big part of its content to photography and its application in design.

Emil Ruder



Peter Saville

Peter Saville, born 9 October 1955, is an English art director and graphic designer. He came to fame for the many record sleeves he designed for Factory Records, of which he was a director.

His early work, in the late 1970s and early 80s, included album covers for several bands on the Factory Records label, but the ones that achieved the highest level of fame were for New Order and Joy Division. The bands that really brought the record label into the spotlight, Saville designed the covers for many of the two groups albums between the years of 1979 and 2005.

He was notably influenced by the book *Pioneers of Modern Typography* by Herbert Spencer. The book included information that explained how modern typography had actually developed out of the ideas of 20th century painting, poetry and architecture, and not from the development of the printing industry. He was particularly influenced by the work of Jan Tschichold and his disciplined, yet subtle approach to typography.



Resources

Exhibition:
danke Emil Ruder celebrating the 100th birthday
March 20 – April 29, 2014
Print Gallery, Tokyo

Neue Grafik
Neue Grafik (Reprint)

Unostiposduros.com

Emil Ruder : Design Is History. (n.d).