

**Condensed Study Guide  
Final Exam  
Graphic Design History  
Spring 2008**

**Lectures covered 8,9,10,11,12**

**Terms | Things**

Bit Map Fonts  
Broadside  
Mathew Carter and Bitstream  
Font Hinting  
GUI  
Open Type  
Photo montage  
Phototypesetting  
Sachplakat Poster  
Swiss International Style  
Ukiyo-e  
"universal" typeface from Bauhaus  
Vector art

**Movements**

Art Nouveau Organic  
Art Nouveau Geometric  
Bauhaus ---the form of the basics course,  
3 locations and Feininger cathedral  
woodcut of Gropius's vision  
Deutsche Werkbund  
Futurism  
DeStij (or Neoplasticism)  
Russian Constructivism  
Wiener Werkstätte

**Art Identification**

Know these people + recognize their work from the web site

Dr. Mehemed Fehmy Agha  
Herbert Bayer  
Lester Beall  
Peter Behrens  
William Bernbach  
Alexy Brodovitch  
Jules Cheret  
Fortunato Depero  
William Addison Dwiggins  
El Lissitzky

Gene Federico  
Walter Gropius  
John Heartfield  
Susan Kare  
Rennie Mackintosh  
Herbert Matter  
Alphonse Mucha  
Cipe Pineles  
Paul Rand  
Lilly Reich and Mies Van de Rohe  
Gerrit Rietveld  
Push Pin Studios  
Carol Twombly  
Wes Wilson (+ what was his influence?)  
Henri Van de Velde  
Volney Palmer and N. W. Ayer  
Piet Zwart

**Know:**

- The Impact of the Computer and Digital Type on Graphic Designers
- How posters were used as propaganda during war times.



**Finally  
Worth 10 pts on test**

*After a semester of looking at over 1,000 slides and hearing me talk about many designers I would like YOU to tell me something about a designer who has most impressed you. They can be someone I have not discussed or someone I did discuss. In a few sentences tell me why they are so important to you. You can do this in advance and bring it to the test if you want. Writing has to be legible.  
**Also bring a print out of your favorite piece of their work to attach to test.***