

Typophoto

Student Name: _____

Form: _____ Graphic Design Teacher(s): _____



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HOMEWORK RECORD

Task		Excellent	Good	Inconsistent	Poor
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Task 2: Lazlo Maholy-Nagy

Watch the following short film about Lazlo Maholy

https://www.youtube.com/watch?time_continue=59&v=vBZj4Me3RK8



Answer the following questions:
Approximate timings for the answers are shown in brackets where applicable

1) **Where** did Lazlo Maholy-Nagy work in the 1920's & 1930's? (from the start of the video)

2) Lazlo Maholy-Nagy is described as an “**avant garde**” artist. **Research what avant garde means?**

3) Name **two** of the different **disciplines** (materials) that Lazlo Maholy-Nagy has worked in i.e. paint

i. _____

ii. _____

Excellent	4 marks	
Good	3 marks	
Inconsistent	2 marks	
Poor	0-1 marks	

Task 3: Lazlo Maholy- Nagy Facts

The Hungarian painter, designer, and teacher László Moholy-Nagy (1895-1946) was born in Hungary.

PHOTOGRAPHY- The relatively new medium of photography seemed an obvious choice for designers to experiment with during the 1920s.

Laszlo Moholy-Nagy was fascinated by the potential of **new technology** to transform the way we see and interpret the world. He was drawn to photography as the ultimate modern medium: the **combination of text and photography** that he named “**TYPOPHOTO.**”

TEACHER- Moholy-Nagy's interest in using of new technology and materials made him a very suitable Teacher at the new Bauhaus School of Art in Germany, where he went to teach in 1923.

The Bauhaus had been founded in 1919 by Walter Gropius to provide a new sort of artistic training, where the students were given an all-round education allowing them to use and different materials to make art. Lazlo Moholy-Nagy taught students about the use of different materials, their potential and function.

In 1937 Moholy-Nagy went to Chicago, where he directed the New Bauhaus School for a year and then set up his own School of Design. Lazlo was passionate about Art and Design and it is partly because of him that the Bauhaus ideas influenced American designers.

ANSWER the following Questions:

1. **What** new modern medium interested Lazlo Maholy –Nagy?

.....

2. What is a **TYPOPHOTO**?

.....

3. **Which school** in Germany did Lazlo Maholy-Nagy teach at?

.....

4. **Who** founded the Bauhaus and **when**?

Excellent	5 marks	
Good	3-4 marks	
Inconsistent	2 marks	
Poor	0-1 marks	

TASK 4: NEVILLE BRODY FACTS (questions on the next page)

BACKGROUND

Neville Brody is one of the most influential British graphic designers. His work in the 1980's completely changed the look of magazines, advertisements, album covers and packaging. He is most well-known for his ground-breaking design and typography (lettering) for the magazine 'The Face.'

INFLUENCES

It was his strong interest in art movements such as **Dada**, **Futurism** and **Constructivism** which influenced much of his work. The Dada artists used different media such as collage, cut-up newspapers, photography and ready-made or found objects to create chaotic images - all artistic rules were broken. This radical approach influenced Neville Brody.

STYLE

Brody is mainly known for his use of typography (lettering). Brody's opinion was that people read magazines in a different manner from the way they read books. When reading a magazine people tend to browse; they don't read it straight through from the beginning to the end. Readers tend to go back and forth picking out the interesting bits. Brody decided to use this idea as a basis for his designs. To attract the attention of the reader, he used different text sizes, shapes or colours of type.

THE FACE MAGAZINE

In his designs for the "**The Face**" magazine, he arranged the type in diagonals or in circles, some letters were extra-large, some letters were undersized. Brody decided that the typography (i.e. lettering) should be an integral part of the whole design and be as much importance as the main image. The style of lettering should have the same impact as the main photographic image.

TASK 4 QUESTIONS

1. Neville Brody was influenced by different art movements. **Can you name two of them?**

.....

2. **Name two** different media that DADA artists used?

.....

3. **What STYLE** is Brody known for?

.....

4. **Name one way** in which Brody tried to attract the attention of the reader?

.....

5. **Describe one way** that Brody **arranged type** in his Face magazine designs.

.....

Excellent	7 marks	
Good	4-6 marks	
Inconsistent	3-5 marks	
Poor	0-2 marks	

TASK 5: Knowledge Organiser Notes

Copy the relevant information from the **Knowledge Organiser**, which can be found on the school website, into the columns below. The first 3 have been done for you.

<https://www.turton.uk.com/ks3revision/>

Click on Art & Design/ Year 9/ Typophoto

Project Key Words Glossary	
Typophoto	Combining, merging together of type/lettering and photographic images
Typography	The arrangement of text is known as typography
Composition	The way in which various elements are arranged to form a whole.
Camera angle	
Traditional media	
Contrast	
Contemporary media	
Silhouette	
Shape	
Overlapping	
Composition	
Upper Case/ Lower Case	
Serif Font	

Excellent	10 marks	
Good	6-9 marks	
Inconsistent	3-5 marks	
Poor	0-2 marks	

TASK 6: IDENTIFY FONT STYLES

SERIF & SANS SERIF fonts

1. Using a pencil **circle** the **SERIF** font styles in this box

DESIGN **design** **DESIGN**

design **DESIGN** **DESIGN**

doeinn **DESIGN** **DESIGN**

Look at the following font names.

Circle whether they are SERIF or SANS SERIF

- | | |
|---------------------------|--------------------|
| 1. Times New Roman | SERIF / SANS SERIF |
| 2. Helvetica | SERIF / SANS SERIF |
| 3. Arial | SERIF / SANS SERIF |
| 4. Bauhaus 93 | SERIF / SANS SERIF |
| 5. Georgia | SERIF / SANS SERIF |

Excellent	10 marks	
Good	7-9 marks	
Inconsistent	4-6 marks	
Poor	0-3marks	