

Advanced Graphic Design Trivia

Graphic Design · Answer Key · 8 Questions

1. What year did the Bauhaus school officially open in Weimar, Germany, profoundly influencing modern graphic design principles?

- A) 1909
- B) 1919**
- C) 1925
- D) 1933

2. The Helvetica typeface, a cornerstone of modernist graphic design, was originally designed and released by whom in 1957?

- A) Adrian Frutiger
- B) Max Miedinger**
- C) Paul Rand
- D) Josef Müller-Brockmann

3. In what year did Saul Bass design the iconic logo for AT&T, which remained in use for over 20 years?

- A) 1959**
- B) 1969
- C) 1979
- D) 1989

4. The influential 'New Wave' graphic design movement, characterized by its experimental typography and vibrant colors, gained prominence in which decade?

- A) 1960s
- B) 1970s
- C) 1980s**
- D) 1990s

5. What was the approximate resolution (in pixels per inch) of the first commercially successful Macintosh computer's display, released in 1984, which impacted early desktop publishing?

- A) 72 PPI**
- B) 100 PPI
- C) 150 PPI
- D) 300 PPI

6. Which seminal graphic design book, first published in 1971 by John Berger, explores how images communicate meaning and is a fundamental text in visual literacy?

A) The Art of Looking

B) Ways of Seeing

C) Understanding Comics

D) Graphic Design as a Second Language

7. The Pantone Color Matching System, widely used in graphic design and printing, was first established in what year?

A) 1953

B) 1963

C) 1973

D) 1983

8. In what year did the International Typographic Style (Swiss Style) reach its peak of influence, characterized by grid-based layouts and sans-serif typefaces?

A) 1940s

B) 1950s

C) 1960s

D) 1970s