Advanced Graphic Design History

Graphic Design · Answer Key · 15 Questions

1. In what year did William Addison Dwiggins coin the term 'graphic design' in his article 'New Kind of Printing Calls for New Design'?

A) 1922
B) 1928
C) 1935
D) 1941

2. The Bauhaus school, founded by Walter Gropius, operated in Germany between which specific years?

A) 1918-1930
B) 1919-1933
C) 1920-1935
D) 1922-1939

3. Adrian Frutiger designed the Univers typeface family in 1957. How many individual weights and styles were included in the original release?

A) 18
B) 21
C) 24
D) 32

4. The 'Pentagram' design consultancy was founded in London in 1972 by how many original partners?

A) 3
B) 4
C) 5
D) 6

5. Who designed the iconic 'I Love New York' logo in 1977?

A) Paul Rand
B) Massimo Vignelli
C) Milton Glaser
D) Herb Lubalin

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6. In 1913, which artist published 'Les Soirées de Paris', utilizing calligrammes where the typography forms the image?

A) Guillaume Apollinaire
B) Filippo Marinetti
C) El Lissitzky
D) Kurt Schwitters

7. The first issue of 'Emigre' magazine, a pioneer in digital graphic design, was published in what year?

A) 1982
B) 1984
C) 1986
D) 1988

8. Jan Tschichold's influential book 'Die neue Typographie' (The New Typography) was published in what year?

A) 1925
B) 1928
C) 1930
D) 1933

9. Susan Kare is credited with designing the original Macintosh system icons. In what year was the first Macintosh released?

A) 1982
B) 1983
C) 1984
D) 1985

10. The 'International Typographic Style' (Swiss Style) gained prominence after World War II. Which grid system was its hallmark?

A) The 10-column grid
B) The 12-column grid
C) The 16-column grid
D) The 20-column grid

11. In 1956, Armin Hofmann became a teacher at the Allgemeine Gewerbeschule in which Swiss city?

A) Zurich
B) Geneva
C) Basel
D) Bern

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12. The typeface 'Helvetica' was originally released by the Haas Type Foundry in 1957 under what original name?

A) Neue Haas Grotesk
B) Swiss Sans
C) Max Miedinger Bold
D) Standard Grotesque

13. How many points are in an inch according to the traditional American point system (Pica system)?

A) 64
B) 72
C) 80
D) 96

14. The 'Great Exhibition' of 1851 at the Crystal Palace in London was designed by which pioneer of Victorian design?

A) Owen Jones
B) Henry Cole
C) John Ruskin
D) William Morris

15. David Carson's 'Ray Gun' magazine, known for its experimental typography, launched in what year?

A) 1990
B) 1992
C) 1994
D) 1996

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