

HISTORY OF MODERN TYPE

1448

GUTTENBERG PRESS
BLACKLETTER TYPE

1470

NICOLAS JENSON
ROMAN TYPE

1501

ALDUS MANUTIUS
ITALICS

1780

DIDOT + BODONI
MODERN

1757

JOHN BASKERVILLE
TRANSITIONAL

1734

WILLIAM CASLON
OLD STYLE

1815

VINCENT FRIGGINS
SLAB SERIF

1816

WILLIAM CASLON IV
SANS SERIF

1927

PAUL RENNER
FUTURA

1980S

PC'S
DIGITAL TYPES

1957

MAX MIEDINGER
HELVETICA

CONSTRUCTIVISM

THE CONSTRUCTIVIST MOVEMENT BEGAN TO RISE AFTER THE BOLSHEVIK'S OCTOBER REVOLUTION IN 1917. IN A REJECTION OF EMOTIONAL, COMPOSITIONAL ART, CONSTRUCTIVISM'S GOAL WAS TO SERVE RUSSIA'S NEW COMMUNIST SOCIETY THROUGH TECHNICAL, PURPOSEFUL WORK. CONSTRUCTIVIST ART AND DESIGN WAS GEOMETRIC AND SIMPLE; IN A TIME WHEN UNDERSTANDING AND UNITY WERE DESIRED, THE OBJECTIVE, ABSTRACT SHAPES SERVED THE COMMUNIST SOCIETY'S TRANSITION TO MODERNITY AND SIMPLICITY.