

Helvetica “The Movie Assignment:

Watch the movie carefully and answer the questions below. Post the questions and answer to blog. Complete the activities at the bottom of this page and include the images and information you gather on your blog.

1. Where does Helvetica originate from? What country?

Switzerland

2. What does the name Helvetica mean in English?

Swiss

3. What year was Helvetica created, and who created it?

1957 Max Miedinger with Eduard Hoffmann

4. What is the design style that Helvetica brought to popularity worldwide?

It's used by every company

5. Name 3 different qualities of Helvetica.

Natural, Sans-Serif and Smooth

6. List the names of 3 different design styles or design movements that are discussed in the film.

Impressionism, Pop Art, Surrealism, and Expressionism

7. Which screen fonts did Matthew Carter design?

Designed Verdana and Georgia for Microsoft.

8. What is the clone version of Helvetica called?

Arial

9. Is David Carson a trained designer? How does it affect his approach.

He is an American graphic designer.

10. What magazine did David Carson design?

He directed the art for the magazine Ray Gun

11. Name 5 brands that use Helvetica

Linotype, Target, Verso, Muji, and North Face.