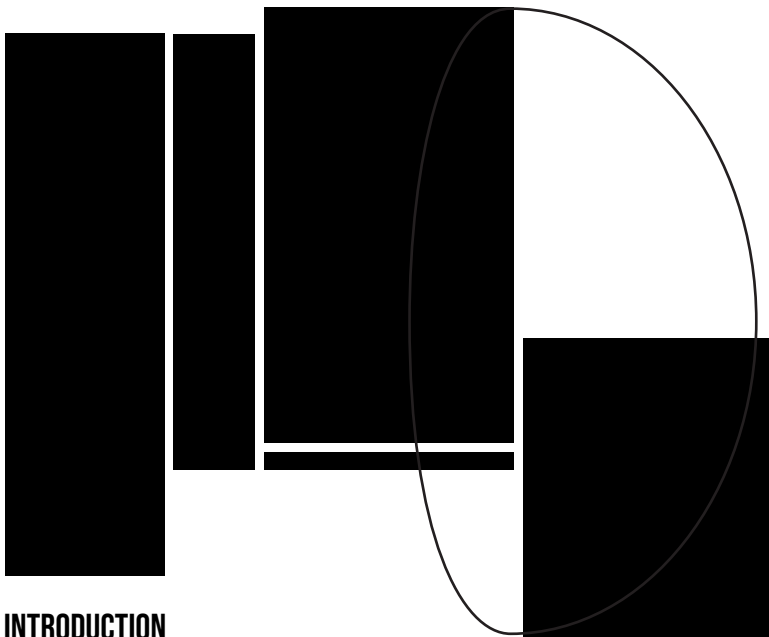


# Josef Müller

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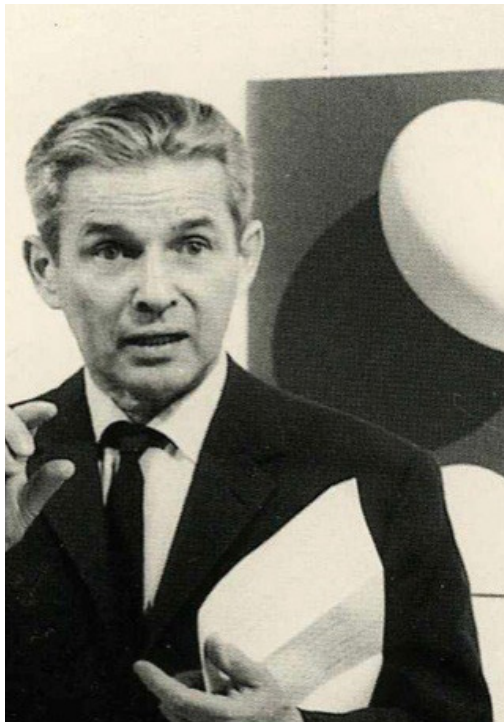
Josef Müller-Brockmann is known as Josef Müller or known as the graphic designer that works with grids. He believes design should be made with this invisible grid that has its reason. Typography plays an important factor leading to my next point; Josef uses the font Helvetica the most; this font is also known to be the most used font for street signs, metros, public transportations etc. His work has inspired many and continues to inspire those who enjoy the simple shapes and work of math that are incorporated in his design. Muller has found a way to merge multiple forms are math and geometric shapes and design into a beautiful eye-catching design in all his efforts. His brutalist design has inspired many of new styles of art that have emerged and progressed over his time. line and continue to prosper.

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## INTRODUCTION

Müller a very famous Graphic designer born in Sweden, known for his Grid-Based System and popular poster designs. Müller has also authored several books and taught at Zurich school of arts and crafts. Müller also enjoyed doing exhibitions globally; he's been to Munich, Paris, Tokyo, Osaka, New York, Chicago, Stuttgart, Berlin and Caracas. He enjoyed doing exhibitions of his work on his own.



## LIFE

Josef was born on May 9th, 1914 and passed away on August 30th, 1996. Müller went to the top of the line schools. He studied in the followings field, architecture, art and design. He began his interest in graphic design when he

graphics, and exhibition when he had his studio. This is where Müller became known for his Grid-based system. For 20 years, Müller continued his studio and was award the position of Sweden's leading practitioner and a the-



started his first internship with Walter Diggelman. Walter Diggelman was a design and advertising consultant. Josef, later on, started his own studio in Zurich, Zurich is a city in north-central Sweden. Müller specialized in photography,

orist of Swiss Style. Müller's first famous poster was the "Musica viva" poster for Tonahle's Music concert. This poster attracted many and was known to have a personal touch with structural harmonies of music



## BEETHOVEN

Designed in 1955 by Josef Müller-Brockmann.

This project is known for the typography layout, its simple design and geometric shapes that he used in the making of this poster. This poster honours his love for geometric shapes. He's designed around six comparable projects, and this one has grabbed the most attention.

This poster works a lot with angles and arcs in the design. This design has an invisible back to back diameter of each arc in a circle. It was designed to grab your attention and direct your eyes to the text without visually trying.

The arc's help direct your eyes to the information. His designs, as we spoke about earlier, are now said to be the lead design practitioner. The colours help with the understanding of the model of shapes in motion. The math, of course, plays a roll in the design and architecture of this design. Thankfully Müller studied to be architecture



as well, so this design came second nature to him when he was producing this poster. He incorporated mathematics and design in harmony into one. He is combining the harmony that the artist Beethoven's music reflects in a very artistic manner by composing clinical organization and design.

The poster also explored mathematics and music with its asymmetrical placement and use of grids, which Müller is known to use in his designs.

The typeface known as Helvetica was used in this design, as in all of his artworks. The font keeps the design simple has an engaging element to it.



**19**

**JM**

**14**

**96**