

Typography in business and bauhaus manifesto - dissertation example

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Typography in Business & Bauhaus Manifesto

TYPOGRAPHY IN BUSINESS & BAUHAUS MANIFESTO Typography in business

Creative typography is a vital tool that graphic designers use to communicate beyond the basic meaning of words. Typography is the skill of arranging type so as to make it appealing visually, and visible. Type dominates print media for instance magazines, newspapers, books. It is on the internet, on logos, advertising, signage, captioned messaging, to mention but a few.

Typography's functions of informing, persuading, and entertaining, cannot be overemphasized. Typography is critical for the success of every business of the 21st century, since it forms a platform for innovation in design, advertising, marketing, visual media, and marketing communication.

The document; ' Using styles Training' could appear as illustrated below after the effect of typography on it:

How to Format Your Word Document Using “ Styles”

Microsoft Word has a tool known as styles, which help in formatting a document.

Where is Styles found?

The styles tool is in the Home ribbon of Microsoft Word.

Styles functions

It allows the user to classify certain formatting characteristics as a specific “ style”.

How to use Styles

For example, if one wishes to have all Headers in a document to be Arial, size 18, and bold, one could create a style which encompasses these

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formatting characteristics. This style can then be applied to any other words in the document with one click, rather than having to manually format each word.

5 Simple Steps to create a style with “ Styles”

1. Select at least one word you wish to format.
2. Change its formatting specifications to match the style you wish to create.
3. Go to Style menu, click “ New Style”
4. Once the New Style window appears, specify the characteristics of your new style and name it.
5. Click OK, and viola! Your newly created style within the Style menu appears.

The editing choice in this case is the use of bold and color type heading and subheadings so as to capture the attention of the intended audience.

Bauhaus Manifesto and design concept

Design entails making an assemblage of concepts and creating a format that reflects a visual solution that depicts functional and artistic usefulness.

Design is more about transformation of ideas and words to achieve a desired result in the mind of an audience. The principles of design offer vast possibilities in crafting creative solutions. Good design would be flexible and reflect content so as to give an effective visual communication.

The Bauhaus manifesto expressed the opinion of design as primarily involving industry and mass production as opposed to individual craftsmanship. That the definitive aim of all creativity is building. The manifesto refutes the existence of professional art. Bauhaus philosophy

maintains that design is relevant only when someone is using it. The manifesto advocated for design and architecture students to be equipped for the modern world in its diverse facets, technical, economic, artistic, social, for the purpose of the students functioning in the society as vital participants as opposed to simply decorators (Caws, 2001).

Reference

Caws, M. A. (2001). *Manifesto: A century of isms*. Lincoln: University of Nebraska Press.