

Frutiger

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You are required to design a commemorative poster celebrating the work of the late Adrian Frutiger who recently passed away.

Background:

Adrian Frutiger was a Swiss typeface designer who influenced the direction of typography in the second half of the 20th century and into the 21st. Frutiger's most famous designs, Univers, Frutiger and Avenir, are landmark sans-serif families spanning the three main genres of sans-serif typefaces: neogrotesque, humanist and geometric. Univers was notable for being one of the first sans-serif faces to form a consistent but wide-ranging family, across a range of widths and weights. Frutiger described creating sans-serif types as his main life's work.

Career

Charles Peignot, of the Paris foundry Deberny et Peignot, recruited Frutiger based upon the quality of an illustrated essay he composed for his final project at the Kunstgewerbeschule (school of arts and crafts). This essay demonstrated his skill, meticulousness, and knowledge of letterforms. At the Deberny et Peignot foundry, Frutiger designed the typefaces Président, Méridien and Ondine.

Type Design

His first commercial typeface was Président – a set of titling capital letters with small, bracketed serifs, released in 1954. A calligraphic, informal, script face, Ondine, was also released in 1954. In 1955, Méridien, a glyphic, oldstyle, serif text face was released. In 1956, he designed his first-of-three, slab-serif typefaces – Egyptienne, based on the Clarendon model. His most famous typefaces are Univers, Frutiger and Avenir.

Univers is the name of a realist sans-serif typeface designed in 1954. Originally conceived and released by Deberny & Peignot in 1957, the type library was acquired in 1972 by Haas.

Frutiger is a humanist sans-serif typeface designed in 1974, intended to be clear and highly legible at a distance or at small text sizes. A very popular design worldwide, font designer Steve Matteson described its structure as the best choice for legibility in pretty much any situation at small text sizes, while Erik Spiekermann named it as the best general typeface ever.

Avenir is a geometric sans-serif typeface designed in 1988 and released by Linotype GmbH, now a subsidiary of Monotype Corporation. It was designed to be a more human version of geometric sans-serif types popular in the 1930s such as Futura. The word avenir is French for future.

Requirements:

You are required to design and present an A3 poster (AO for exhibition) portrait or landscape based around one of Frutiger's typefaces with the specific objective of commemorating his craft of typography and design. It must be purely typographic and a celebration of the typeface chosen. You are also required to keep a research diary showing a progression of thought resulting in your final design.
