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Over time the Swiss Style has been used in publications, on posters, and in signage, but I have noticed it is beginning to evolve and become popular online. This evolution has been happening for some time now in the design community but is quickly being spread to social media sites, and the Online News Industry. What has spawned this Swiss revival? I am sure there are lots of factors, but I

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"When you look at what so many people have been drawing and building, you see these proportions everywhere," Bejan said. "It is well known that the eyes take in information more efficiently when they scan side-to-side, as opposed to up and down."

Bejan argues that the world -- whether it is a human looking at a painting or a gazelle on the open plain scanning the horizon -- is basically oriented on the horizontal. For the gazelle, danger primarily comes from the sides or from behind, not from above or below, so their scope of vision evolved to go side-to-side. As vision developed, he argues, the animals got "smarter" by seeing better and moving faster and more safely.

"As animals developed organs for vision, they minimized the danger from ahead and the sides; Bejan said. "This has made the overall flow of animal mass develop for itself efficient. The flow of animal mass develops for itself efficient and conducive to survival -- straighter, with fewer obstacles and predators."

For Bejan, vision and cognition evolved together and are the same and more efficient as locomotion. The efficiency of

information flowing from the world through the eyes to the brain corresponds with the transmission of this information through the branching architecture of nerves and the brain.

"Cognition is the name of the constructal evolution of the brain's architecture, every minute and every moment," Bejan said. "This is the phenomenon of thinking, knowing, and then thinking again more efficiently. Getting smarter is the constructal law in action."

While the golden ratio provided a conceptual entryway into this view of nature's design, Bejan sees something even broader.

"It is the oneness of vision, cognition and locomotion as the design of the movement of all animals on earth," he said. "The phenomenon of the golden ratio contributes to this understanding the idea that pattern and diversity coexist as integral and necessary features of the evolutionary design of nature."

In numerous papers and books over past decade, Bejan has demonstrated that the constructal law (www.constructal.org) predicts a wide range of flow system designs seen in nature, from biology and geophysics to social dynamics and technology evolution.

is with the golden ratio, which is based on a simple geometric construction. It has been used by artists and architects for centuries. Bejan argues that the evolution of the eye and the brain is a result of the same physical principles that govern the flow of fluids. He says that as vision developed, animals began to move more efficiently, and this led to the development of the golden ratio. He also says that the golden ratio is a fundamental principle of nature, and it is found in many natural phenomena, from the structure of DNA to the shape of a nautilus shell.

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dig deeper, search engines and smart architecture bring the user right to what they are seeking, and when they find that... they want to appreciate it for what it is. Usability, readability and find-ability are in style, while hefty load times, garish graphics, and cluttered pages are out. The best example is the redesign of MySpace, seeking structure, order and clarity. They then advise us to make less visually complex social media hubs their more commonly cited example. The focus on content is similar to the shift in design that happened in the 1920s. With the rise of the International Typographic Style (or Swiss Style) Movement. The Swiss movement grew out of the Bauhaus and De Stijl. A number of members were grounded in functional typography, also coming from the Bauhaus school of design. The chief characteristics of the International Typographic Style are: black and white, sans-serif typefaces, justified text, and a focus on typography. The work of the Swiss style was led by Herbert Lubliner, Rudolf Müller-Brockman, and Holger Matthies. What really helped facilitate the success of this movement was the support of the Swiss government. One of the reasons that the look and feel of Switzerland is a theory that flowing systems -- from airways in the lungs to the formation of river channels -- are based on the golden ratio. Over time the Swiss Style has been used in a number of places, but I have noticed it is beginning to re-emerge and become a design trend. This evolution has been happening for some time, but it is beginning to spread to social media sites, and is quickly being spread to social media sites. What has spawned this Swiss revival? I am sure there are lots of factors, but I personally think it may be in part to the renewed interest in design and typography that happened since the release of the film Helvetica by Gary Hustwit. Helvetica was one of the premiere typefaces created during the Swiss movement (along with Akzidenz-Grotesk); its name is derived from Confoederatio Helvetica, the Latin name for Switzerland. The film traces the history of the typeface and the lives of famous designers who all can relate to Helvetica. It helps to draw the eye back to the International Typographic Style, and makes these proportions everywhere," Bejan said. "It is a small typographic style, many are heavily influenced by the overall look, and that is true to many of the features. I put together some comparisons and examples that the eyes were amazed by the similarities. The golden ratio describes a rectangle with a length roughly one and a half times its width. Many artists and architects have fashioned their works around this proportion. For example, the Parthenon in Athens and Leonardo da Vinci's painting Mona Lisa are commonly cited examples of the ratio.

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The popularity of generated content and social media is transforming the web. No longer does a site need a flashy intro or exciting graphics to entice a user to

dig deeper, search engines and smart architecture bring the user right to what they are seeking, and when they find that... they want to appreciate it for what it is. Usability, readability and find-ability are in style, while hefty load times, blinking graphics, and cluttered pages are out. The best example is the decline of users flocking to MySpace, seeking structure, order and clarity they are now looking to make less visually complex social media hubs their home.

This focus on content is similar to the shift in design that happened after World War II known as the International Typographic Style (or Swiss Style) Movement. The Swiss movement grew out of the Bauhaus and New Typography Movements, which were grounded in functional typography, clear communication, and geometric designs. The chief characteristics of the international typographic style are designs that include minimal graphics and a focus on typography, sans-serif typefaces, black and white photography, and grid based layouts. Pioneers of the Swiss style were Max Huber, Emil Ruder, Josef Müller-Brockman, and Armin Hofman. What really helped facilitate the success of this movement was the Swiss governments support of it, adopting it as the look and feel for Switzerland.

Over time the Swiss Style has been used in publications, on posters, and in signage, but I have noticed it is beginning to evolve and become popular online. This evolution has been happening for some time now in the design community but is quickly being spread to social media sites, and the Online News Industry. What has spawned this Swiss revival? I am sure there are lots of factors, but I personally think it may be in part to the renewed interest in typography that has happened since the release of the film Helvetica by Gary Hustwit. Helvetica was one of the premiere typefaces created during the Swiss movement (along with Akzidenz-Grotesk); it's name is derived from Confoederatio Helvetica the latin name for Switzerland. The film traces the history of the typeface and interviews famous designers who all can relate to Helvetica. It helps to trace the origins of today's design back to the International Typographic Style, and makes typography cool.

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