## Cover\*

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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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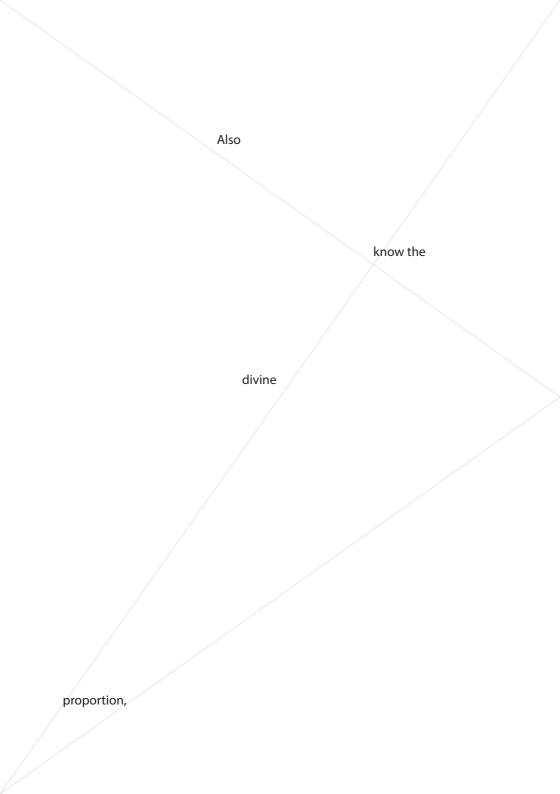
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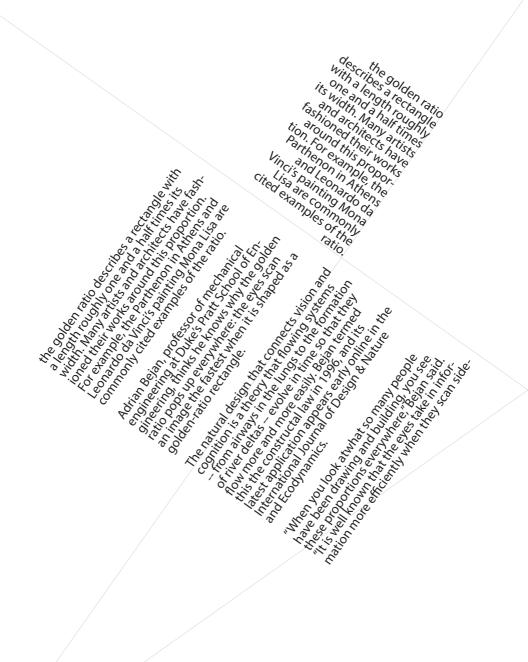
"When you look atwhat so many people have been drawing and building, you see these proportions everywhere," Bejan said. "It is well known

that
the eyes
take in information more
efficiently when they
scan side-to-side, as
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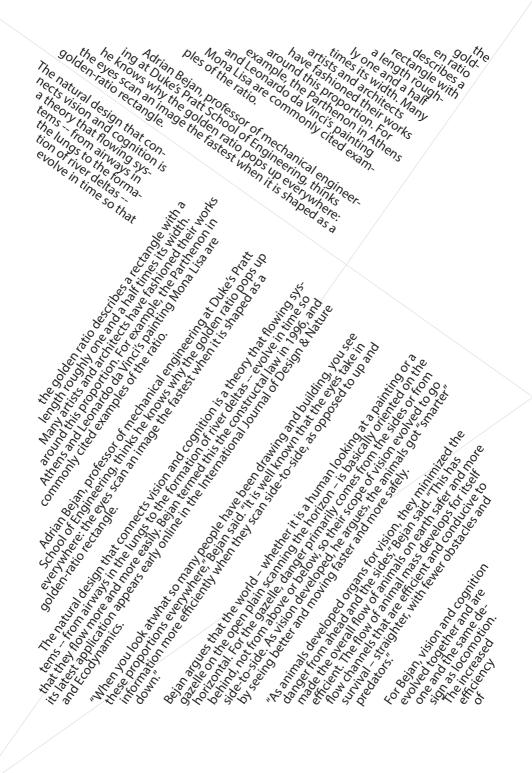
Bejan argues that the world –
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painting or a gazelle on the open plain
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the horizontal. For the gazelle, danger primarily
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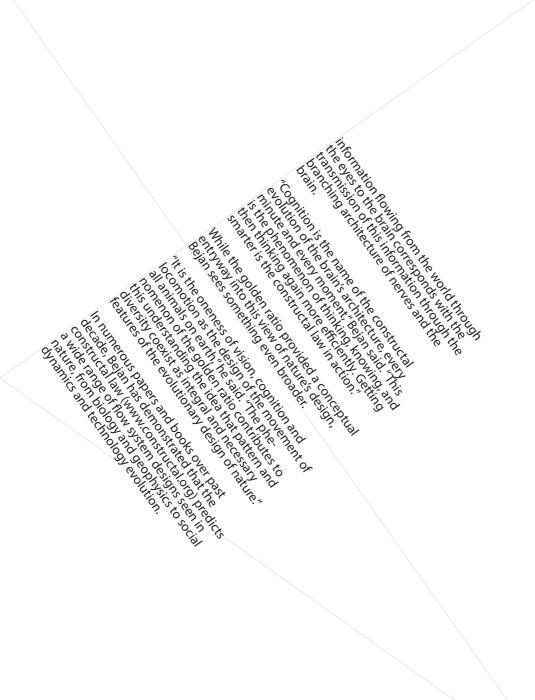
"As animals developed organs for vision, they minimized the danger from ahead and the sides," Bejan said. "This has made the overall flow of animals on earth safer and more efficient. The flow of animal mass develops for itself flow channels that are efficient and conducive to survival – straighter, with fewer obstacles and predators."

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For Bejan, vision and cognition evolved together and are one and the same design as locomotion. The increased 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.

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

dia 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 todays design back to the International Typographic Style, and makes typography cool.

While very few sites stay strict to all of the defining qualities of The international typographic style, many are heavily influenced by the overall look, and stay true to many of the features. I put together some comparisons and examples and were amazed by the similarities.

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