

**The Bauhaus ethos: how has it influenced
typography in the 21st century?**



Figure 1: Joost Smidt, *Poster for the Bauhaus*, 1923

Extended Essay

First Name, Surname

BA Graphic Design (2020)

Word count: 5,001

Abstract

Your abstract is a paragraph of roughly 250 words. It does not go towards your overall word count. Think of it as acting like a blurb on the back of a book. It is designed to give a reader a clear overview of the work.

It should incorporate the following areas:

Topic:

- What is the research about?
- Why is it of importance or interest?

Methods:

- How was the research approached?
- What key examples, sources or theories are utilised?
- What key aspects are discussed?

Results:

- What were the key findings and conclusions?

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Introduction

This will be roughly ten percent of the word count.

What?

- What are the aims of this research?
- What is the context to this topic?
- What are the key terms to be defined?

Why?

- Why is this area of research significant?

How?

- How will this topic be covered?
- Which main aspects and examples will be discussed?

Language: avoid first person 'I' where possible. Example phrases:

- This report will cover ...
- The areas of key research include ...
- Chapter one will define ...

Chapter One: Fourteen Years of Bauhaus

Prior to analysis of specific examples of designers' work, it is necessary to understand the historical foundations and ethos of Bauhaus. It can be placed into three distinct periods: 1919-1925, 1925-1930 and 1930-1933. These periods coincide with the three times that the school relocated. The school began in Weimar, moved to Dessau and finished in Berlin. Overall, this chapter will establish the key principles and figureheads within the movement.

1.1 The Early Years in Weimar 1919-1925

Firstly, it is important to examine the beginnings of the movement in order to outline its intentions and ethos. When Walter Gropius, a German architect, was asked to become director for Grand-Ducal Saxon School of Arts and Crafts in 1919, the formation of the Bauhaus was eminent. He was a pioneer for innovation and called for 'architects, sculptures, painters ... [to] return to the crafts' (Gropius, 1919, quoted in Gabet and Monier, 2018, p. 1). These words suggest the desire to create work with attention to detail and technical proficiency. According to an email (See Appendix A) from the Education Officer at MoMA (2020), the Bauhaus movement can also be linked 'to the modernist principles of simplicity and minimalism.'

[Paragraph continues ...]

1.2: Dessau: 1925-1930

After Weimar, the Bauhaus moved in 1925 to Dessau. The *Bauhaus School of Design*, 1925 (Figure 2) shows the new building designed by Walter Gropius, which clearly reflects the core elements of the movement: clean lines and bold design. The school's name is featured in vertical typography, precisely following the contours of the building. The

building also features attention to detail in its use of materials. The experimental use of architecture can be seen by the way in which:

...the glass curtain wall suspended in front of the load-bearing framework defines the exterior of the workshop wing and openly shows the constructive elements (Bauhaus Dessau Foundation, no date)

This creates an impression of light and highlights the mixture of form and function within the Bauhaus ethos. In modern times, the Bauhaus Dessau Foundation has ensured the continued practice of research and experimental design.



Figure 2: Walter Gropius, *Bauhaus School of Design*, 1925

1.3: The Final Years in Berlin: 1930-1933

Chapter Two: The Designs of Joost Smidt

A chapter can begin with an overview. This aids the reader in understanding the direction of the argument. You can also end a chapter with a miniature summary; this can then act as a bridge to the next chapter.

Formatting: Note that each new chapter begins on a new page. However, subheadings within a chapter do not require this.

Chapter Three: The Influence on the 21st Century

Conclusion

The conclusion will be roughly ten percent of the word count. The main factor to avoid is introducing new research to the end section.

What?

- What did the report aim to cover?
- What were the key findings?

So what:

- So what is your overall stance?
- So what can be learnt from this?

What next?

- What further research or actions could be carried out next?
- How could this research influence your future practice?

Appendix A: E-mail from MoMA (2020)

The appendices are where you put additional information, such as email correspondence or transcripts of interviews. You need to label and name each one. This is done alphabetically (A, B, C etcetera) and by adding a description.

Dear Norma,

Please see below for my answers to your questions.

1. What are the main elements of the Bauhaus ethos?

Bauhaus is connected to the modernist principles of simplicity and minimalism.

Hope this helps,

Educational Officer at MoMA

Bibliography

Your bibliography is referenced in the NUA Harvard style. The bibliography features all research, including sources not directly cited within the text. It goes in alphabetical order, with a space between each entry. See the example below:

Bauhaus Dessau Foundation (no date) *Bauhaus building by Walter Gropius*. Available at: www.bauhaus-dessau.de/en/architecture/bauhaus-building/bauhaus-building.html (Accessed: 19 December 2019).

Bayer, H. (1976) *Bauhaus: 1919-28*. 2nd edn. New York: Museum of Modern Art.

Educational Officer at MoMA (2020) Email to Norma Norwich, 10 September 2020.

Gabet, O. and Monier, A. (2018) *The spirit of the Bauhaus*. London: Routledge.

Schmidt, J. (1923) *Staatliches Bauhaus Ausstellung*. Available at: www.moma.org/collection/works/6235?artist_id=5230&locale=en&page=1&sov_referrer=artist (Accessed: 23 April 2020).