

# ROHAN SMITH

GRAPHIC DESIGN

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## Music Magazin – *Editorial Design*

This project was to design a multi spread spread magazine focusing on music. I decided to focus on a band and utilize an image heavy design that still reads well.

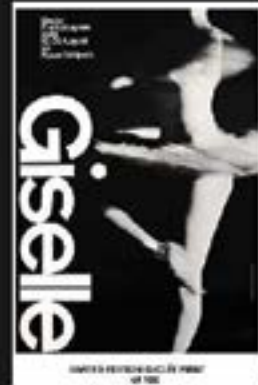


# Swiss Style

## International Typographic Style

The International Typographic Style, also more commonly known as "Swiss Style", is a popular graphic design style that started in Russia around the 1920's. It was later developed further by designers in Switzerland around the 1950's. The International Typographic Style is defined by cleaness, readability, and objectivity, this style is usually associated with photography and typography images rather than illustrations.

“Design is so simple, that's why it's so complicated”  
- Paul Rand



Armin Hofmann

Giselle poster by Armin Hofmann and Search Posters by

serif

sans

### 1918 - 1940

Swiss style was made to present information objectively without the use of additional meaning. Two major design schools defined swiss style in the early years which were Basel school of design in 1900, and in 1918 Ernst Keller became professor at Kunstgewerbeschule zürich and applied swiss style to his design course. Keller taught a philosophy of style to his students that was "the solution to the design problem should emerge from its content." These two schools moved swiss style forward until Max bill and Theo Balmer picked up swiss style in the 1940's.

The 1940's saw the influence of sans-serif fonts being used in the international typographic style like univers, and Futura. Univers was the typeface that lead Max Miedinger and Eduard Hoffner to design Neue Haas Grotesk, which then became Helvetica. The international typographic style really started to pick up steam in 1959 when a publication titled New Graphic Design displayed many designers who used this style.

### 1960 - 1980

Once world war II ended international trade increased greatly and relationships between countries grew, typography and design were what made these relationships grow so strong. Clean, clarity and objective design of the international typographic style is what made communication between countries so smooth and America began to pick up on this. Once swiss style found its footing in america many designers latched on.

The first being Rudolph de Harak who was an American designer and swiss style influenced a lot of his work on book designs for the McGraw-Hill publishing during the 1960's. These book designs helped influence many foreign designers to take up the style and it was then accepted by big corporations in America from the 1960's until the late 1980's.

1908 - 1994



Max Bill

Max Miedinger was a Swiss typeface designer, and was best known for creating the Helvetica typeface in 1961.

1910 - 1980



Max Miedinger

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1910 - 1980



Josef Müller-Brockmann

Josef Müller-Brockmann was a Swiss graphic designer, author, and educator, he was a Principal at Müller-Brockmann & Co. design firm. He was a pioneer of the International Typographic Style.

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## Swiss Style - Poster Design

This project required to create a short infographic / poster on the brief history of swiss style design. I included key figures and information while keeping the design related to the colours and themes of swiss style.

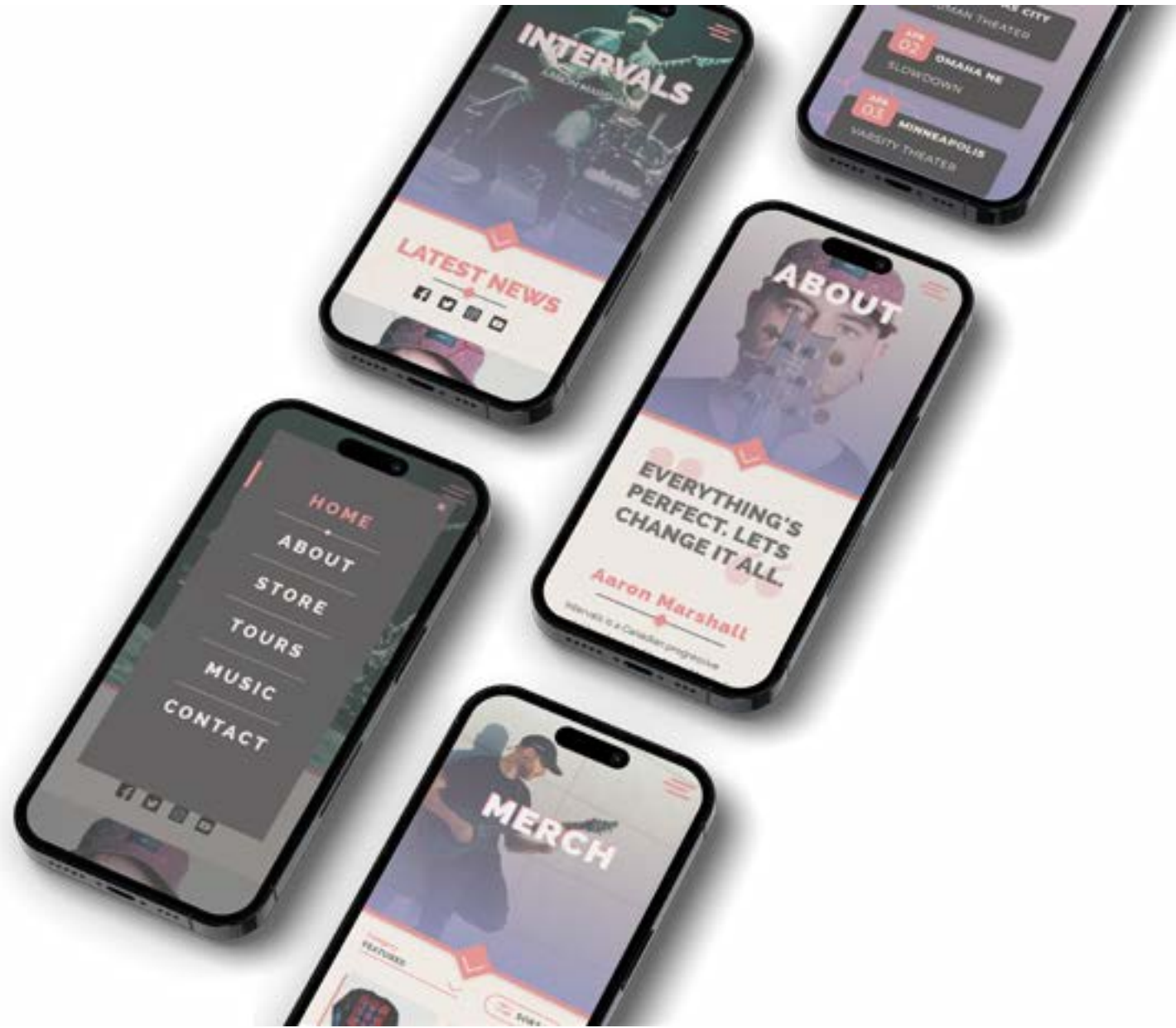




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### **Halcyon –** *Package design*

For this project we were tasked to create a brand and package design for a wine box and bottle. I took a more minimalistic route to convey a high class feel.



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## Intervals – *Mobile Website*

This project we had to create a 6 page mobile website that emphasized ui / ux design. I created a website for an musician named intervals, promoting his tours, merch and music.



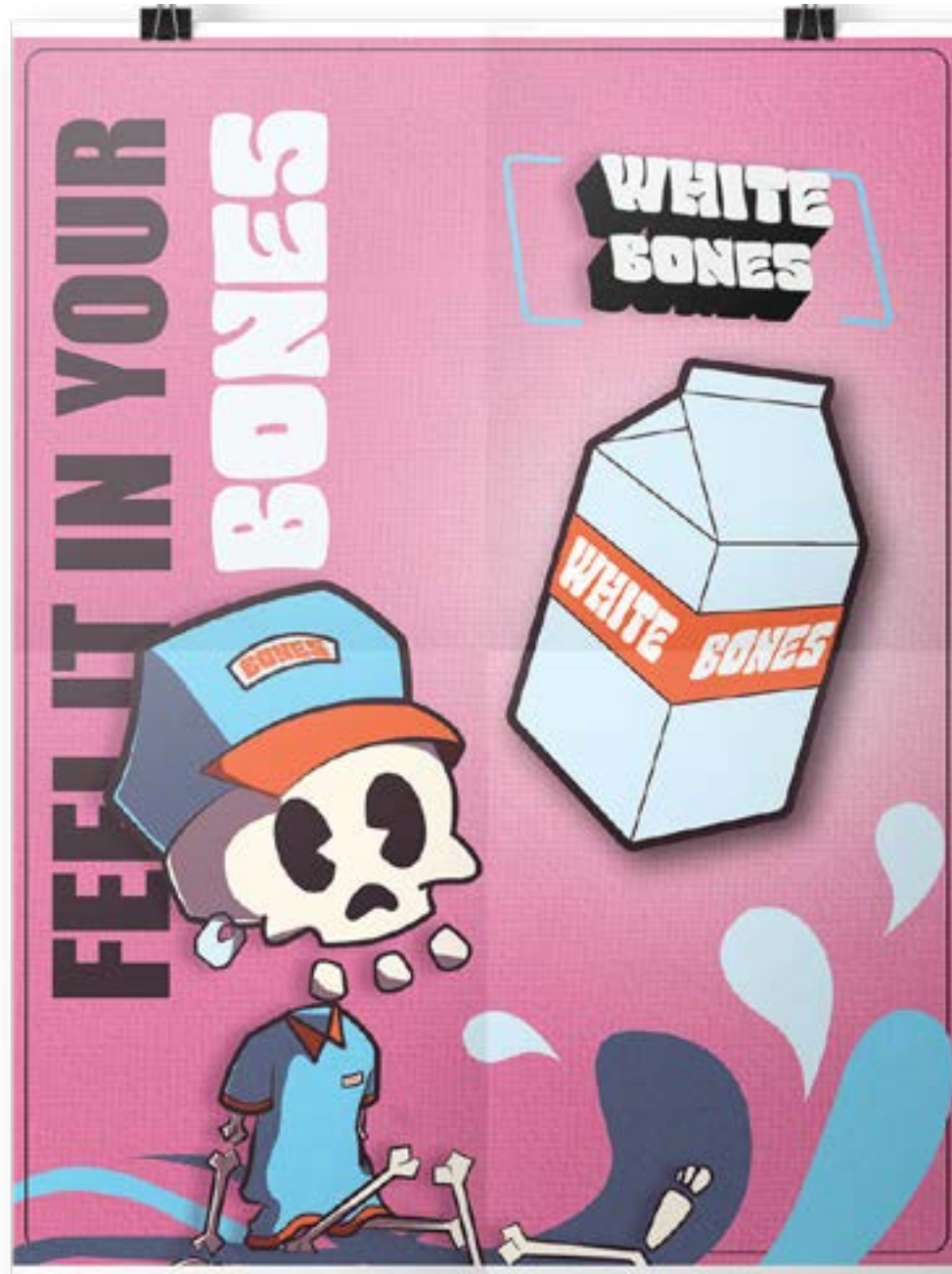
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**Icarus –**  
*Apparel Design*

This project required us to design a variety of clothes for a brand we had to create. I named my brand icarus and tried using marble statues and various roman / greek imagery.







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## White Bones –

### *Mascot & Branding Design*

This project had us create our own mascot and design a poster, I went with a skeleton promoting a milk product, I went with a more cartoon look as its something I don't do often and wanted to branch out.

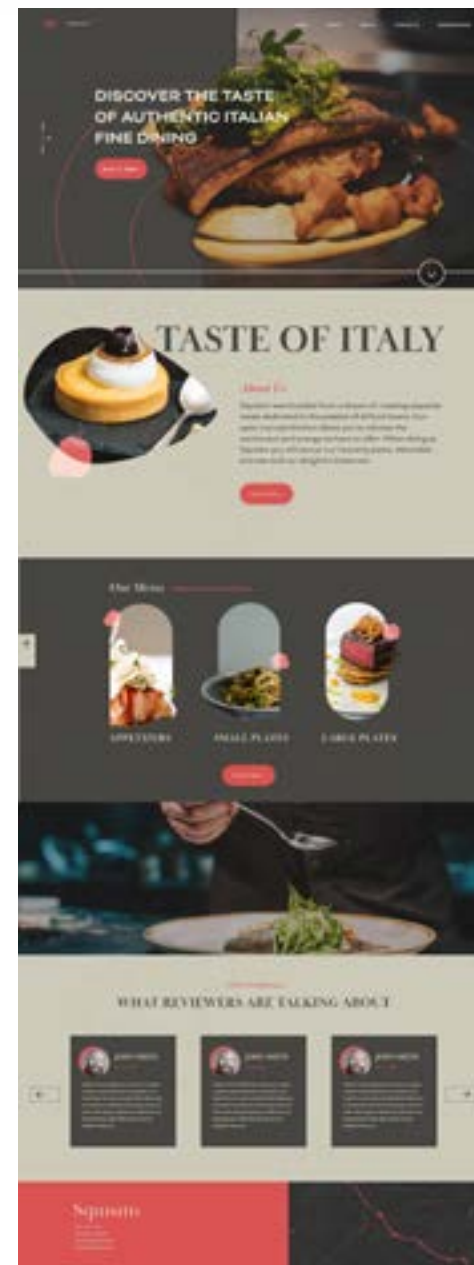




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**Squisito –  
Brochure Design**

This project had us create a brochure, website and branding for a high end italian restaurant. I went with a minimal and sleek design to appeal to a more affluent audience.







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**Black Harvest –**  
*Package / 3D design*

This joint project was to create a hot sauce label for package design and then 3d mock ups of the hot sauces, I tried to stray away from common hot sauce themes and design with a dark cult theme.



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**Can Route –**  
*Brochure Design*

This project required us to create a logo and branding for a travel agency called "can route", to promote a selected province. I was tasked with alberta, I decided to design with a heavy nature theme.



**CAN**  
**ROUTE**

