DADA and Its Influence in Graphic Design
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Key Points About DADA

- Dada was the result of a reaction to WWI, artists congregated together in Zurich, Switzerland
- Artists decided because life and the war made no sense why should their art
- Dada's use of typography and photomontage gave a different standard and flexibility to Graphic Design

Typography & Layout

- Used bold, thick, san serif fonts
- Explored using more white space
- Set typefaces diagonally, horizontally, and vertically
- Experimented with line spacing, and letter spacing

*SEE FIGURE 1

Photomontage

- Cutting and pasting pictures and type together from other sources of media
- Able to give different meanings to their art by combining images
- Explored photo manipulation, which today we now use photoshop for

*SEE FIGURE 2