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## Teaching Graphic Design

Sarah Klein (ed.),  
François Rappo, Roland Früh  
**Hermann Eidenbenz.**  
**Teaching Graphic Design.**  
**Documents 1926–1955**

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→ New Series in cooperation with ECAL: Visual Archives  
→ Hermann Eidenbenz – graphic designer and teacher in  
Magdeburg, Basel and Brunswick

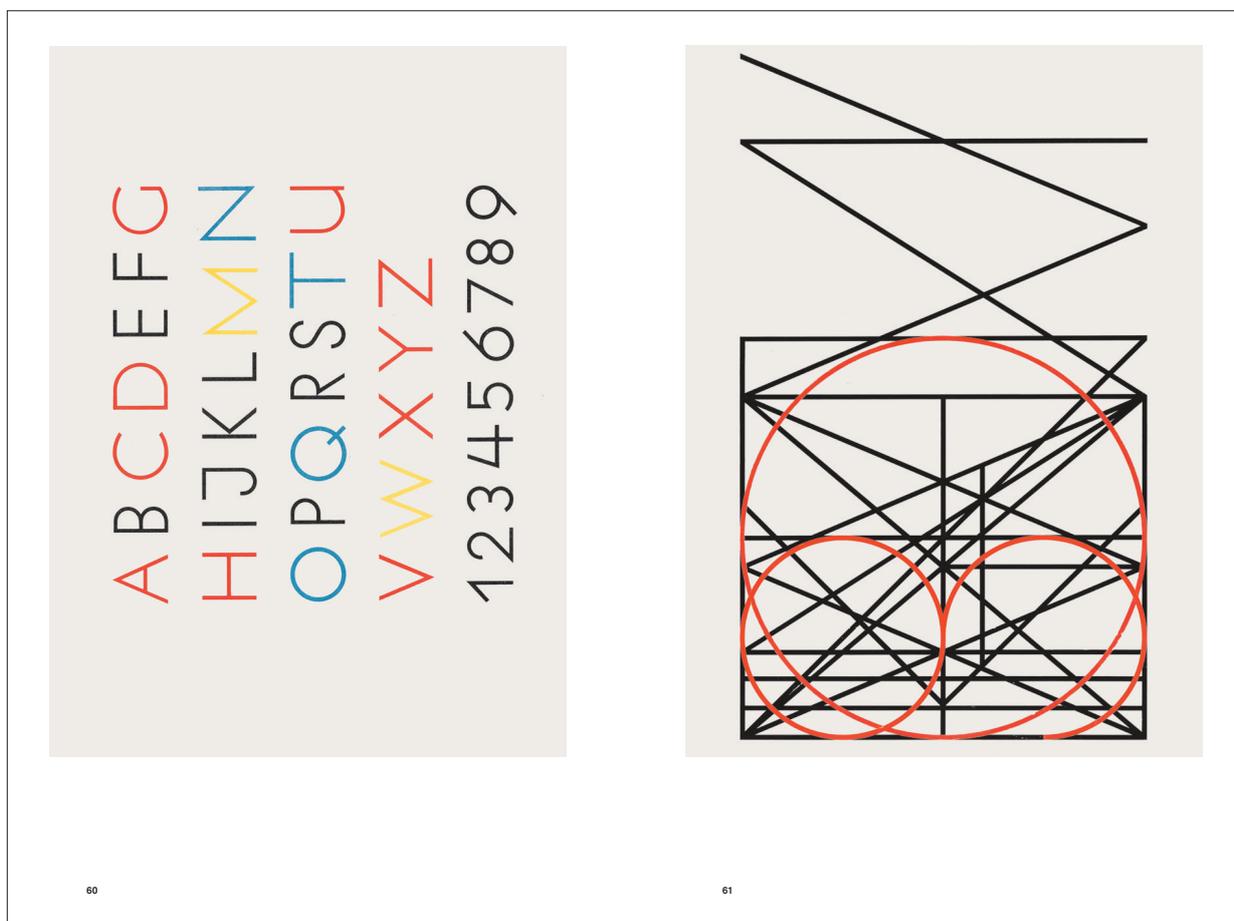
The “Visual Archives” series is the result of research projects initiated and carried out at ECAL/University of Art and Design Lausanne. It is devoted to unresearched material left by designers, authors and brands. Documents and visual material from archives are put into context and accompanied by critical essays.

The first volume of the series is dedicated to the teaching career of Swiss graphic designer **Hermann Eidenbenz (1902–1993)**.

Hermann Eidenbenz was one of the first persons in Switzerland to describe himself as a graphic designer. From the first half of the 20th century into the 1950s, he was involved in graphic design education in Zurich, Magdeburg, Basel and Brunswick, first as a student and later as a teacher.

The didactic material from Eidenbenz’s time as a teacher of graphic design published here throws light on this discipline at a time before graphic design in Switzerland had achieved international recognition.





„Visual Archives“ – a series in co-operation with  
ECAL / University of Art and Design Lausanne

**Authors:**

**Sarah Klein** studied visual communication in Basel and Berlin, where she also worked as a graphic designer. During her master programme in Art Direction at ECAL, she turned her attention to type design and research. Currently, she is involved in research for the “Swiss Graphic Design and Typography Revisited” project and is doing her doctoral studies at HfG Offenbach am Main.

**François Rappo** is a graphic designer, trained at ECBA Ecole cantonale des beaux-arts, Lausanne, Switzerland. François Rappo started type design in 1998, collaborating with ‘Optimo type foundry’. From 2001 till 2007 François Rappo was head of the jury of The Most Beautiful Swiss Books competition.

François is teaching type and graphic design at ECAL. In parallel to his design projects, François has published several writings on typography and type design. François Rappo received the Jan Tschichold award in 2013.

**Roland Früh** studied art history at the University of Zurich, graduating in 2007. From 2008 to 2010 he assisted Robin Kinross at Hyphen Press, London. From 2011 to 2014 he was the program coordinator at the Master program of Werkplaats Typografie in Arnhem. Currently, he is a visiting lecturer at ECAL, and since 2014 he is responsible for the Art Library at Sitterwerk, St. Gallen. Since 2017 he is a researcher within the SNSF-funded research project “Swiss Graphic Design and Typography Revisited”.