

The logo features a stylized Olympic ring symbol positioned above the letter 'i' in the word 'Munich'. The rings are colored from top to bottom: blue, yellow, black, green, and red.

munich  
1972  
olympic games

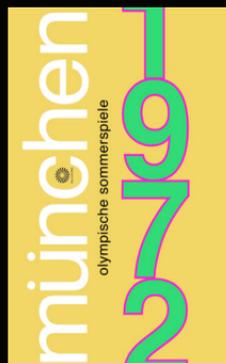
miya lucas



the 1972  
munich  
olympics

a process book

*all designs by miya lucas*



**MUNICH**  
"Die Glücklichen Spiele"  
**'72**  
Olympische Sommerspiele  
08.26 - 09.11

münchen  
**72**  
olympische sommerspiele

also known as "The happy games", it was the first summer games to be held in a city that had previously hosted the Olympic Games. Munich was the first city to host the Olympic Games in a city that had previously hosted the Olympic Games. Munich was the first city to host the Olympic Games in a city that had previously hosted the Olympic Games.

münchen  
**72**  
olympische sommerspiele  
august 26 - september 11

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**Munich**  
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XX summer olympics

The official motto of the Games was "Die Glücklichen Spiele" ("The Happy Games").

It was the first Summer Games to be held in Germany after WWII. More than 7,000 athletes from 121 countries participated in the Games for the first time since 1945, a number reduced to the 1956 Games for the Summer season 1956.

In an effort to show a commitment to Olympic Games, a variety of the Olympic rings were used in the logo. The Olympic rings were used in the logo. The Olympic rings were used in the logo.

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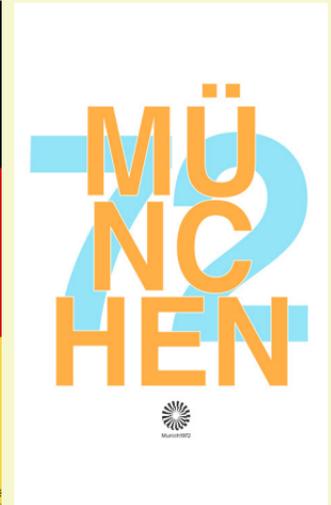
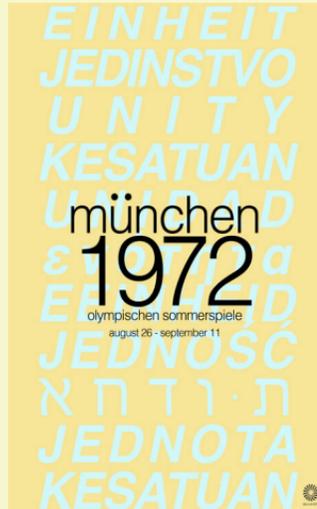
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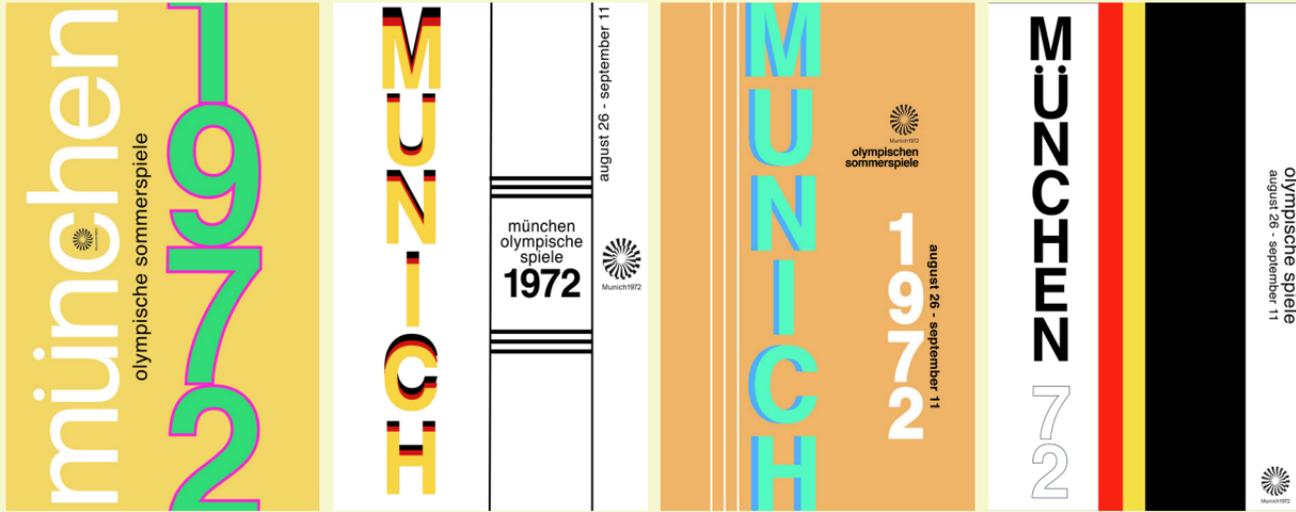
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# quiet/loud study



# eccentric grid study



# wood type study



# quick study





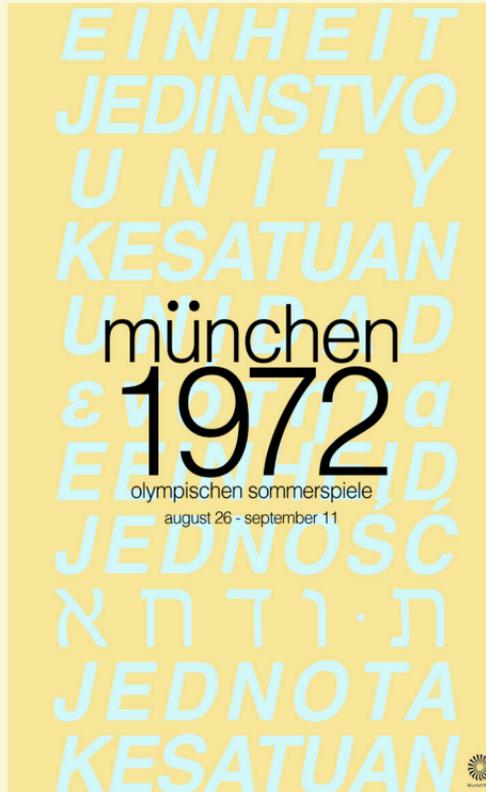
# final poster designs



study one  
**quiet**



original designs



For my first original quiet poster, I used Helvetica for the typeface throughout the entire poster, using different weights and styles. The main information was in the lightest weight and the background text was in bolded weight. I had done some research on the 1972 Olympic Games and the lead designer, Otl Aicher, and found that Aicher had actually designed the pictograms that represent each event in the Olympics. Aicher's goal was to create symbols for each event that could be understood by everyone watching the Games, despite the language barrier - he wanted to promote unity among nations. The background text says "unity" in different languages. There was no particular reason for the languages that I chose to use except that the words were all about the same length and worked for spacing purposes. I also used colors that were used in the original posters for the Games that Aicher had used - he used a lot of primary colors in his color scheme. I also chose to put the logo for the Games in the bottom right corner and to make it small because I felt like it was quiet, just like the rest of the poster.

# München



Olympische Spiele  
August 26 - September 11



Munich 1972

For my second original quiet poster, I wanted to use a lot of white space to make it quiet. Again, I used Helvetica for the typeface throughout the poster and used two different weights. I felt like putting “München” in the lightest weight made the poster feel “quieter”. I chose to use the colors of the German flag for the year that the Games occurred in because it would help anyone who didn’t understand what München meant recognize what country the Games were held. I also chose to write the number 72 three times because I did some research on poster designs that were created during the 1970s and wanted to incorporate some of the psychedelic/repetitive designs made in the 1970s that had repeating features. I chose to put the additional information about the Olympics in a much smaller size because it increased the amount of whitespace in the poster and the contrast between the words. Again, I made the official Olympics logo less prominent in this poster because it felt quiet like the rest of the poster and didn’t take away from the whitespace.



final designs



Munich 1972

munich

72

XX summer olympics

originally supposed to be known as "the happy games", it was the first summer games to be held in germany after wwii. more than 7,000 athletes from 121 countries participated. waldi the dachshund was introduced as the first official olympics mascot. archery returned to the games for the first time since 1920. the U.S. lost their first game in olympic competition to the U.S.S.R. in men's basketball by 1 point. the happy tone of the games was compromised by the munich massacre - tragedy struck when 8 palestinian terrorists invaded the olympic village and took 11 israeli athletes hostage and killed them all.

For my first final quiet poster, I wanted to use an orange-gold background. The color represented victory and the cheery vibe that the Germans wanted to display to the world. The color I chose also reminded me of summer, which was when the Games took place. I chose to repeat the word "Munich" because it made me think of 1970s designs which were "trippy" and psychedelic-y. It is somewhat hard to read so it draws the viewer closer to the poster in order to be able to see it most clearly. I flushed the rest of the text on the poster to the right because I thought it looked best and also believe that when we imagine moving forward, we imagine moving rightwards.

Germany wanted to move forward from their negative image due to Hitler's dictatorship and move forward into creating a better Germany. Like my second original quiet poster, I made sure to include a lot of white space in order to make it feel quieter.

# Munich



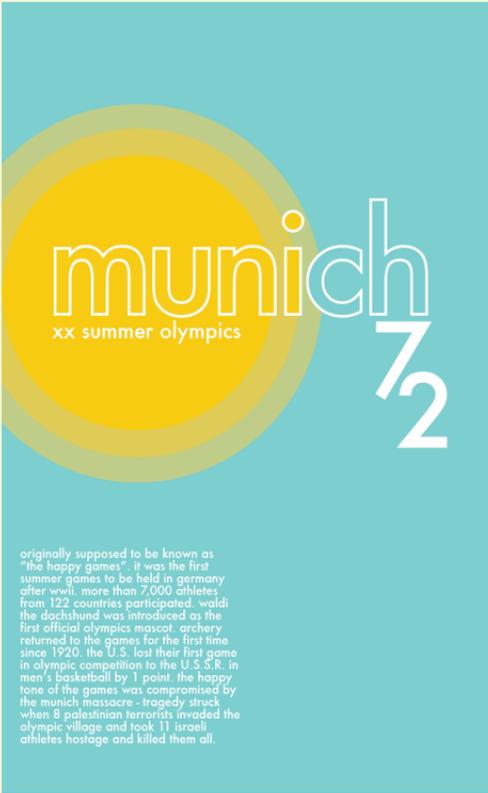
# 72

The official motto of the Games was "*Die Heiteren Spiele*", translated as "The Cheerful Games".

It was the first Summer Games to be held in Germany after WWII. More than 7,000 athletes from 121 countries participated. Archery returned to the Games for the first time since 1920 & handball returned to the Games for the first time since 1936.

In an effort to show a democratic & optimistic Germany, security at the Olympic village was lax; the joyful tone of the Games was ruined by the infamous Munich Massacre - 8 Palestinian terrorists invaded the Olympic village & took 11 Israeli athletes hostage, killing them all.

For my second final quiet poster, I used various shades of orange again in order to represent the intended happiness and cheeriness that Germany wanted for the Games. I placed the official logo closer to the top near the "Munich" because I felt like it looked like a sun, since the 1972 Olympics were held during the summertime. Otl Aicher, the head designer for the Games, designed the logo and intentionally made it look like a sunburst because of the image that Germany desired to have - one that was bright and joyful. The white background and the black text give the poster a more serious feel. Although the 1972 Olympic Games' motto was "The Cheerful Games", it turned out to be tragic due to the infamous Munich Massacre. I wanted to convey the original intent for the Games and also the seriousness that occurred during the Games.

The logo features the word "munich" in a white, lowercase, sans-serif font, with a small white circle above the letter 'i'. Below "munich" is the text "xx summer olympics" in a smaller, white, lowercase, sans-serif font. To the right of "munich" is a large, white, stylized number "72". The entire logo is set against a teal background with a large, semi-transparent yellow circle behind the text.

# munich

xx summer olympics

# 72

originally supposed to be known as "the happy games", it was the first summer games to be held in germany after wwii. more than 7,000 athletes from 122 countries participated. waldi the dachshund was introduced as the first official olympics mascot. archery returned to the games for the first time since 1920. the U.S. lost their first game in olympic competition to the U.S.S.R. in men's basketball by 1 point. the happy tone of the games was compromised by the munich massacre - tragedy struck when 8 palestinian terrorists invaded the olympic village and took 11 israeli athletes hostage and killed them all.

My third final quiet poster definitely gives off a summery feel. I did some research into the color schemes that were actually used for the official posters for the Games and wanted my color schemes to be similar to those. One of the posters for basketball used blue and orange as the main colors, so I used those for this poster. The colors Otl Aicher and his design team used were much more vibrant and loud, so I used lighter shades of blue and orange to give a sense of calmness and relaxing feel. The orangey-yellow circles coming from the left of the poster are meant to represent a sun and the blue background represents a clear summer sky. I feel like the white text on the page can represent clouds in the sky - the overall image is just intended to depict the happy country Germany wanted to display and the season in which the Games occurred. I used only lowercase letters in the typeface to create a sense of casualness and easygoingness.



study two  
**wood type**



original designs

**MÜNCHEN**

olympische  
sommerspiele

august 26 - september 11

**1972**



die glücklichen spiele



Munich 1972

I chose to use this particular wood type typeface because I felt like it was more of a 1970s typeface than the serif wood type typeface was. The serif typeface also seemed too serious for the sense of cheerfulness that the designs were supposed to exhibit. The blue that I used reminded me of a pool, which I typically associate with summertime. I originally wanted to create my posters in the German language, but then decided that it would be more easily recognizable for the rest of the world to have the name of the location in English. I wish I had fixed the layout of this poster so that it would be easier to have a body copy incorporated into it - it doesn't give a lot of information about the Games. You can tell that it is for the Olympics because of the Olympic rings, but other than that it just looks like a poster in German and doesn't have much meaning behind it. For my final posters, I didn't really expand much on this poster because I felt like I could do better in terms of color schemes and layout.



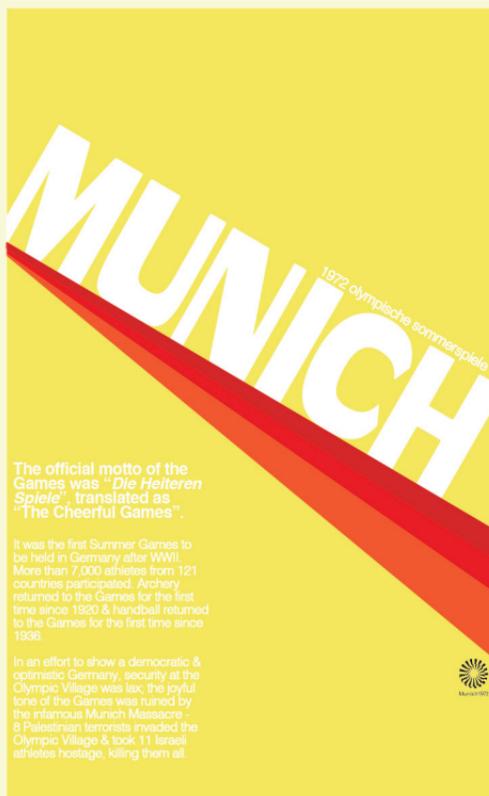
My second original wood type poster used the same wood type typeface as the first because, as previously mentioned, I felt like it was less serious than the serif wood type typeface and reflected the time period better than the serif typeface. I chose my color scheme based on the color schemes used in the official posters for the 1972 Olympics and felt like these also felt like summertime colors - green grass, blue skies, and yellow sun. The official logo is placed over the headline because it looks like a sun and the sun is highest in the sky. I focused a lot on the graphics behind the text and wanted to play on the logo as a sunburst. I felt like the graphics were easily identifiable as sun rays but I also felt like they could be seen as headlights or spotlights. I was advised to not put as much focus on the graphics and to focus more on the typefaces as art, but in one of my final posters I chose to keep the sun rays but improve them into being more of an addition to the words, not the main focus. Had I remembered to add the body copy (oops), I would've placed it near the bottom right of the poster because it would've created more balance in the design.



My third and final original wood type poster was definitely supposed to represent 1970s design. I did some research into 1970s patterns and typical designs and saw a lot of circles in different sizes on a lot of wall art, clothes, et cetera. I placed the official logo in one of the circles to make it more low-key and to blend it in with the poster easily. I chose orange for the background color because a lot of 1970s designs used warm colors like orange, red, brown, yellow, et cetera. The circles are leading in an upward direction to represent that Germany was moving upward and in a forward direction after the war ended and that they were trying to create a new image for themselves. The yellowy green circles contrasted nicely with the orange and white used on the rest of the poster. This poster was definitely a lot more loud than the other two posters and had I remembered to put the body copy on the poster (oops again), I probably would've placed it on the bottom right and in black to break up the white text before it and create another sense of contrast.



final designs



# MUNICH

1972 olympische sommerspiele

The official motto of the Games was "*Die Heiteren Spiele*", translated as "The Cheerful Games".

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In an effort to show a democratic & optimistic Germany, security at the Olympic Village was lax; the joyful tone of the Games was ruined by the infamous Munich Massacre – 8 Palestinian terrorists invaded the Olympic Village & took 11 Israeli athletes hostage, killing them all.



MUNICH 1972

My first final wood type poster was an extension of my second original wood type poster. The color scheme was obviously different - as I stated earlier, a lot of 1970s designs used warmer tones and so I wanted to reflect that design style. I thought that this warm color scheme was definitely more summery and gave a cheery vibe while also looking professional. I positioned the sun beams downward because it fit best on the poster but also showed how the mood of the Olympics sloped downward after the Munich Massacre. There were high hopes for Germany but they were quickly overshadowed by the tragedy that occurred. I split up the body copy because it made it easier to read for the viewer and made the poster look less cluttered, since there were graphics included in it. The logo is small and is not as prominent on the poster because there was already enough going on in the poster and it also made the poster a little less loud.



Munich 1972

# MUNICH

summer olympics

# 1972

august 26 - september 11

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In an effort to show a democratic & optimistic Germany, security at the Olympic Village was lax; the joyful tone of the Games was ruined by the infamous Munich Massacre - 8 Palestinian terrorists invaded the Olympic Village, took 11 Israeli athletes hostage & killed them all.

I liked the color scheme I used for the second original wood type poster, so I worked with those colors in my second final wood type poster. As odd as it sounds, this color scheme reminded me of carrots because carrots are obviously this color and I think of plants and vegetables growing out of the ground. This represents the growth of Germany and how they were wanting to show the world that they had grown from the past and made improvements to the country. I wanted to also keep the circles in the poster to keep the feel of the 1970s in it, so I put the body text in the circle. It still calls attention to the graphics, but there aren't as many shapes and placing the body copy within the shape gives the circle a purpose for being there, other than to represent the 1970s. I made a shadow of the "Munich" because it made the headline stand out more on the poster design. The location of text on the poster made the designs more balanced on the poster but didn't make the poster seem too heavy or loud.



**MUNICH**  
1972 summer olympics  
august 26 - september 11

The official motto of the Games was "*Die Heiteren Spiele*", which translates to "The Cheerful Games".

It was the first Summer Olympics to be held in Germany after WWII. More than 7,000 athletes from 121 countries participated in the Games. Archery returned as an event for the first time since 1900 and handball returned as an event for the first time since 1936. In an effort to show the world a democratic and optimistic Germany, the security at the Olympic Village was lax and athletes could come and go as they pleased. The joyful tone of the Games was ruined by the infamous and tragic Munich Massacre - 8 Palestinian terrorists took 11 Israeli athletes hostage and killed them all.



MUNICH 1972

My final wood type poster also included a shadowed headline text to make the headline stand out more from the rest of the poster and to also make it more “in your face” than the rest of the text. It runs off the page a little bit which adds to the “in your face” element. The body copy is a lot smaller than the headline and subtitles and the first sentence of the body copy is intended to break up the blue in the poster - the background was a less opaque shade of the navy blue I used for the body copy and subtitles. The shades of orange were a nice contrast on the blue background and I used the orange to represent the summertime like the final quiet posters I designed, but I made this poster louder and more attention-grabbing. I used a lowercase type for the subtitle because it was contrasting to the heavy and uppercase headline, but chose to use proper capitalization for the body copy because it looked more professional and also brought a bit of a more serious tone to the poster due to the events that happened at the Olympic Games.



# colophon

The type of this book was set in Helvetica, in different weights. Helvetica is a sans-serif typeface created in 1957 by Swiss typeface designer Max Miedinger with help from Eduard Hoffmann and has become a very popular typeface since its creation. I chose to use this typeface because of its modern feel and because it is easy to read from a distance. It also has a variety of weights and I feel like the different weights can communicate different messages.

This book was designed, printed, and bound by Miya Lucas.