



*Graphic Design Research*

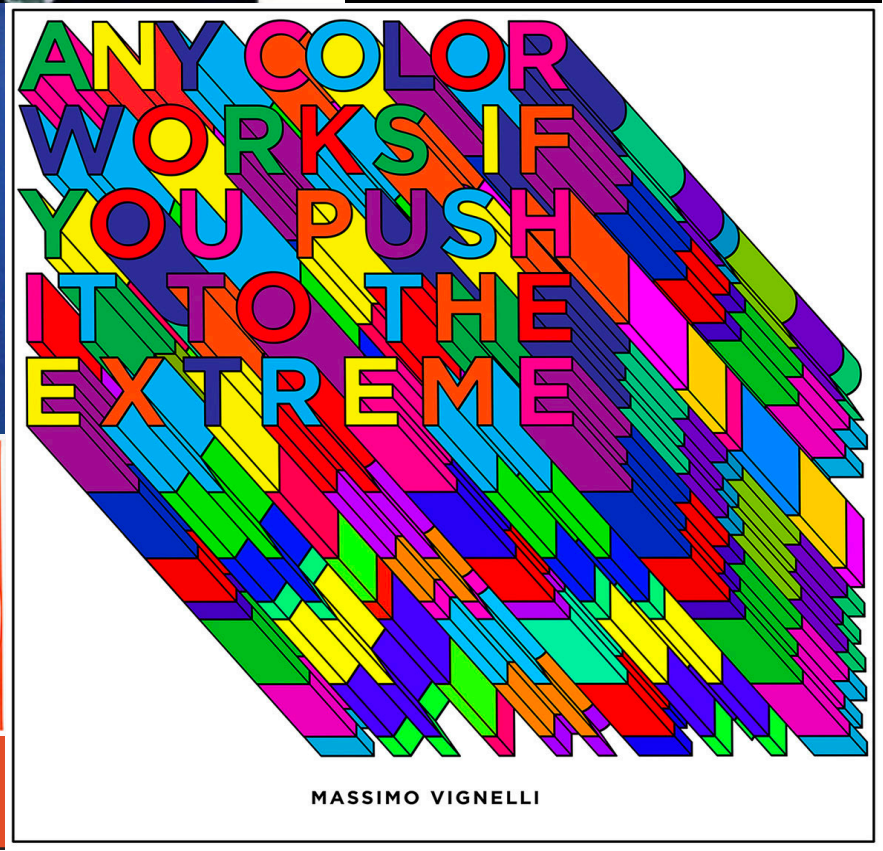
*By Cíaran Armstrong*



One life is too short for doing everything.  
 One life is too short.



**Massimo Vignelli**



# MASSIMO

Was one of the most important and influential graphic designers of the 20th century.

Born in 1931, he left school at 16 and was able to get apprenticeships with some of the greatest architects of the time. He went on to study architecture between 1950 and 1953. He was inspired by Swiss modernists, but instead was eventually drawn to graphic design. He taught at various prestigious universities throughout his lifetime, and published a very influential book on graphic design. He is most well known for his designs that focus mainly on typography and all of the different meanings that can be conveyed through precisely manipulating it. He is also very well known for his love of grids when designing books.

# VIGNELLI

## Five phrases to live by: *Massimo Vignelli*

Vignellians Poster series.  
In recognition of his outstanding contribution to the world of graphic design.

On the evening of Tuesday, March 8, The Architectural League gave its President's Medal to Lella and Massimo Vignelli.

In 1971, Massimo founded Vignelli Associates with his wife, Lella. He and his wife continue to work from their New York office.

Vignelli was involved with filmmaker Gary Hustwit in the documentary Helvetica, about the typeface of the same name. Vignelli also recently updated his 1972 New York City subway map.

If you can design  
one thing,  
you can design  
everything.  
You can  
design  
everything.



Vignelli works firmly within the Modernist tradition, and focuses on simplicity through the use of basic geometric forms in all of his work.



Massimo Vignelli  
Born 1931 in Milan, Italy.  
Vignelli Associates,  
co-founded with wife Lella.

# 03

# Wim Crouwel

stedelijk museum amsterdam  
5 april t/m 23 juni 1988

wim  
crouwel



wortn  
gelvers

# WIM CROUWEL

**I personally hate the meticulous precision method that he loves, so that's why he is behind a wall of grids.**

**It is as if he is imprisoned by the grid, never to escape the tight grasp of its precise claw.**

Wim Crowel is a well known 20th Century Dutch graphic designer and typographer.

Born in the Netherlands in 1928. He studied fine arts and later joined the military. After completing his military service, he decided to go back to the way of the arts, and became a professional abstract painter. After a bit he enrolled himself at the Gerrit Rietveld Academie, and majored in typography.

In 1954 he became greatly inspired by Swiss design. As a result of this, he quit painting and hunted for some good old fashioned work as a freelance designer. He travelled to Switzerland, where he experienced the emergence of International style, first hand. Some years later, along with a number of other graphic designers, he co-founded the design Studio Total Design. It was here that him and his team influenced the cultural design identity of the Netherlands, through their hard work. He has taught at a handful of well renowned Universities. He also created the iconic, widely used fonts Gridnek and New Alphabet.

Part of his love for graphic design was, like Massimo Vignelli, grids. He loves (present tense, because he is actually still alive) being extremely precise with his designs, using grids to do so.



"I JUST WANT TO MAKE BEAUTIFUL THINGS, EVEN IF NOBODY CARES."



SAUL BASS was a graphic designer and filmmaker who was widely regarded as the father of modern graphic design. He was born in Philadelphia, Pennsylvania, and studied at the University of Pennsylvania. He worked for the United States Postal Service, and then for the advertising agency of Doyle Dane Bernbach. He is best known for his work on the movie 'Spartacus' and the TV show 'Twister'. He also designed the logo for the United States Olympic Committee.

# SAUL BASS



Clint Eastwood  
**Dirty Harry**

SAUL BASS designed the iconic logo for the movie 'Dirty Harry', which features a stylized silhouette of a handgun. The logo is a black silhouette of a handgun, with a wisp of white smoke rising from the barrel. The logo is set against a red background.

Directed by  
JAN DE BONT

# TWISTER



PLAYING AT  
SILVER CITY CINEMA



# SAUL

Saul Bass (May 8, 1920 — April 25, 1996) was a graphic designer and filmmaker, famous for his design of film posters and title sequences.

During his 40-year career Bass worked for some of Hollywood's greatest filmmakers: like Alfred Hitchcock, Stanley Kubrick, Otto Preminger, Billy Wilder, and Martin Scorsese. He became well-known in the film industry after creating the title sequence for Otto Preminger's *The Man with the Golden Arm* in 1955.

For Alfred Hitchcock, Bass designed effective and memorable title sequences, inventing a new type of kinetic typography, for *North by Northwest*, *Vertigo* (working with John Whitney), and *Psycho*.



# BASS

I personally love his art style of contrasting colours and uneven shapes. It really draws ones eyes to the image, which are then able to drink in the beauty of it all. I love how messy, yet beautiful all of his work is.

“I JUST  
WANT TO  
MAKE  
BEAUTIFUL  
THINGS”

“EVEN IF  
NOBODY  
CARES”

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Moderator: Ina T. DEBAG

disprotect me by any means necessary

**NEVILLE**  
**FREEDOM**  
**FREEDOM**  
**BRODY**

just bounce

just slant

just smit

just do it

THE FACE

1985

WILLIAM HURT  
CANNON ACTORS  
AM YOU MENSA  
ABOUT FOOT  
DOLLY PARTON  
SHAWNEE  
HOW TO BE A  
DOE HUNTER

ARENA

my name is michael calve  
exclusive  
interview  
by tony  
panos

body  
report  
despatches  
from the  
war zone  
by john  
prender

freese  
smoke!  
in his  
posterior is  
warrior

lifetime  
story  
fictio  
by  
raymond  
carver



# TO

Neville Brody's work has had a great and revolutionary impact on the world of graphic design. He was born in 1957 London and in 1976 did a B.A. course in graphics, at the London College of Print. His tutors condemned most of his work for not following the rules, and being experimental.

As punk rock began to rise up out of the ashes, he became greatly inspired and much to his teachers' outrage, he designed a post stamp with the Queen's head on its' side. This almost got him thrown out of college. During his time at college, he also designed covers for local bands.



# FROM

He became famous when he landed the job as art director of the Face magazine as it was just starting out. He also created some radical new designs for the London newspapers and magazines, The Gaurdian and The Observer.

In 1988 a book was published showcasing his work and it quickly became the world's best selling graphic design book.

He had an exhibition at the V&A, which went on to tour round Europe and Japan.



# PS

I love his rebellious nature and how he is not afraid to tear up all design rules and conventions and mould something unique, exciting and beautiful, out of the mass of messy pieces.

It's great.

EXCEPTIONAL SUPPORT FOR THE 1995-1996 SEASON HAS BEEN PROVIDED BY LUCIEN T. MERTZ CHARITABLE TRUST.

**95 96**  
SEASON

**THE PUBLIC THEATER**

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BY DAYTON LOVER, JILL SANCHEZ-WOLFE AND GERRIE L. WOLFE

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AN IN THEATRE PLAY  
WRITTEN BY MARY HARRIS

**2 WOMEN**  
BY FRANCESCA MENNINI & FRANCESCA MENNINI

**CHANGING LEARN**  
ON HER KNEES  
WRITTEN BY WILLIAM SHAKESPEARE  
DIRECTED BY JIMMIE HALL

**VENUS**  
WRITTEN BY WILLIAM SHAKESPEARE  
DIRECTED BY JIMMIE HALL

**FRAGMENTS**  
WRITTEN BY WILD CRUIZ  
DIRECTED BY WILD CRUIZ

**THE SKRIKER**  
WRITTEN BY CAROL CHORRILL  
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# INFLUENTIAL

**Scher started her career making album covers for both Atlantic and CBS records. But it was not long before she designed her own design company and after only a few years there she joined Pentagram. Throughout her career she has created memorable identities and other work for customers such as Citi Bank, Coca-Cola, the Metropolitan Opera, the Museum of Modern Art and the New York Philharmonic, among others.**

# TO



# DESIGN

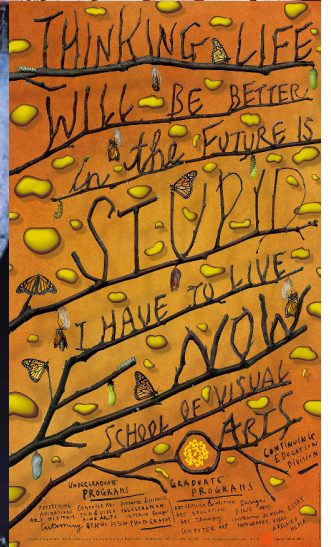
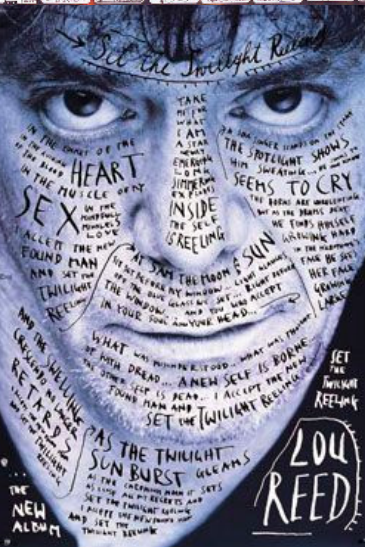
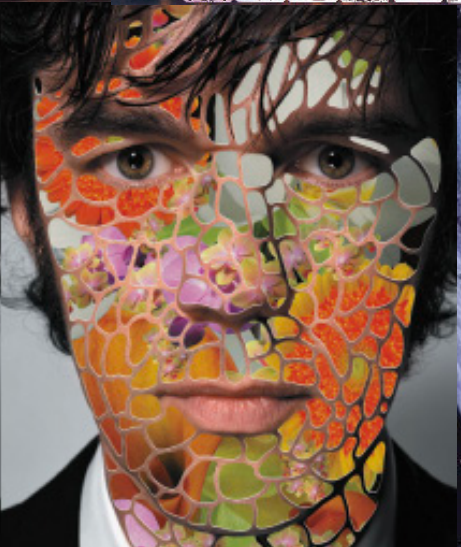
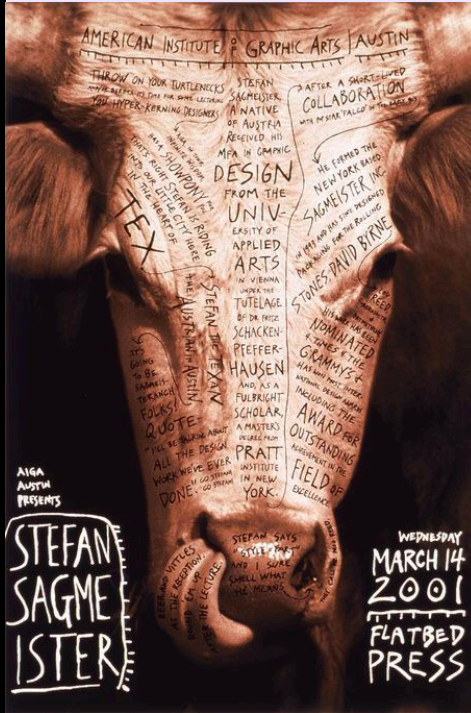
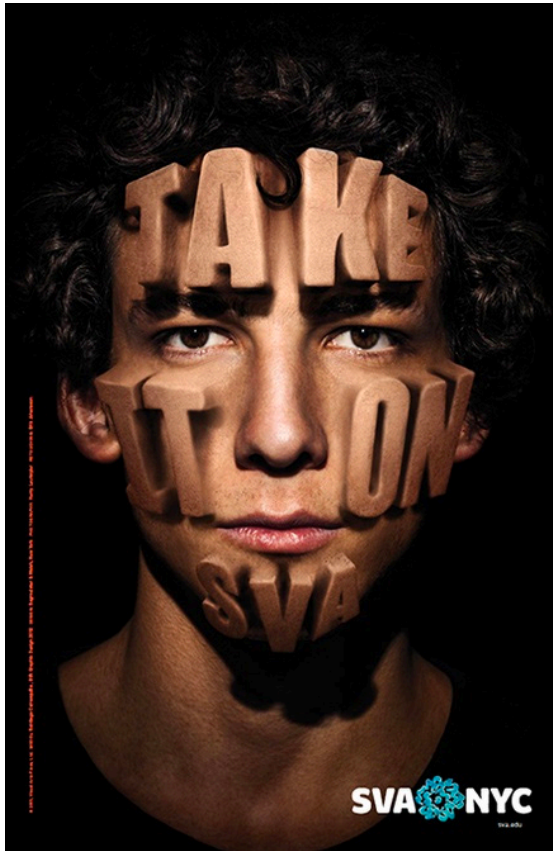
**She has twice been married to designer Seymour Chwast and has been a public figure in design since her early career. Her style of design speaks with modern audiences through the use of pop iconography, music and film. Her work has been published worldwide and her contributions to the field design are plentiful. Her work as a partner of Pentagram continues to enthruse the new generation of designers.**

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LEWIS

# STEFAN

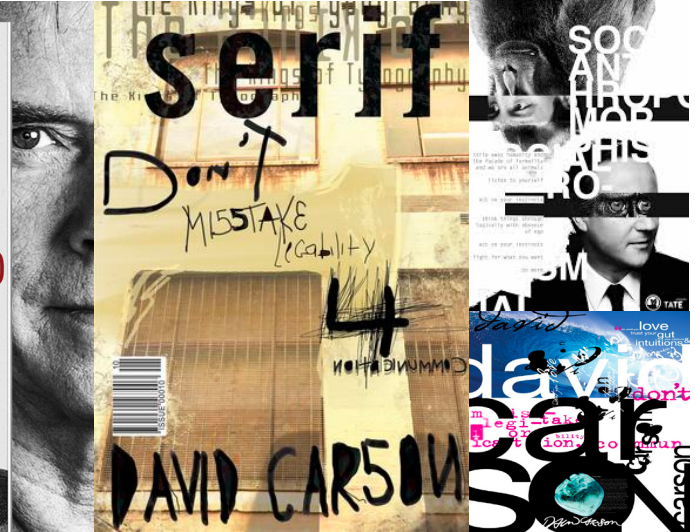
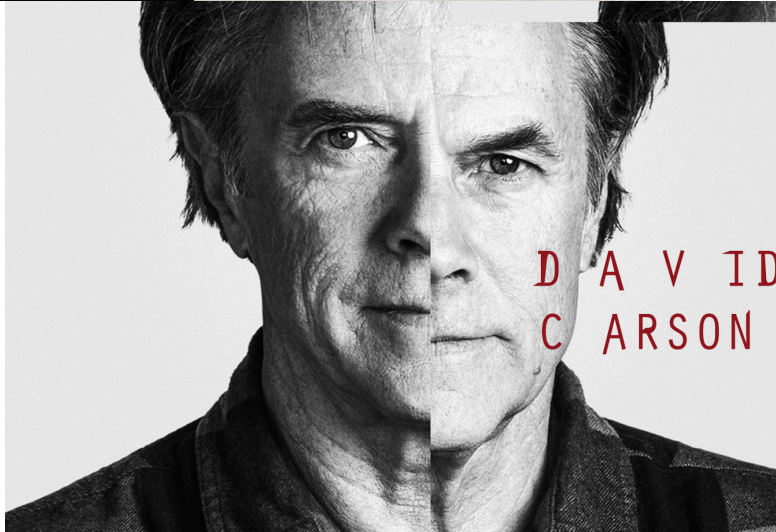
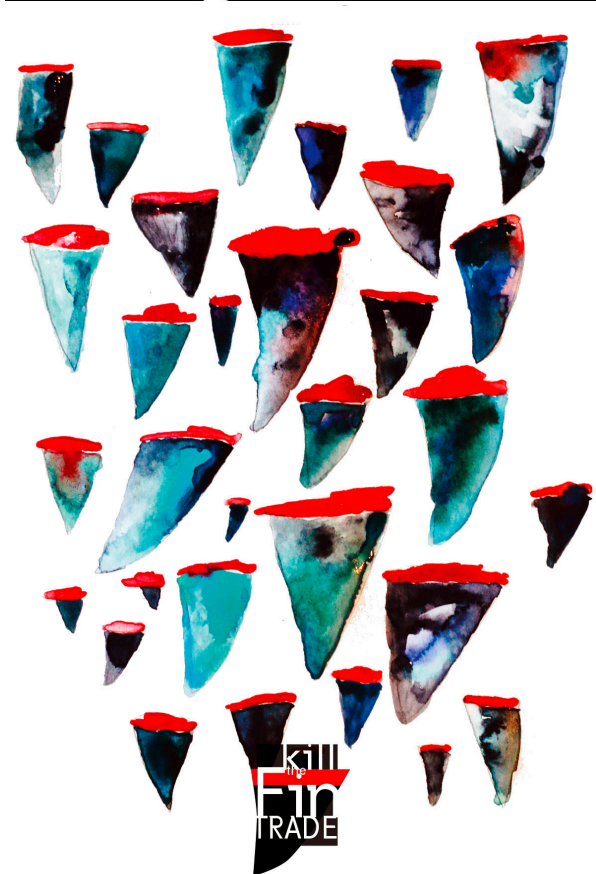
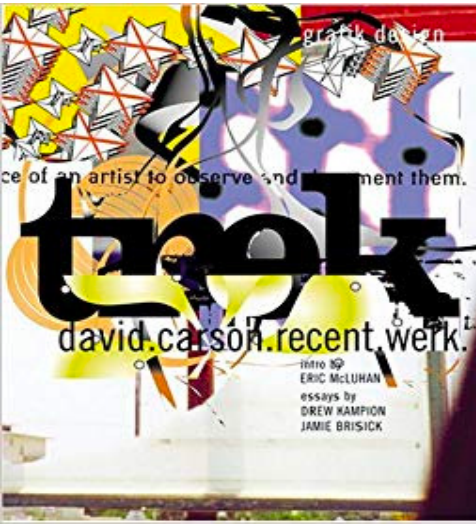
# SAGMEISTER



A black and white close-up portrait of Stefan Sagmeister. He has dark, wavy hair and is looking directly at the camera with a serious expression. On his forehead, the words "NEVER GIVING UP" are written in black. Below that, "DEDICATED" is written in black, and "BURNING PASSION" is written in orange. On his right cheek, "FREE SPIRIT" is written in black, and "ARTISTIC EXPRESSION" is written in purple. The background is a plain, light color.

Stefan Sagmeister is a famous Austrian-born US based contemporary graphic designer and typographer. He is the co-founder of the celebrated design firm, Sagmeister & Walsh, which he founded in partnership with Jessica Walsh. His captivating and provocative designs redefined the significance of graphic designers. Some of his notable designs are showcased on the album covers of The Rolling Stones, Pat Metheny, David Byrne and OK Go.

Stefan Sagmeister has promoted brands, music and entertained a varied range of customers for example the Guggenheim Museum, HBO, AIGA and Time Warner through his entrancing designs. For his stellar achievements he was awarded the Grammy Award thrice and the National Design Award.



# GRAPHIC ANARCHY

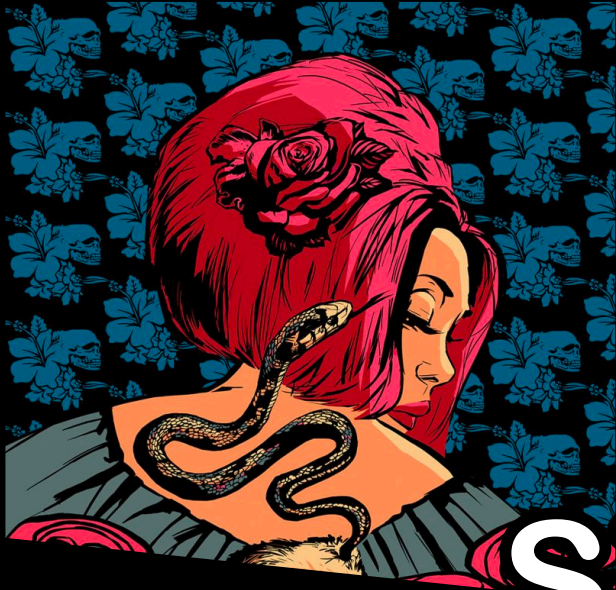
David Carson is a prominent contemporary graphic designer and art director. His unconventional and experimental graphic style revolutionized the graphic designing scene in America during 1990s. He was the art director of the magazine Ray Gun, in which he introduced the innovative typographies and distinct layouts. He is claimed to be the godfather of 'grunge typography' which he employed perpetually in his magazine issues.

# GRUNGE

Currently calling New York his base of operations, Carson was born in Corpus Christi, Texas and spent much of his early life in southern California where he was a high school teacher before becoming a designer. Ingrained within the surfing sub-culture of southern California, Carson started experimenting with graphic design during the mid 1980s. Not only a designer, in 1989 he has qualified as the 9th best surfer in the world. His interest in the world of surfing gave him the opportunities to experiment with design, working on several different publications related to the profession. Transworld Skateboarding, Beach Culture, How Magazine and RayGun were among the primary publications on which he worked. However, it was RayGun where he gained perhaps the most recognition and was able to share his design style, characterized by "dirty" type which adheres to none of the standard practices of typography and is often illegible, with the widest audience. After the success of RayGun, and press from the New York Times and Newsweek, he formed his own studio. David Carson Design was founded in 1995 and is still home to Carson and his work.

# WILD

# REVOLUTIONARY



STEPHEN



BLISS





Stephen Bliss was born in 1986. He went on to create one of the most iconic art styles in video game history.

As Senior Artist with Rockstar Games from 2001 to 2016 Stephen Bliss helped establish the highly recognizable illustrative style that defined the look, feel and positioning of the gaming mega-franchise Grand Theft Auto. He painted video game box covers, posters, billboards and magazine covers for GTA and many other successful game titles such as The Warriors, LA Noire and Red Dead Redemption. Bliss also headed Rockstar's Lifestyle Branding department, creating non-game related posters and products that helped reinforce Rockstar's reputation as a creative powerhouse.

