

fnar 132-102 viscom 1

fall 2012

kelli evans, instructor

Kate Brull

typographic series project

purpose

To explore the typographic possibilities existing in the organization and clear communication of a given text within a given format. In a series of exercises, ranging from simple to complex, a logical evolution in the treatment of a specific manuscript will be explored.

In this series you will be primarily interested in exploring the typographical hierarchy which are inherent in title and various kinds and amounts of text. For instance: What happens when the scale, alignment, position, etc. of each element are changed within the format? How can these elements be arrayed in a way that creates a rhythm across the format that will capture and move the eye?

process

1. Download and open the InDesign document "typographic_series_grid" from Dropbox. You will use this grid structure as the basis for your explorations.
2. Copy the document "typographic_series_text" from Dropbox.
3. Follow the specifications for each series found on the following pages.
4. Put your name on each sheet.
5. Print out each solution in black and white for critique.

typographic series one

specifications

1 size : 1 weight
vertical axis
Helvetica Neue 45 Light
20 pt.

explorations (6 minimum)

alignment:

1. all flush left
2. all flush right
3. combination FL & FR

Use vertical axis *only* for all explorations.

required text

Innovators in Graphic Design:
Three American Greats
Free public lecture
The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive
6 pm
April 8, 2012
Bradbury Thompson
Paul Rand
Saul Bass
optional elements: 1 2 3

Innovators in Graphic Design:
Three American Greats

Bradbury Thompson
Saul Bass
Paul Rand
Free public lecture
April 8, 2012
6 pm

The School of the Art Institute of Chicago
280 South Columbus Drive
Columbus Auditorium

Innovators in Graphic Design: Three American Greats

Saul Bass Bradbury Thompson Paul Rand

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive

Free public lecture
April 8, 2012 6 pm

Free public lecture

April 8, 2012
6 pm

Innovators in Graphic Design: Three American Greats

1. Saul Bass
2. Paul Rand
3. Bradbury Thompson

The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

Free public lecture
April 8, 2012
6 pm

Innovators in Graphic Design: Three American Greats

SAUL BASS
BRADBURY THOMPSON
PAUL RAND

The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

Free public lecture
April 8, 2012
6 pm

Innovators in Graphic Design: Three American Greats

SAUL BASS
BRADBURY THOMPSON
PAUL RAND

The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

Innovators in Graphic Design: Three American Greats

Free public lecture
April 8, 2012
6 pm
Saul Bass
Paul Rand
Bradbury Thompson

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive

Innovators in Graphic Design: Three American Greats

Free public lecture

April 8, 2012

6 pm

Saul Bass

Paul Rand

Bradbury Thompson

The School of the Art Institute of Chicago

Columbus Auditorium, 280 South Columbus Drive

typographic series two

specifications

2 sizes : 1 weight
vertical and/or horizontal axis
Helvetica Neue 45 Light
10 pt. & 20 pt.

explorations (6 minimum)

alignment:

1. all flush left
2. all flush right
3. combination FL & FR

Use any of the above varieties of alignment for your explorations.

orientation:

1. Vertical axis only
2. Horizontal axis only
3. Combination of horizontal & vertical axis

required text

Innovators in Graphic Design:
Three American Greats
Free public lecture
The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive
6 pm
April 8, 2012
Bradbury Thompson
Paul Rand
Saul Bass
optional elements: 1 2 3; rules

Innovators in Graphic Design: Three American Greats
Bradbury Thompson
Paul Rand
Saul Bass

Free public lecture

6 pm

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive

April 8, 2012

Free public lecture
Innovators in Graphic Design: Three American Greats

Saul Bass Paul Rand Bradbury Thompson

The School of the Art Institute of Chicago

6 pm
April 8, 2012
280 South Columbus Drive
Columbus Auditorium

FREE PUBLIC LECTURE
April 8, 2012 6 pm

Innovators in Graphic Design: Three American Greats

Bradbury Thompson
Paul Rand
Saul Bass

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive

Innovators in Graphic Design: Three American Greats

Bradbury Thompson
Saul Bass
Paul Rand

Free public lecture

April 8, 2012 6 pm

The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

The School of the Art Institute of Chicago

Free public lecture

Innovators in Graphic Design: Three American

Saul Bass
Bradbury Thompson
Paul Rand

6 pm April 8, 2012
280 South Columbus Drive
Columbus Auditorium

Free public lecture
April 8, 2012 6 pm

Innovators in Graphic Design: Three American Greats

Saul Bass
Paul Rand
Bradbury Thompson

The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

Innovators in Graphic Design: Three American Greats

Bradbury Thompson

Paul Rand

Saul Bass

Free public lecture

6 pm

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive

April 8, 2012

typographic series three

specifications

2 sizes : 2 weights
vertical, horizontal, and/or diagonal axis
Helvetica Neue 45 Light &
Helvetica Neue 85 Heavy
10 pt. & 20 pt.

explorations (6 minimum)

alignment:

1. all flush left
 2. all flush right
 3. combination FL & FR
- Use any of the above varieties of alignment for your explorations.

orientation:

1. Vertical axis only
2. Horizontal axis only
3. Combination of horizontal & vertical axis
4. Diagonal axis only
5. Combination of all of the above

required text

Innovators in Graphic Design:
Three American Greats
Free public lecture
The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive
6 pm
April 8, 2012
Bradbury Thompson
Paul Rand
Saul Bass
add: Quotations & attribution for
each designer
optional elements: 1 2 3; rules; bullets

Innovators in Graphic Design: Three American Greats

Saul Bass
Paul Rand
Bradbury Thompson

The School of the Art Institute of Chicago
280 South Columbus Drive
Columbus Auditorium

April 8, 2012
6 pm

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent.
— SAUL BASS

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur.
— PAUL RAND

I believe an avid interest in type necessarily includes a zest for everyday life.
— BRADBURY THOMPSON

FREE PUBLIC LECTURE

Free public lecture
April 8, 2012
6 pm

The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

Innovators in Graphic Design: Three American Greats

I believe an avid interest in type necessarily includes a zest for everyday life.
BRADBURY THOMPSON

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur.
PAUL RAND

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent.
SAUL BASS

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. **Saul Bass**

Free public lecture

Innovators in Graphic Design: Three American Greats

Saul Bass
Paul Rand
Bradbury Thompson

Columbus Auditorium **6 pm**
April 8, 2012

The School of the Art Institute of Chicago
280 South Columbus Drive

a zest for everyday life. **Bradbury Thompson**

an viewer's sensibilities d rewards the entrepreneur. **Paul Rand**

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the

- Saul Bass • Bradbury Thompson • Paul Rand

The School of the Art Institute of Chicago

Columbus Auditorium, 280 South Columbus Drive

Paul Rand

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent.
Saul Bass

Free public lecture

April 8, 2012 6 pm

Bradbury Thompson

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur.

I believe an avid interest in type necessarily includes a zest for everyday life.

April 8, 2012 6 pm
Free public lecture
Innovators in Graphic Design: Three American Greats
Saul Bass
Bradbury Thompson
Paul Rand

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — Paul Rand

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — Saul Bass

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive

I believe an avid interest in type necessarily includes a zest for everyday life. — Bradbury Thompson

Innovators in Graphic Design: Three American

Saul Bass
Bradbury Thompson
Paul Rand

Free public lecture
April 8, 2012
6 pm

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — Paul Rand
I believe an avid interest in type necessarily includes a zest for everyday life. — Bradbury Thompson
I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — Saul Bass

Columbus Auditorium
The School of the Art Institute of Chicago
280 South Columbus Drive

Free public lecture
April 8, 2012
6 pm

The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

Innovators in Graphic Design: Three American Greats

I believe an avid interest in type necessarily includes a
zest for everyday life.

BRADBURY THOMPSON

Good design adds value of some kind, gives meaning,
and, not incidentally, can be sheer pleasure to behold;
it respects the viewer's sensibilities and rewards the
entrepreneur.

PAUL RAND

I want to make beautiful things, even if nobody cares,
as opposed to ugly things. That's my intent.

SAUL BASS

typographic series four

specifications

3 sizes : 2 weights

vertical, horizontal, and/or diagonal axis

Helvetica Neue 45 Light &
Helvetica Neue 85 Heavy

10 pt., 15 pt. & 20 pt.

explorations (6 minimum)

alignment:

1. all flush left
2. all flush right
3. combination FL & FR
4. justified

Use any of the above varieties of alignment for your explorations.

orientation:

1. Vertical axis only
2. Horizontal axis only
3. Combination of horizontal & vertical axis
4. Diagonal axis only
5. Combination of all of the above

required text

Innovators in Graphic Design:

Three American Greats

Free public lecture

The School of the Art Institute of Chicago

Columbus Auditorium

280 South Columbus Drive

6 pm

April 8, 2012

Bradbury Thompson

Paul Rand

Saul Bass

Quotations & credits

add: Text (one paragraph for each designer)

optional elements: 1 2 3; rules; bullets;
type reversed out of a rule

Innovators in Graphic Design: Three American

Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

Free public lecture
April 8, 2012
6 pm

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — **Paul Rand**

I believe an avid interest in type necessarily includes a zest for everyday life. — **Bradbury Thompson**

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — **Saul Bass**

Free public lecture April 8, 2012 6 pm
Innovators in Graphic Design: Three American Greats
The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — **Paul Rand**

I believe an avid interest in type necessarily includes a zest for everyday life. — **Bradbury Thompson**

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — **Saul Bass**

Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

Free public lecture
April 8, 2012
6 pm
Columbus Auditorium
The School of the Art Institute of Chicago
280 South Columbus Drive

- I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — **SAUL BASS**
- Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — **PAUL RAND**
- I believe an avid interest in type necessarily includes a zest for everyday life. — **BRADBURY THOMPSON**

Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Innovators in Graphic Design: Three American Greats

Innovators in Graphic Design: Three American Greats

Bradbury Thompson
Paul Rand
Saul Bass

I believe an avid interest in type necessarily includes a zest for everyday life. — **Bradbury Thompson**
Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — **Paul Rand**
I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — **Saul Bass**

FREE public lecture
April 8, 2012
6 pm

Columbus Auditorium
The School of the Art Institute of Chicago
280 South Columbus Drive

Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

Free public lecture
April 8, 2012 6 pm

The School of the Art Institute of Chicago
280 South Columbus Drive
Columbus Auditorium

Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

I believe an avid interest in type necessarily includes a zest for everyday life.

Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent.

Innovators in Graphic Design: Three American Greats

• Paul Rand • Bradbury Thompson • Saul Bass

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive

Free public lecture
6 pm April 8, 2012

Paul Rand "Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur."

(born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Bradbury Thompson "I believe an avid interest in type necessarily includes a zest for everyday life."

(1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

Saul Bass "I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent."

(1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

PAUL RAND
BRADBURY THOMPSON
SAUL BASS

Free public lecture
April 8, 2012
6 pm

Columbus Auditorium
The School of the Art Institute of Chicago
280 South Columbus Drive

- 1.** I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — **SAUL BASS**
- 2.** Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — **PAUL RAND**
- 3.** I believe an avid interest in type necessarily includes a zest for everyday life. — **BRADBURY THOMPSON**

Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T “globe” logo, and Continental Airlines’ 1968 “jetstream” logo.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and

Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

typographic series five

specifications

3 sizes : 2 weights

vertical, horizontal, and/or diagonal axis

Helvetica Neue 45 Light &
Helvetica Neue 85 Heavy

10 pt., 15 pt. & 20 pt.

Color: Use one spot color and/or tints
of black

explorations (6 minimum)

alignment:

1. all flush left
2. all flush right
3. combination FL & FR
4. justified

Use any of the above varieties of
alignment for your explorations.

orientation:

1. Vertical axis only
2. Horizontal axis only
3. Combination of horizontal
& vertical axis
4. Diagonal axis only
5. Combination of all of the above

required text

Innovators in Graphic Design:

Three American Greats

Free public lecture

The School of the Art Institute of Chicago

Columbus Auditorium

280 South Columbus Drive

6 pm

April 8, 2012

Bradbury Thompson

Paul Rand

Saul Bass

Quotations & credits

add: Text (one paragraph for each
designer)

optional elements: 1 2 3; rules; bullets;
type reversed out of a rule

Innovators in Graphic Design:
Three American Greats

Free public lecture
April 8, 2012 6 pm

The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

Saul Bass
(1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent.

Bradbury Thompson
(1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

I believe an avid interest in type necessarily includes a zest for everyday life.

Paul Rand
(born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur.

Free public lecture
Innovators in Graphic Design: Three American Greats

1. Bradbury Thompson
2. Paul Rand
3. Saul Bass

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive
April 8, 2012 6 pm

Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur.

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent.

I believe an avid interest in type necessarily includes a zest for everyday life.

Innovators in Graphic Design: Three American Greats

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive
April 8, 2012 6 pm

PAUL RAND

(born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC. **"Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur."**

BRADBURY THOMPSON

(1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers. **"I believe an avid interest in type necessarily includes a zest for everyday life."**

SAUL BASS

(1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo. **"I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent."**

Free public lecture

Innovators in Graphic Design:
Three American Greats

Free public lecture
April 8, 2012 6 pm

The School of the Art Institute of Chicago
Columbus Auditorium
280 South Columbus Drive

Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — **Saul Bass**

I believe an avid interest in type necessarily includes a zest for everyday life. — **Bradbury Thompson**

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — **Paul Rand**

Innovators in Graphic Design: Three American Greats

- Saul Bass
- Paul Rand
- Bradbury Thompson

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive
April 8, 2012 6 pm

Saul Bass (1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — **Saul Bass**

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — **Paul Rand**

I believe an avid interest in type necessarily includes a zest for everyday life. — **Bradbury Thompson**

Innovators in Graphic Design: Three American Greats

Free public lecture
April 8, 2012 6 pm

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive

PAUL RAND

(born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

BRADBURY THOMPSON

(1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

SAUL BASS

(1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent. — **Saul Bass**

I believe an avid interest in type necessarily includes a zest for everyday life. — **Bradbury Thompson**

Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur. — **Paul Rand**

Innovators in Graphic Design: Three American Greats

The School of the Art Institute of Chicago
Columbus Auditorium, 280 South Columbus Drive
April 8, 2012 6 pm

Free public lecture

PAUL RAND

(born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC. **“Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer’s sensibilities and rewards the entrepreneur.”**

BRADBURY
THOMPSON

(1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers. **“I believe an avid interest in type necessarily includes a zest for everyday life.”**

SAUL BASS

(1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T “globe” logo, and Continental Airlines’ 1968 “jetstream” logo. **“I want to make beautiful things, even if nobody cares, as opposed to ugly things. That’s my intent.”**