

FAMOUS DESIGNERS

issue 1
05.2022
original copy
graphic design 2



CHIP KIDD
DAVID CARSON
NEVILLE BRODY
PAULA SCHER
MICHAEL BEIRUT
STEFAN SAGMEISTER

produced by: angus simmonds

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INTRODUCTION

Within the following pages you will be introduced to six exemplary graphic designers and visual artists. Their combined years of skill and work experience totals in the decades and that considerably amount of talent, which is shown in this document, is only the tip of the creative iceberg. You will see both examples from well-established working designers to masters of the craft who despite no longer being with us continue to awe and inspire current students and professionals alike.

This document, in no means, represents the full backgrounds or bodies of work of these artists however it offers a bit of insight into their creative origins and their own inspirations and influences. Although these designers hail from various places across the globe and have vastly different methods of displaying it, they have one thing in common, their love and passion for visual communication arts. If you'd like to learn more about the following designers as well as many others check out designishistory.com.

CHIP KIDD



“Never fall in love with an idea. They’re whores: if the one you’re with isn’t doing the job, there’s always, always, always another.”

Nationality: *American*

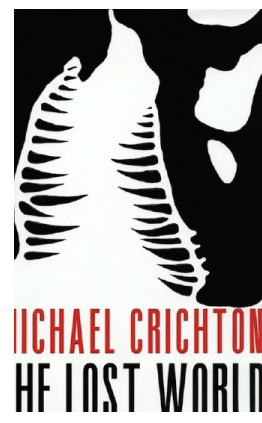
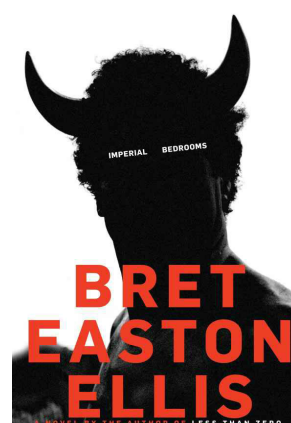
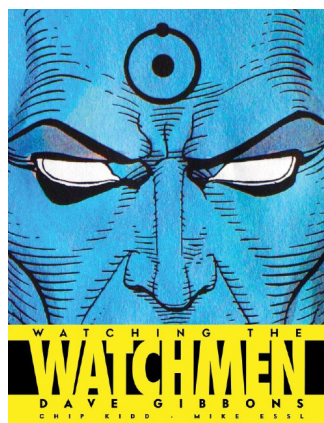
Studied at: *Pennsylvania State University*

Era active: *1980s through present*

Specialties: *Book cover design*

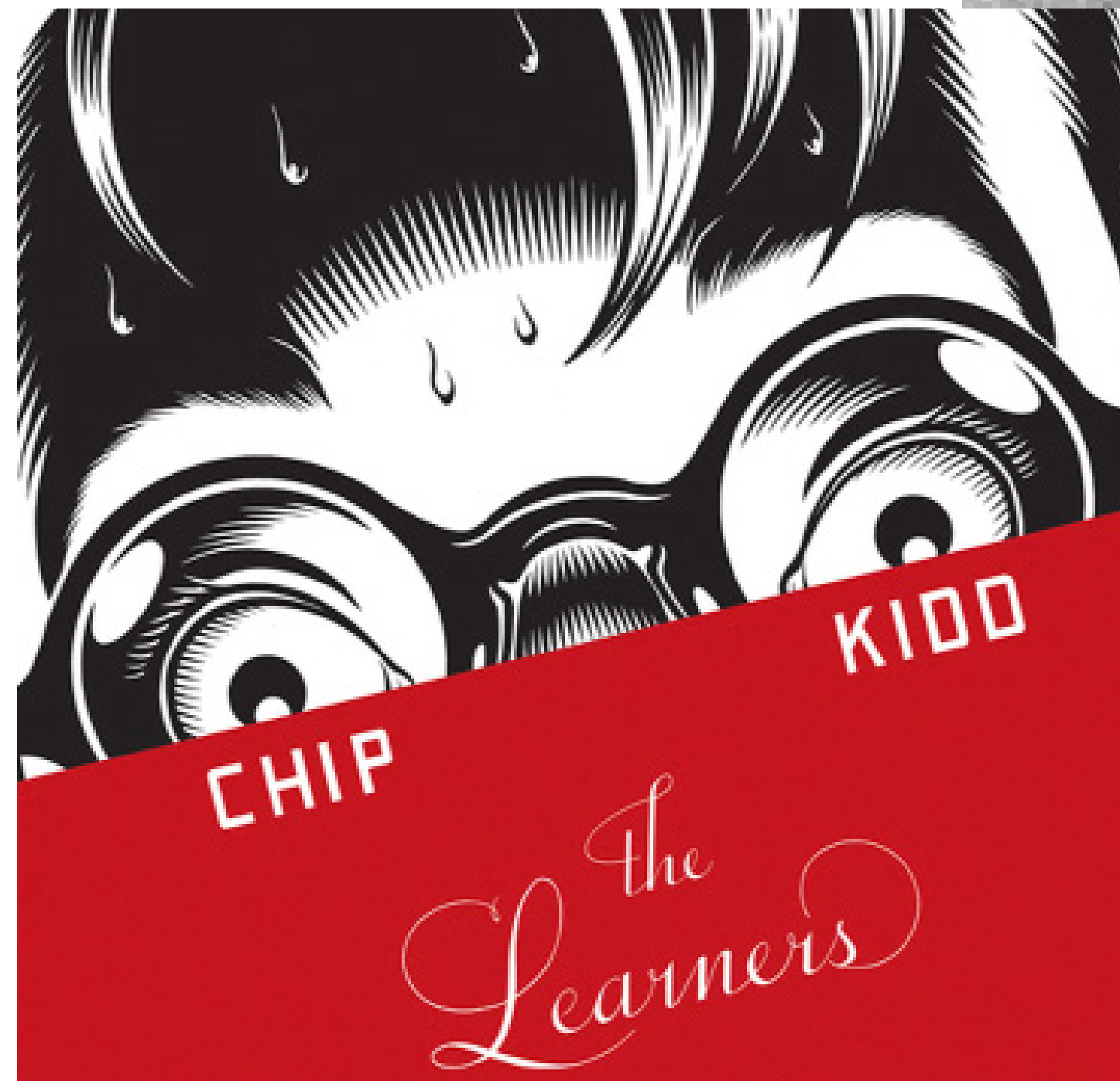
Known for: *So many awesome book covers and his work with graphic novels*

Find out more: *chipkidd.com*

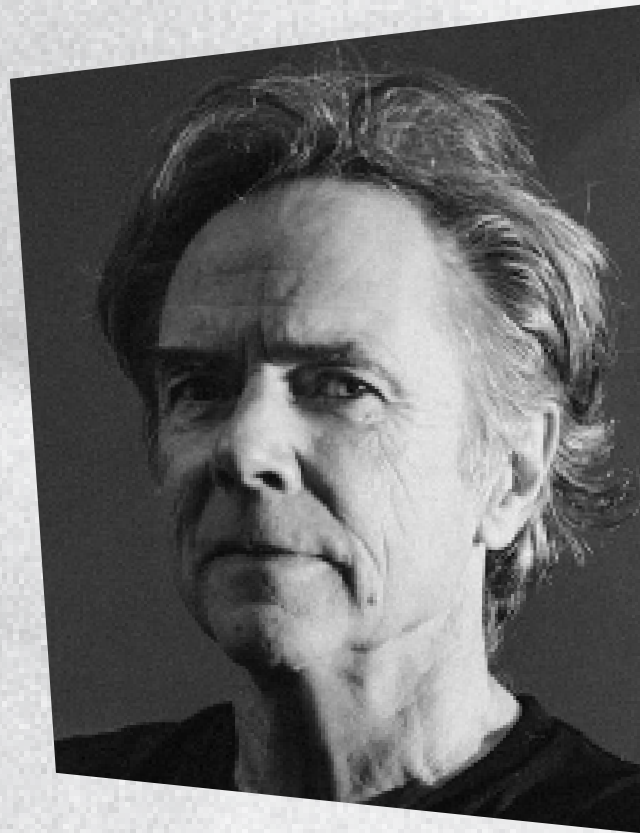


Chip Kidd is one of the most prolific book cover designers in American design history. Educated at Penn State, he started designing covers for Knopf in 1986, where he was responsible for 75 book covers a year. He is still employed at Knopf, an imprint of Random House, where he is an art director. He also oversees the production of comic book covers for Pantheon, another subsidiary of Random House. His interest in comic books, graphic novels and pop culture have been a large influence on his work.

He has published two books, *Cheese Monkeys* and *The Learners*, both of which he designed himself. The typography within the book is used to subtly, and sometimes blatantly, make points along side the narrative contained within. His highly productive career has allowed him to work with many celebrities and authors, including Frank Miller, Dean Koontz, John Updike and David Sedaris. His book covers continue to influence designers and pop culture and many of them are widely imitated.



DAVID CARSON

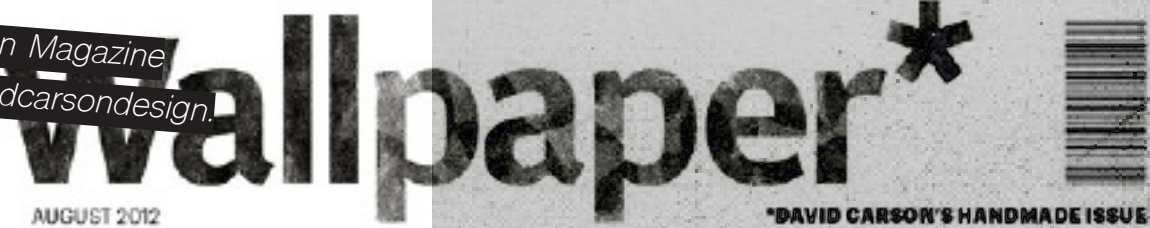


Nationality: American
 Studied at: Oregon College of Commercial Art
 Era active: 1980s through present
 Specialties: Magazine design, art direction
 Known for: Ray Gun Magazine
 Find out more: davidcarsondesign.com

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

"Graphic design will save the world right after rock and roll does."



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.

NEVILLE BRODY

Neville Brody is a London born designer who studied design in Britain during the 1970s. He spent three years studying at the London College of Printing where his work, which was quite experimental in nature, was met with quite unfavorable criticism because the school generally taught traditional printing methods. He gained a fair amount of attention as an art director for The Face magazine, where he worked from 1980 to 1993. The magazine was very popular in the 1980s, it was called a “fashion bible” and set many of the trends of design which enjoyed success during the same time period.



Nationality: *British*

Studied at: *London College of Printing*

Era active: *1970s through present*

Specialties: *Typography, art direction*

Known for: *The Face Magazine, Arena Magazine, record cover art*

Find out more: *Interview with Eye Magazine*

In 1994 he formed Neville Brody Studio, now Research Studios, which has enjoyed much success and has since expanded to include offices in London, Paris, Berlin and Barcelona. He is a founding member of the London based type foundry Fontworks and has designed over 20 different typefaces during his career.



“Design is more than just a few tricks to the eye. It’s a few tricks to the brain.”

He was also a major contributor to FUSE, which was a publication about the practice of experimental typography and was an avid user of the computer as a design tool during its developmental stages.

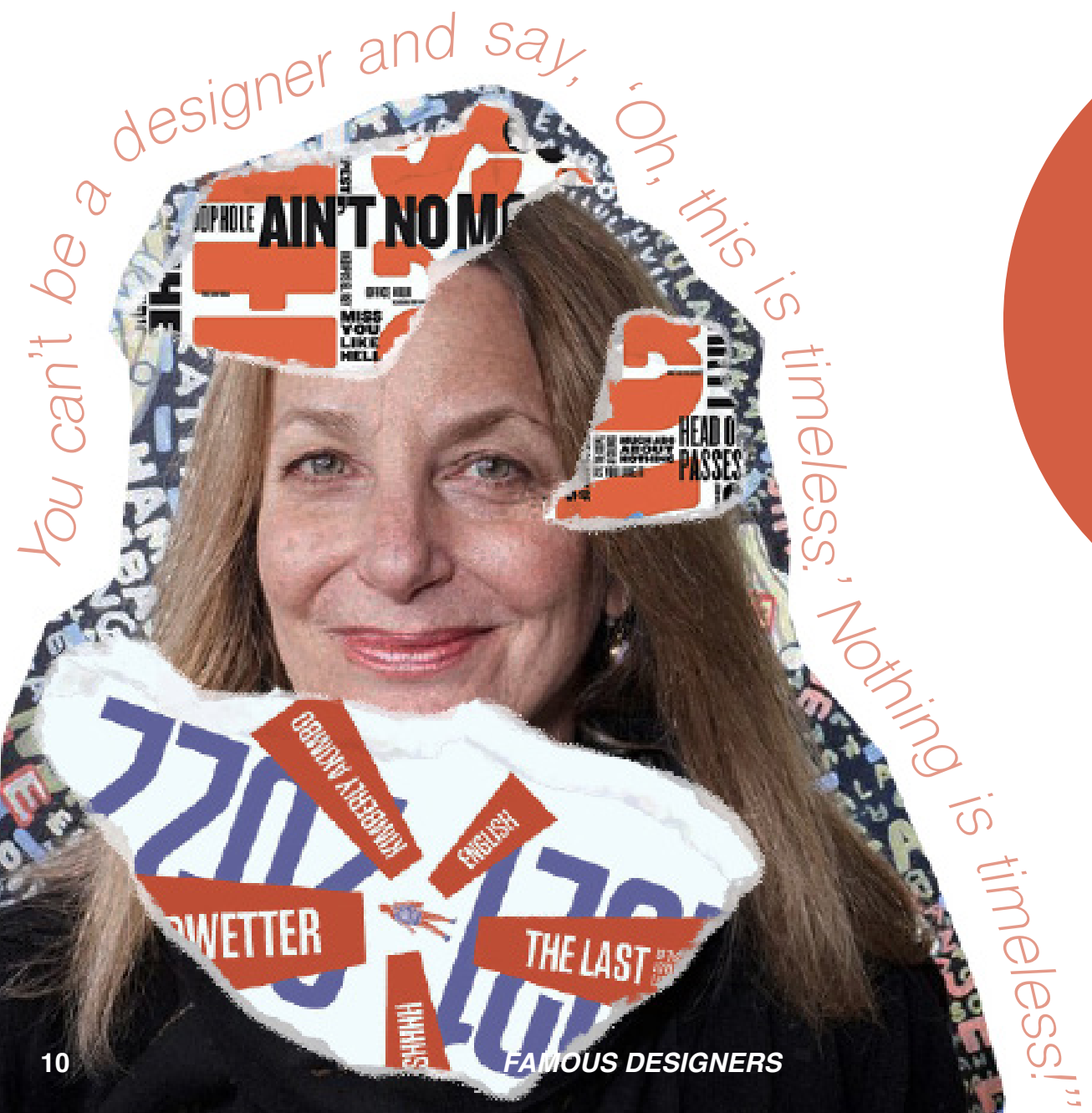
PAULA SCHER

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

"You never can do what the kids do. What you do is look at yourself and find your own way to address the fact that the times have changed and that you have to pay attention."



Nationality: *American*
 Studied at: *Tyler School of Art*
 Era active: *1970s through present*
 Specialties: *Branding and identity, album covers, illustration*
 Known for: *Her poster work, and being the first female principal at Pentagram*
 Find out more: *paulascher.com*



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 communicates with contemporary audiences through the use of pop iconography, music and film. Her work has been published internationally and her contributions to the field design are numerous. Her work as a partner of Pentagram continues to inspire the new generation of designers.



MICHAELBIERUT

"Only good work leads to doing more good work."

Nationality: American

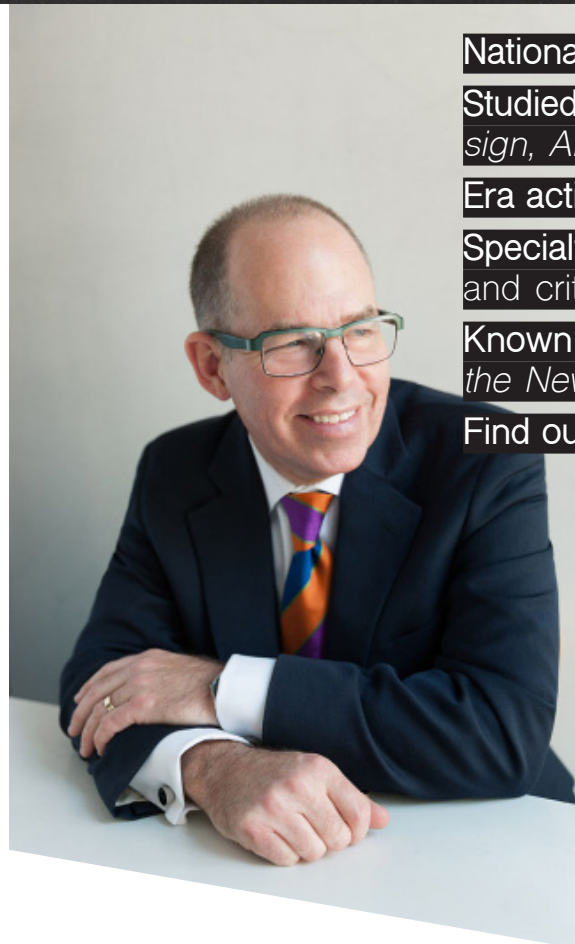
Studied at: University of Cincinnati's College of Design, Architecture, Art and Planning

Era active: 1980s through present

Specialties: Identity and print work, design writing and criticism

Known for: Redesign of The Atlantic, graphics for the New York Times building

Find out more: Pentagram.com

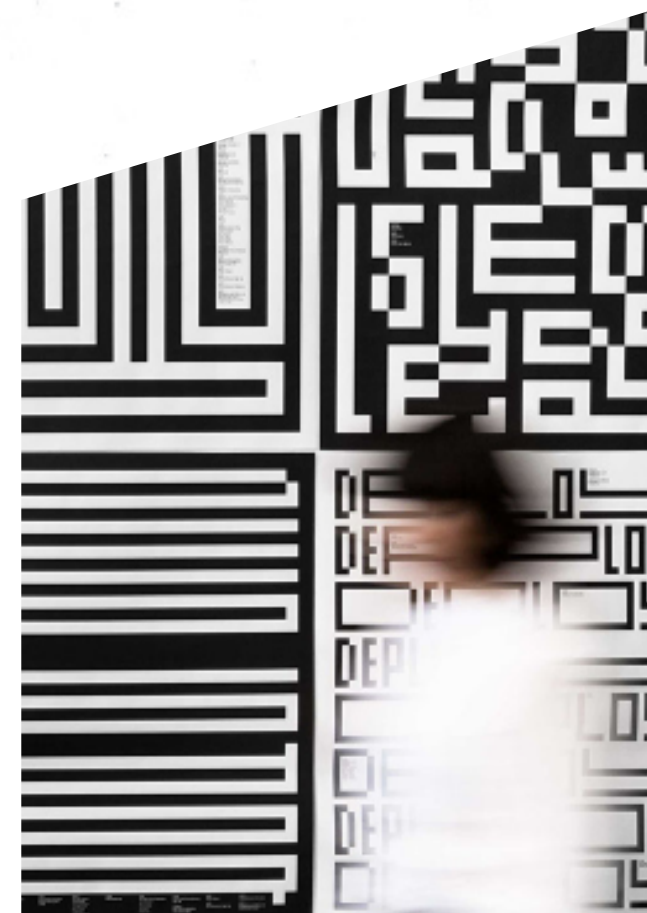


Born in Cleveland in 1957 and educated at the University of Cincinnati's College of Design, Architecture, Art and Planning, Michael Bierut began his career as a designer for Massimo Vignelli in 1980. He spent 10 years there before becoming a partner at Pentagram in 1990. In the past 30 years he has won numerous awards for his work with international clients including Saks Fifth Avenue, United Airlines, AIGA, the Yale School of Architecture and various museums of art and design. He spent several years writing for Design Observer and is a senior critic at the Yale School of Design.



mohawk

His work, and his writings, are clear, concise, witty and intelligent. He prides himself not on being creative, but on being a problem solver and advises other designers to remember who they are creating the work for. His work is in the permanent collections of museums all over the world in several countries including the United States, Germany and Switzerland. Always a joy to listen to, Bierut continues to share his wisdom through his work, published materials and personal lectures.



YEAGRS

STEFAN SAGMEISTER

Born in Austria in 1962, Stefan Sagmeister was originally on a path to become an engineer. After shifting his course in life towards design he studied at the University of Applied Arts in Vienna and was accepted at the Pratt Institute in New York on a Fullbright Scholarship after that. He first started working professionally in the field for Leo Burnett, in their Hong Kong office in 1991. After a short stint there he began working with Tibor Kalman at his studio M&Co. It wasn't long after that

Tibor announced he was closing the doors on M&Co, in 1993, and Sagmeister formed Sagmeister, Inc. He has been there ever since.



sagmeisterwalsh.com

His studio is very small in size and he works only with clients that appeal to him. He astonished the design community in 2000 when he closed the doors on his studio and took a year off for personal reflection. When he came back he published his first book, *Made You Look*. Thoroughly convinced that the reflection process was important in his continued creativity he has toured the design circuit giving many lectures and presentations about his personal success. He continues to operate his studio where he works for clients from a wide range of industries including fashion and music.

Nationality: Austrian

Studied at: University of Applied Arts Vienna, Pratt Institute

Era active: 1990s through present

Specialties: Album covers, typography

Known for: Lou Reed Poster, book *Things I have learned in my life so far*

It is very important to embrace failure and to do a lot of stuff — as much stuff as possible — with as little fear as possible. It's much, much better to wind up with a lot of crap having tried it than to overthink in the beginning and not do it.

