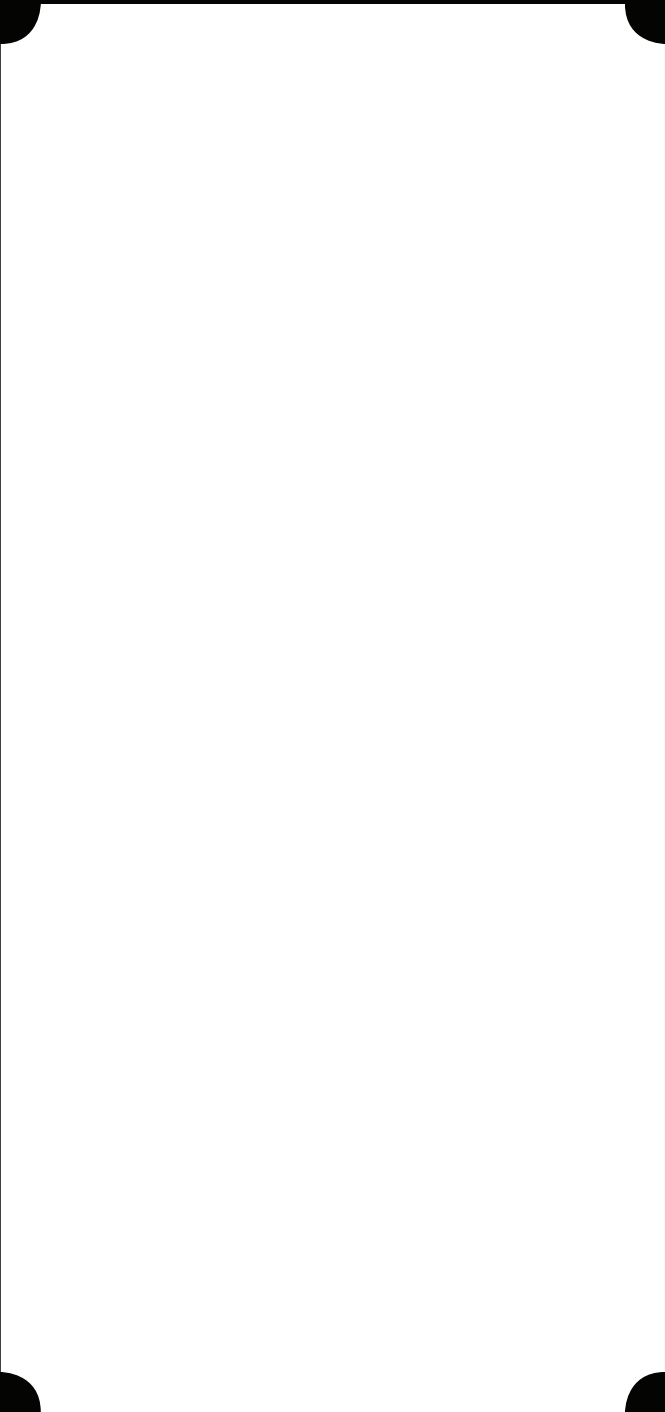
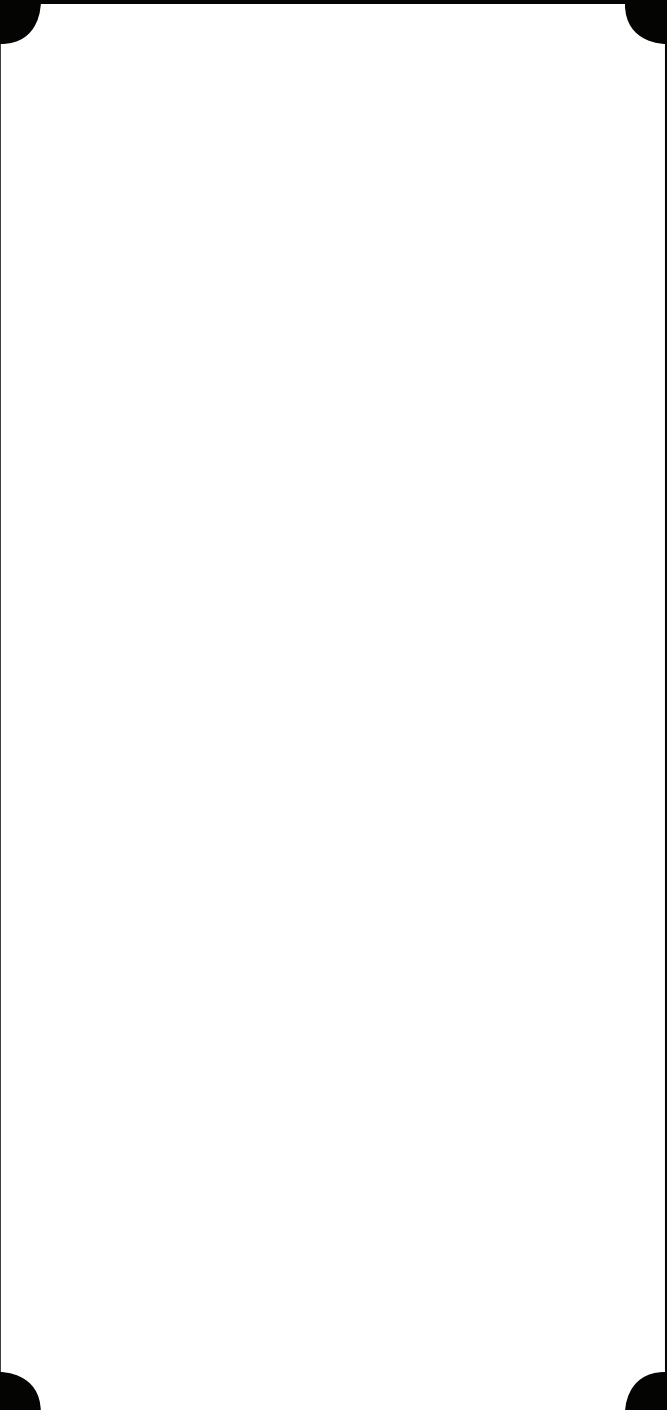


History of Graphic Design
Lecture Eight
Professor Eckler

Luba Lukova



Luba Lukova, "Peace," poster, 2001. A medley of weapons is used to construct a dove.

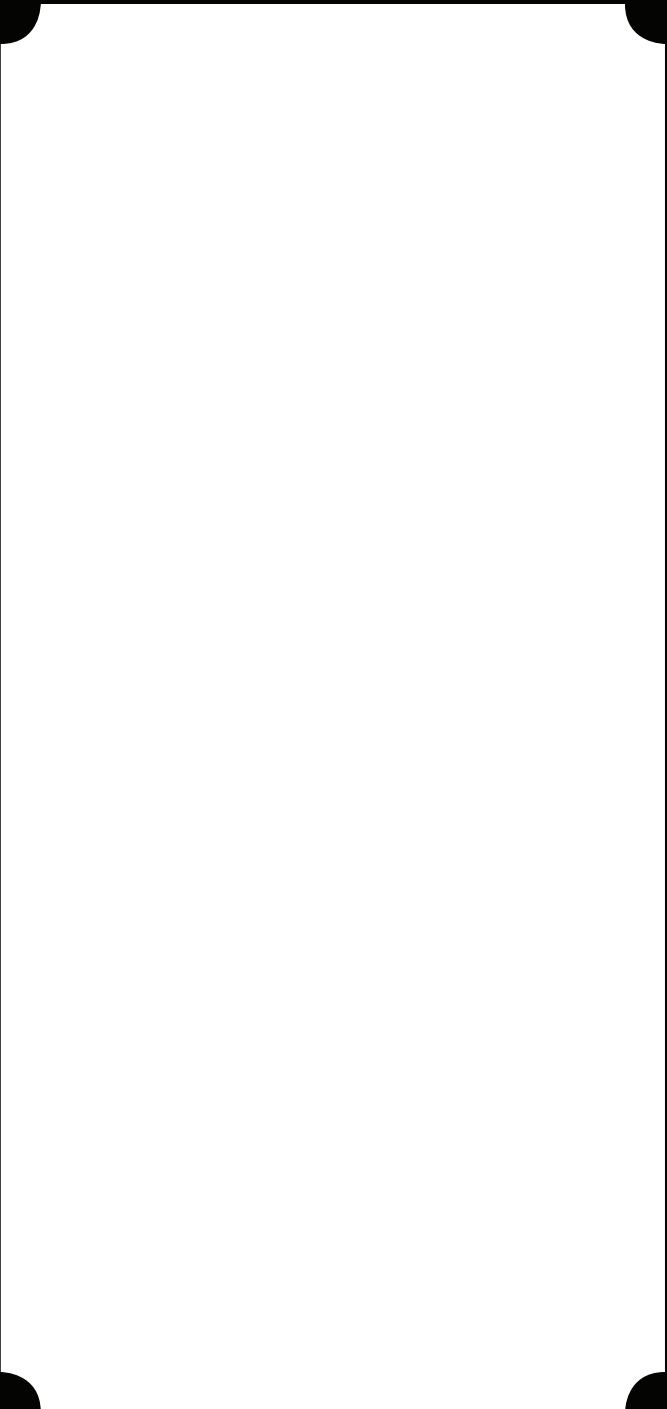


Luba Lukova, "Water," poster, 2002. The message for water conservation is a barren lake bed that forms the body of a dead fish.

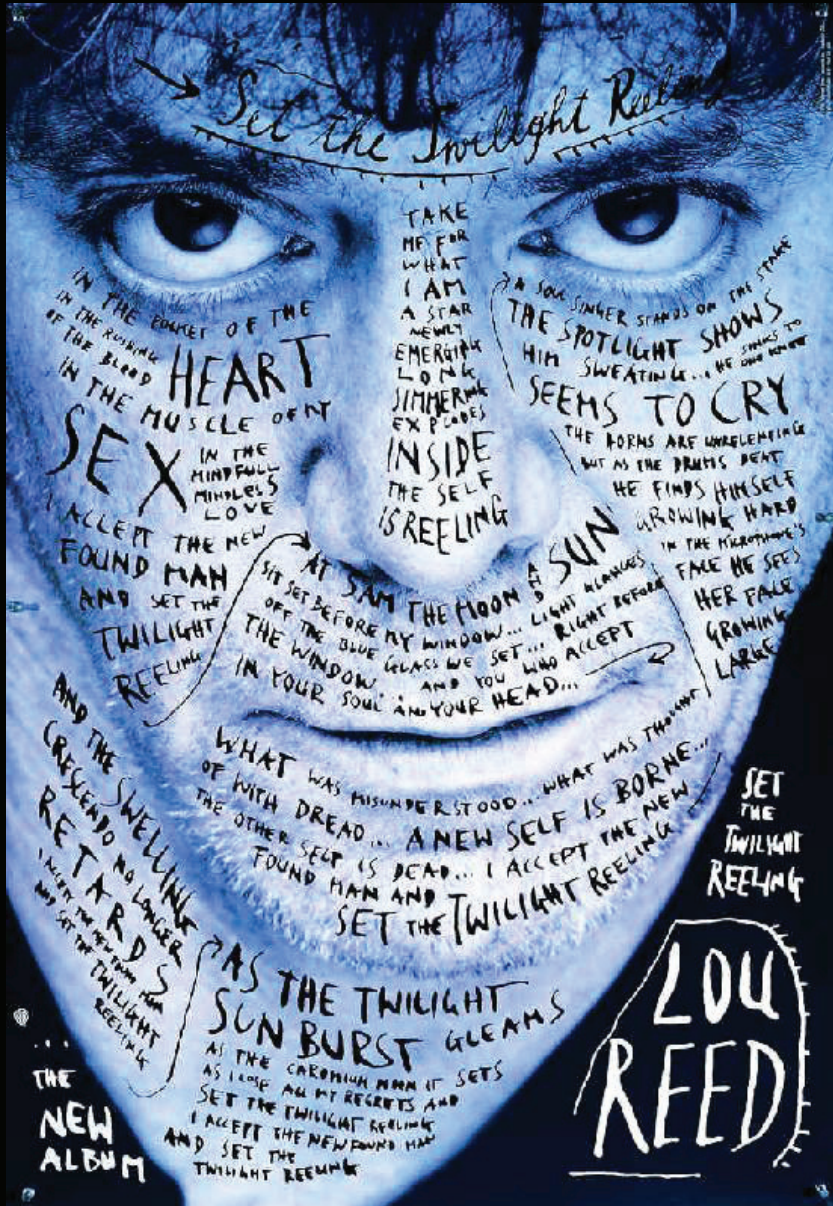




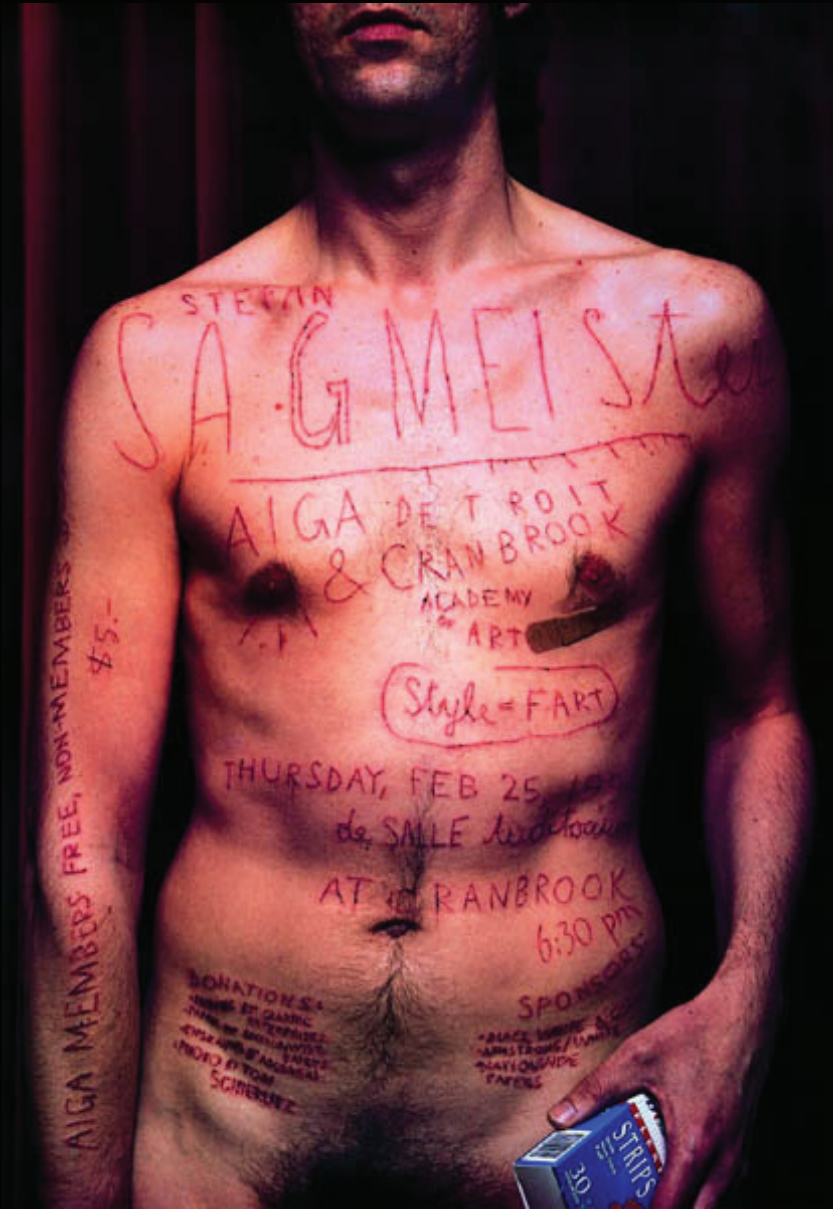
Stefan Sagmeister,



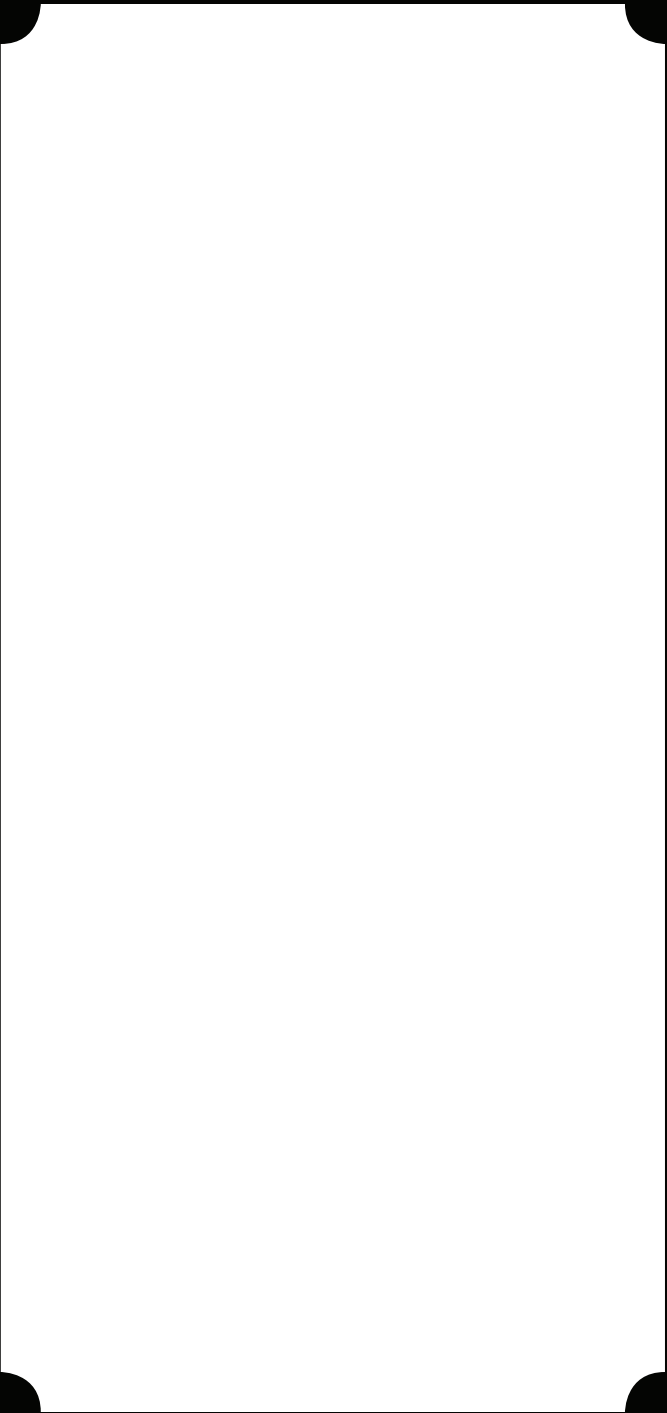
Stefan Sagmeister, Lou Reed poster, 1996. "We designed a poster announcing his new album 'Set the Twilight Reeling,'" explains Sagmeister. "The lyrics are extremely personal. We tried to show this by writing those lyrics directly over his face."



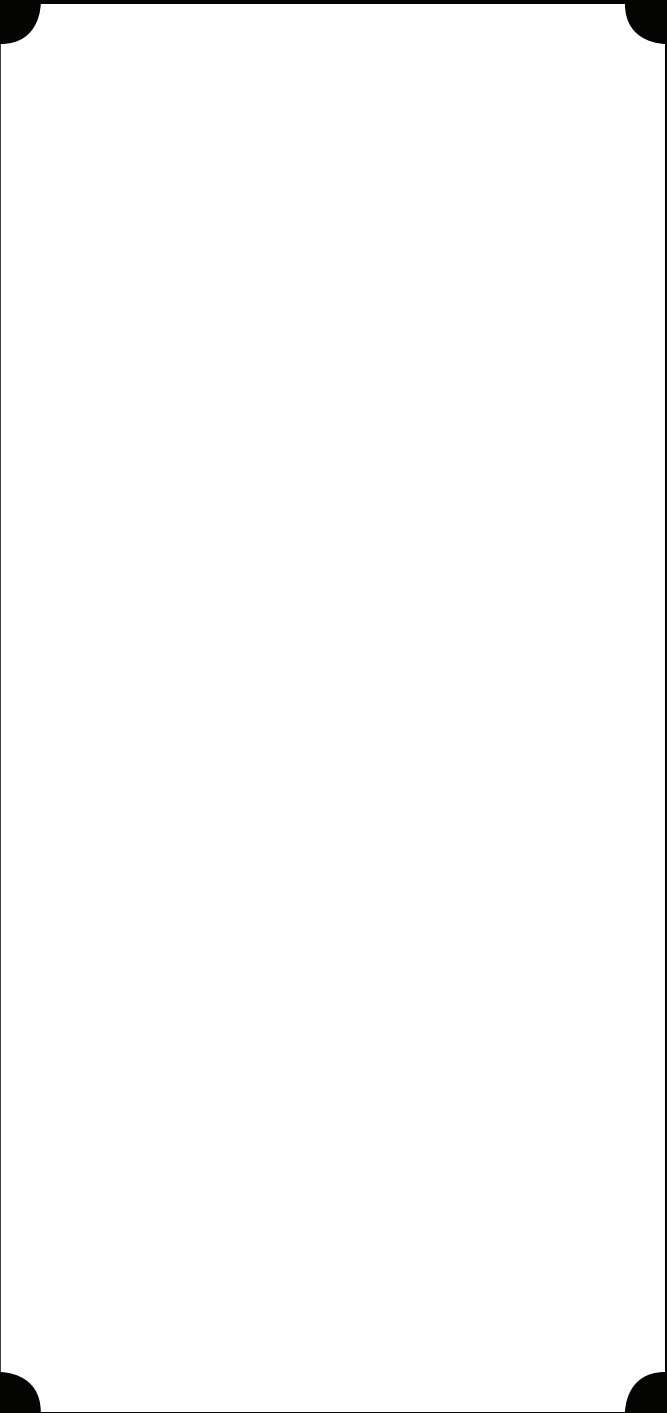
Stefan Sagmeister, Poster for AIGA Detroit & Cranbrook Lecture.



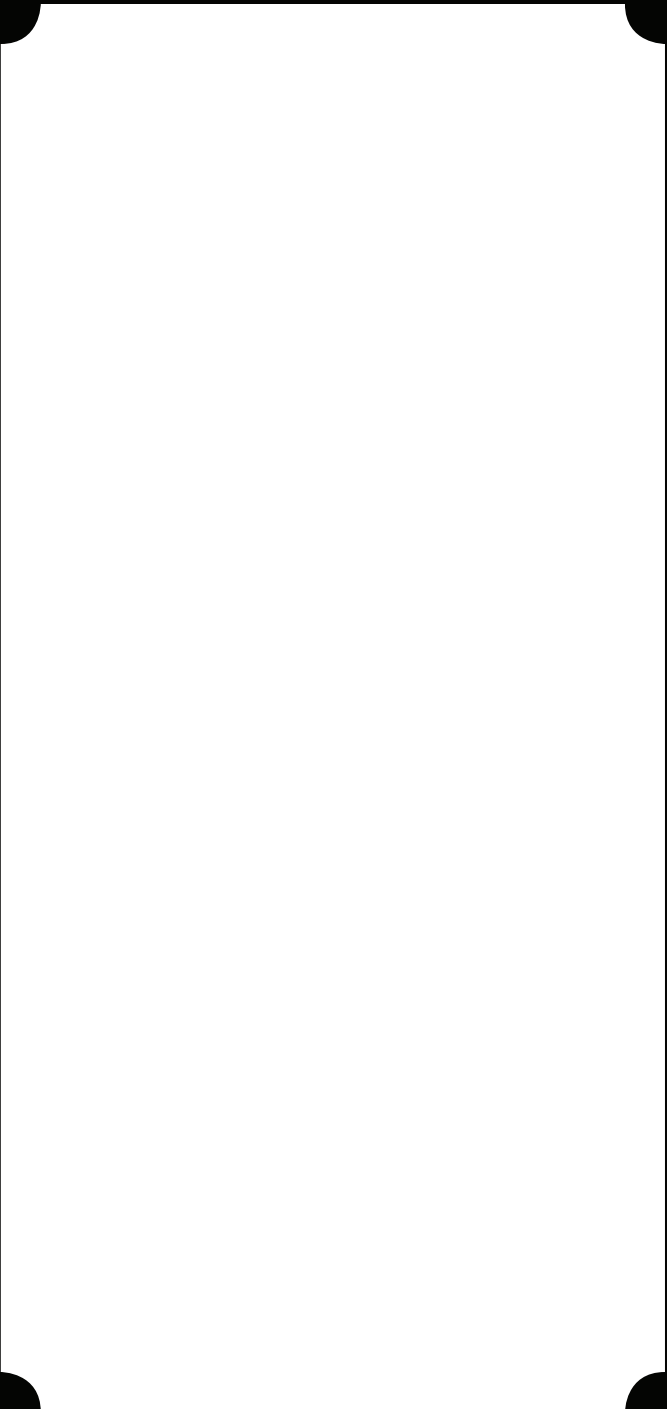
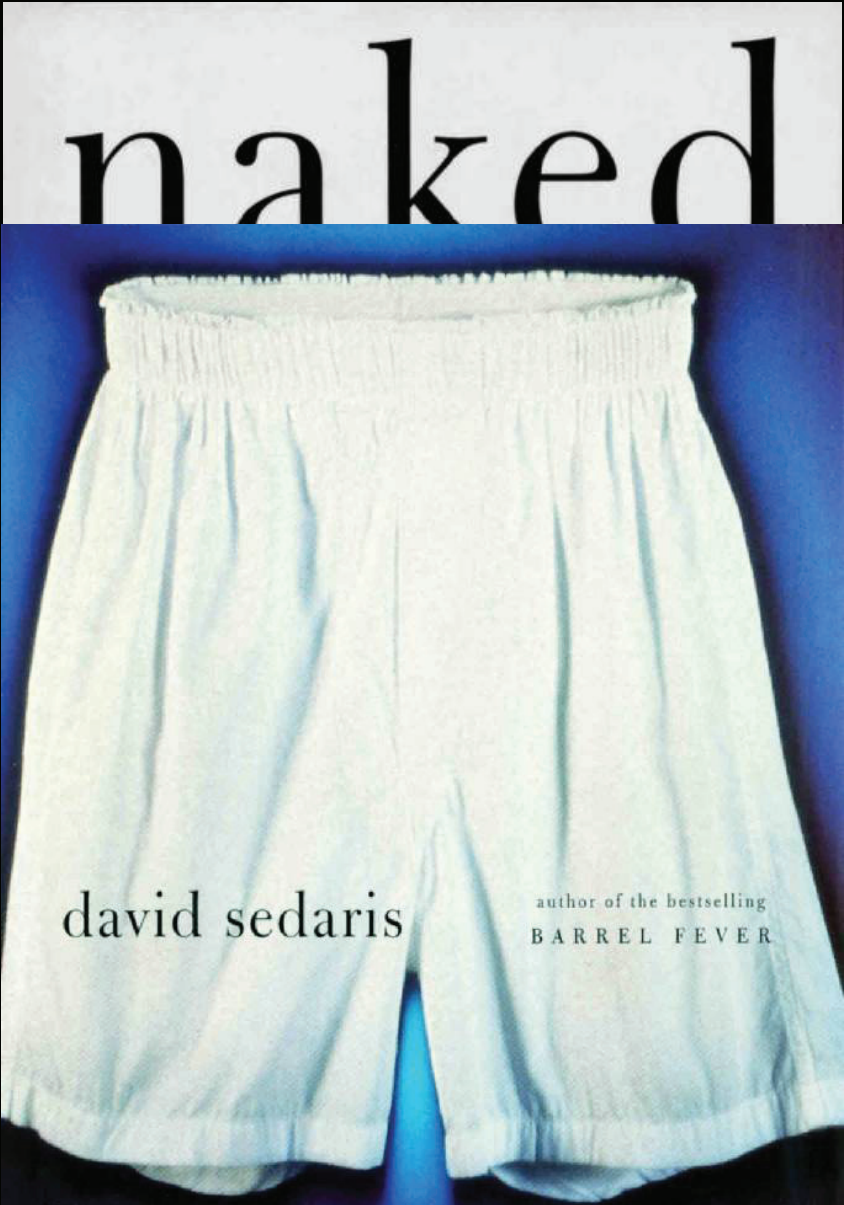
Stefan Sagmeister, Obsessions Make My Life Worse And My Work Better, 2008.
Installation in Amsterdam.



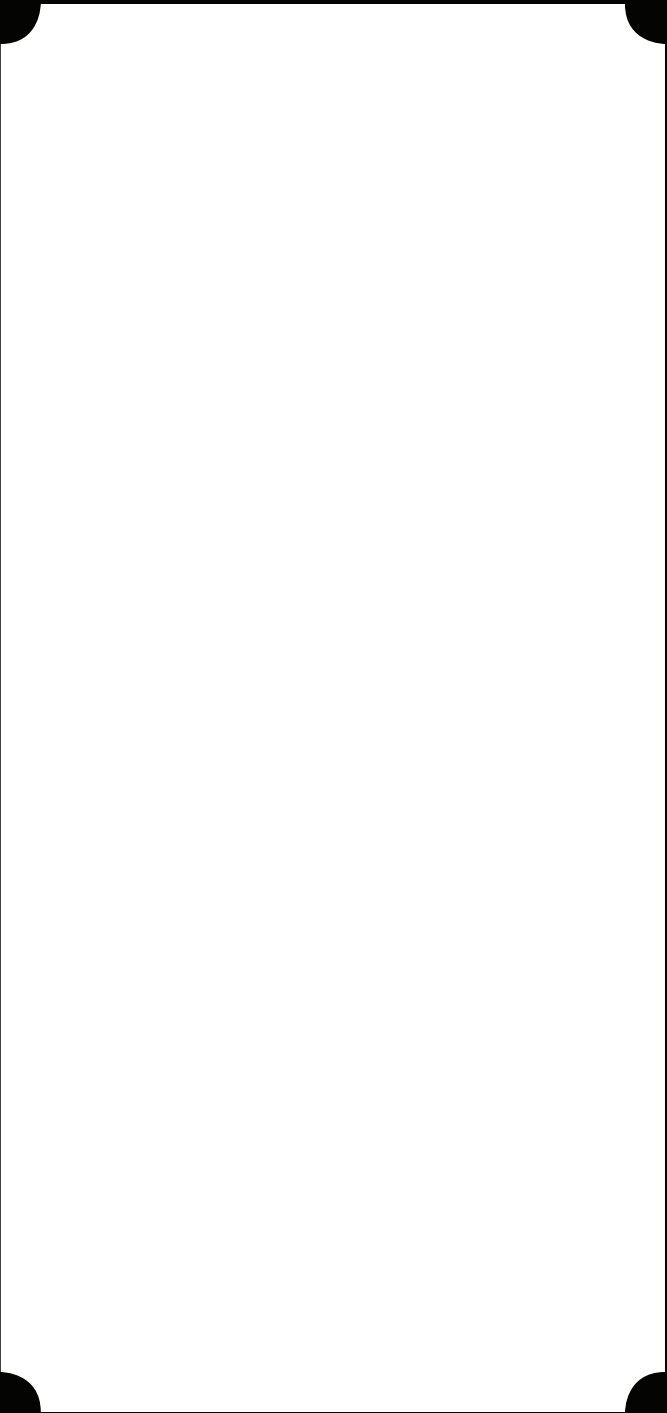
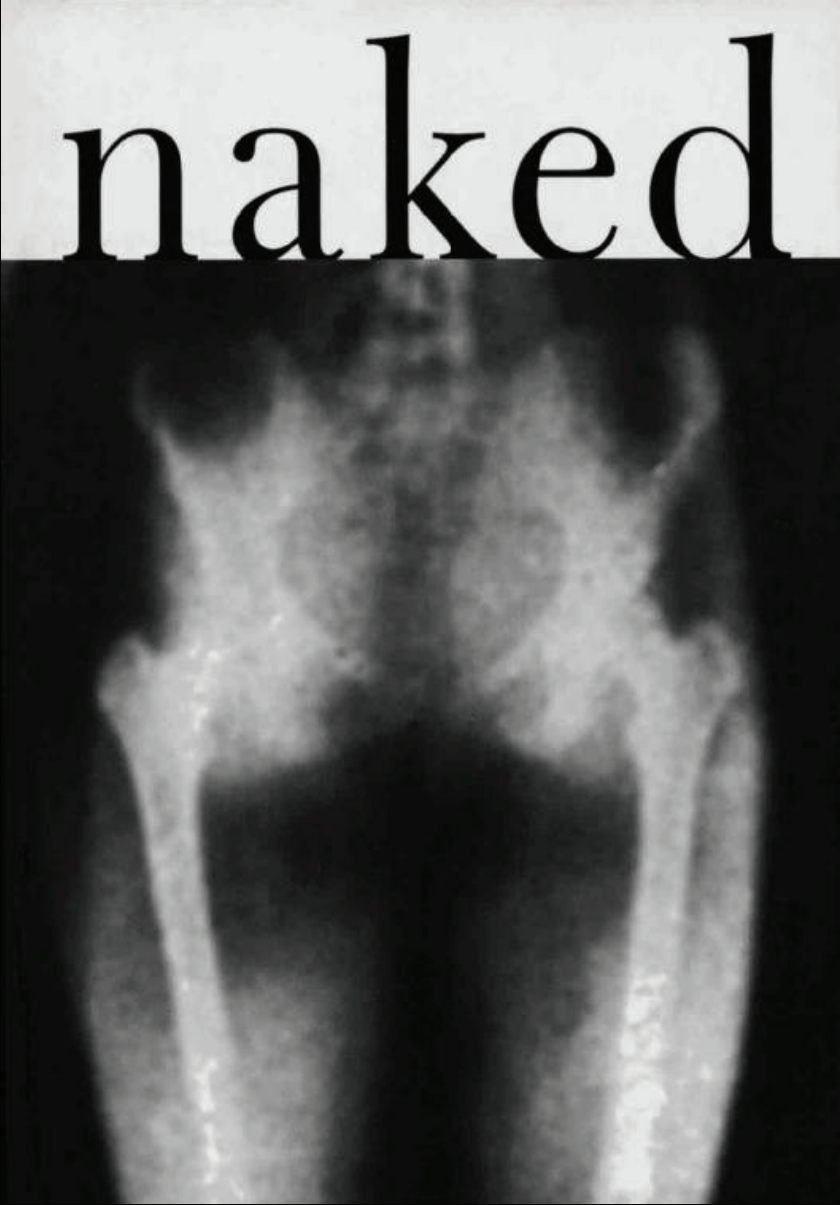
Chip Kidd



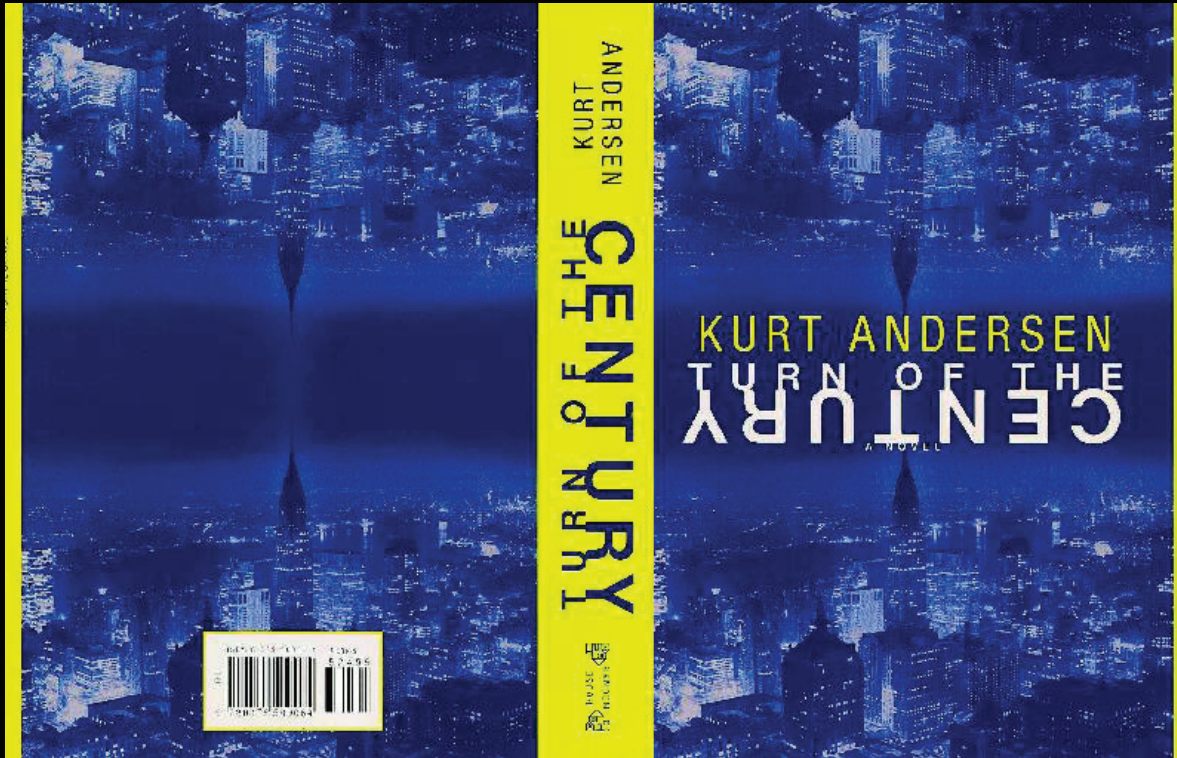
Chip Kidd, Book cover for David Sedaris "Naked." With dust jacket on.



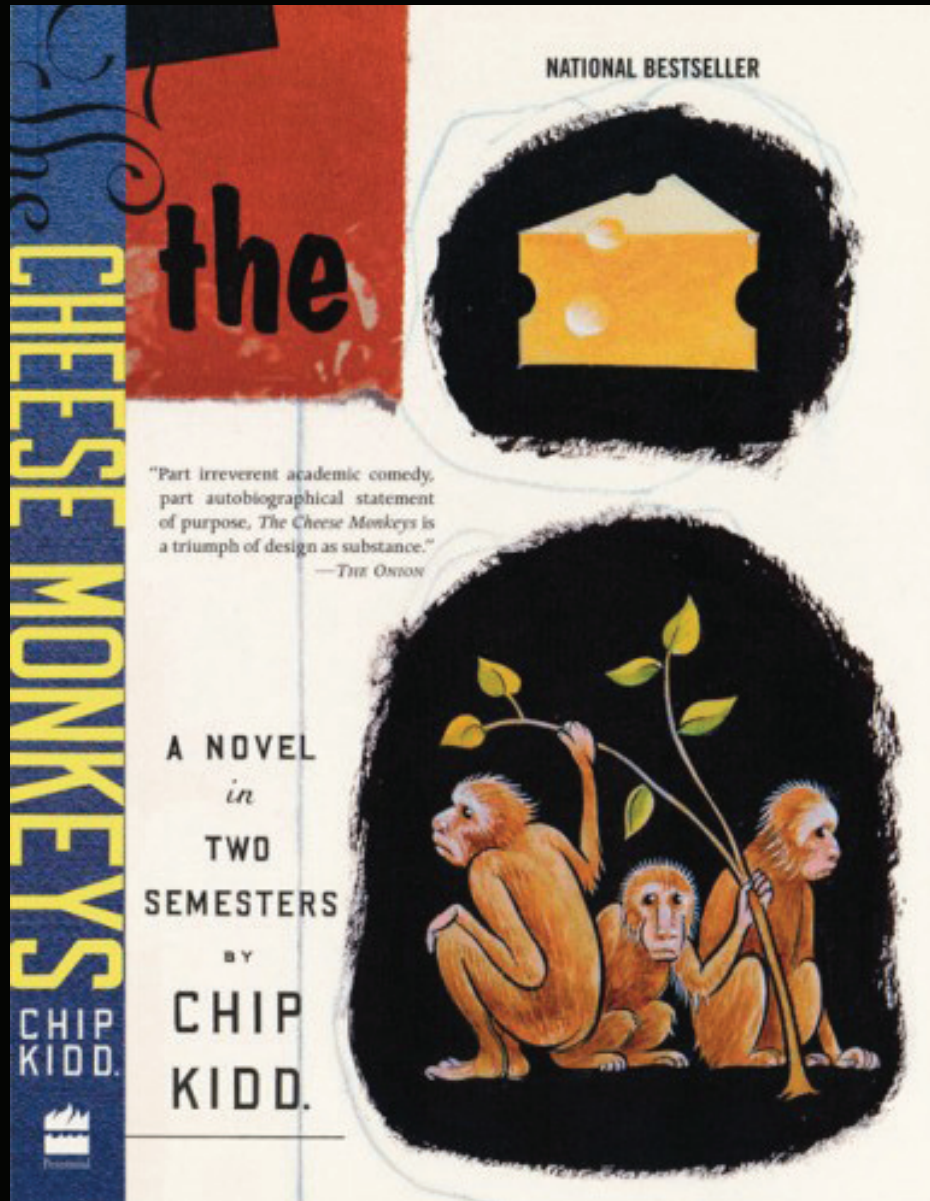
Chip Kidd, Book cover for David Sedaris "Naked." With dust jacket off.



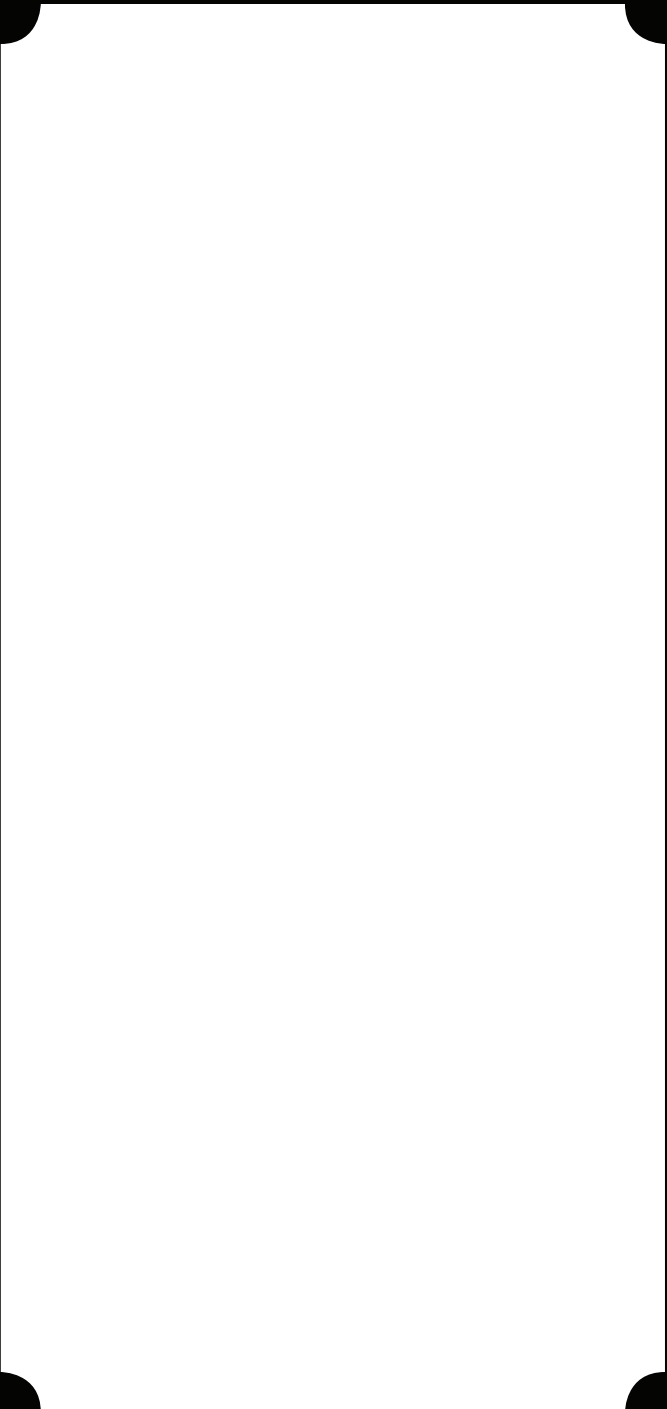
Chip Kidd, book cover for Turn of the Century, 1998. A mirror image is used to depict the subject of this novel about the media-driven world of New York and Los Angeles.



Chip Kidd, Cover design and author for the book *The Cheese Monkeys*.



Kyle Cooper



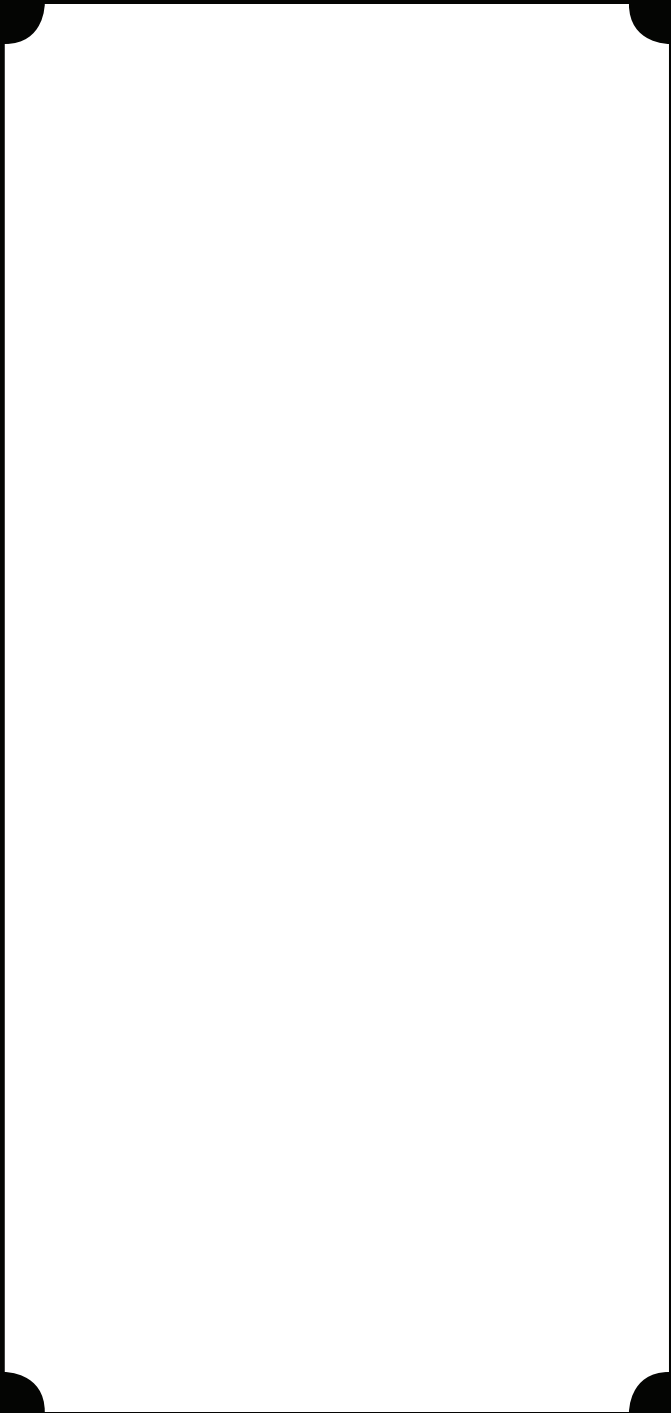
Imaginary Forces, Film title for Spiderman, 2002.



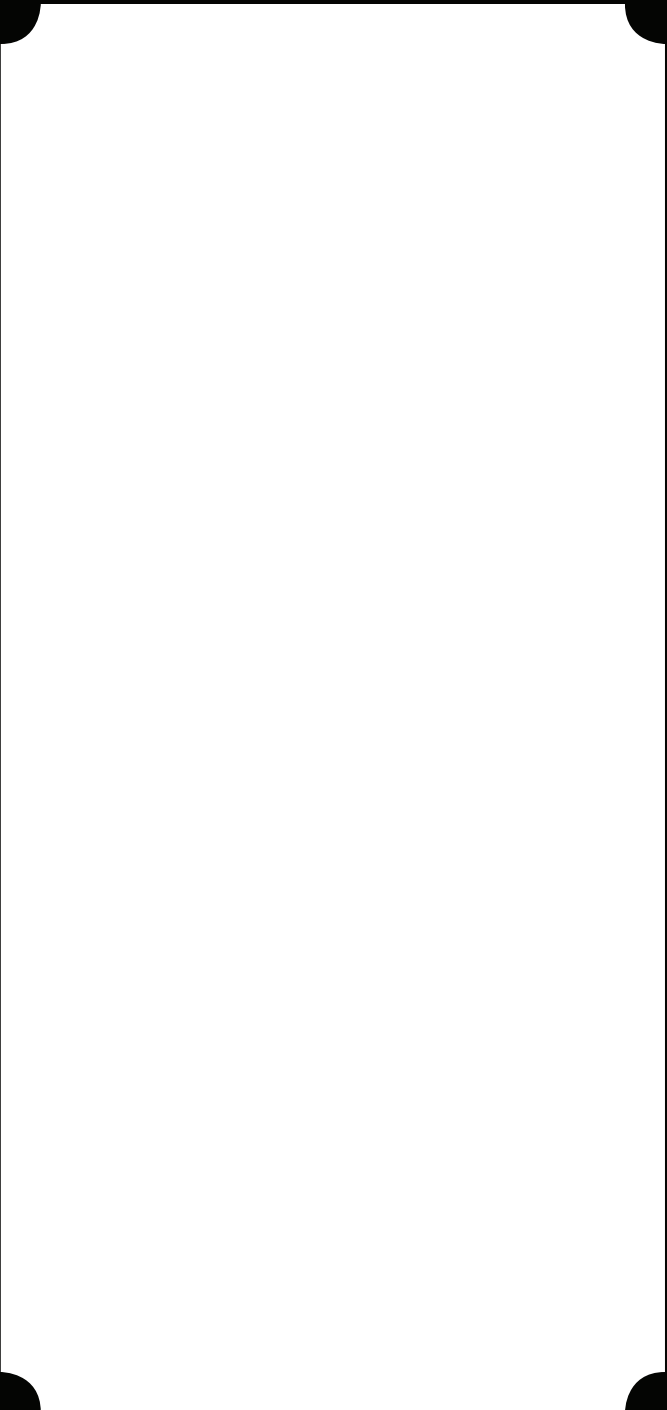
Imaginary Forces, Film title for Spiderman, 2002.



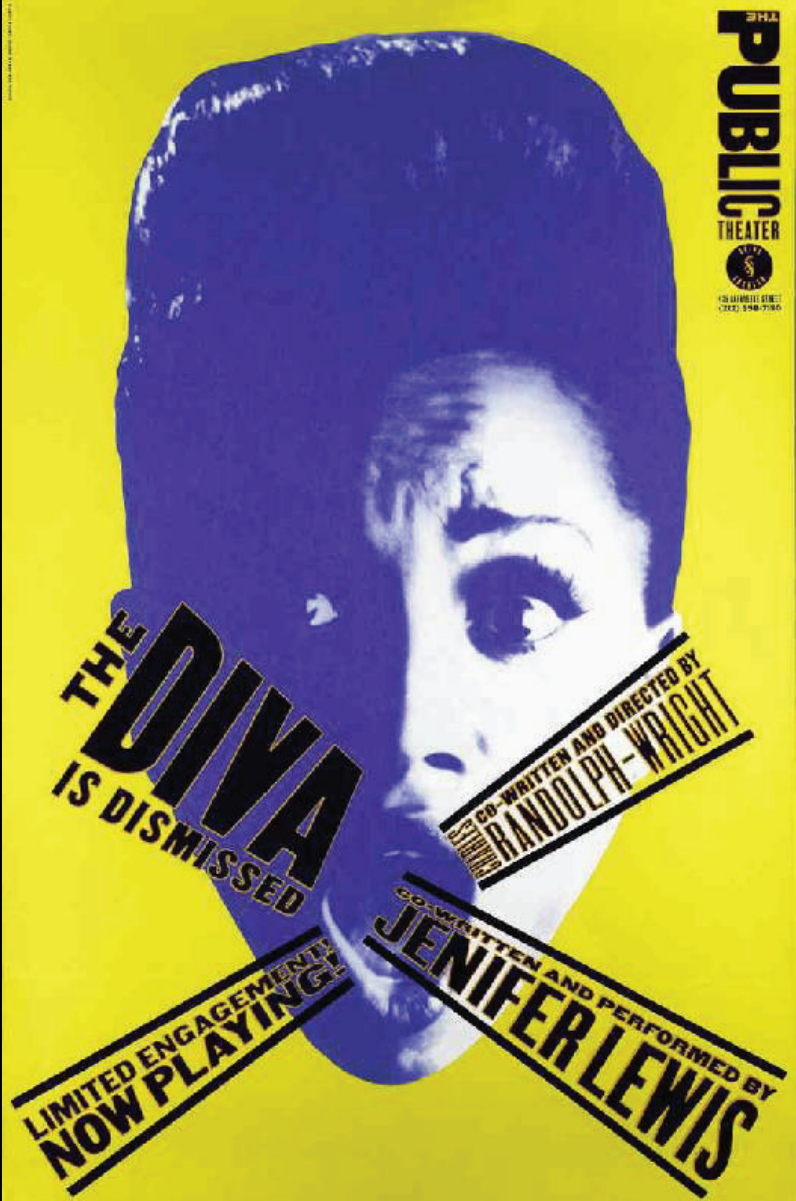
Imaginary Forces, Various projects by the studio.



Paula Scher



Paula Scher, "Diva is Dismissed," poster, 1994.



Paula Scher, "1995 New York Shakespeare Festival: The Tempest/Troilus & Cressida" poster, 1995. Silkscreen on paper.

SHAKESPEARE IN THE PARK

FREE WILL

THE TEMPEST
DIRECTED BY GEORGE WOLFE JUNE 22 - JULY 19

TROILUS & CRESSIDA
AUGUST 4 - SEPTEMBER 2 DIRECTED BY MARK WING GLAVY

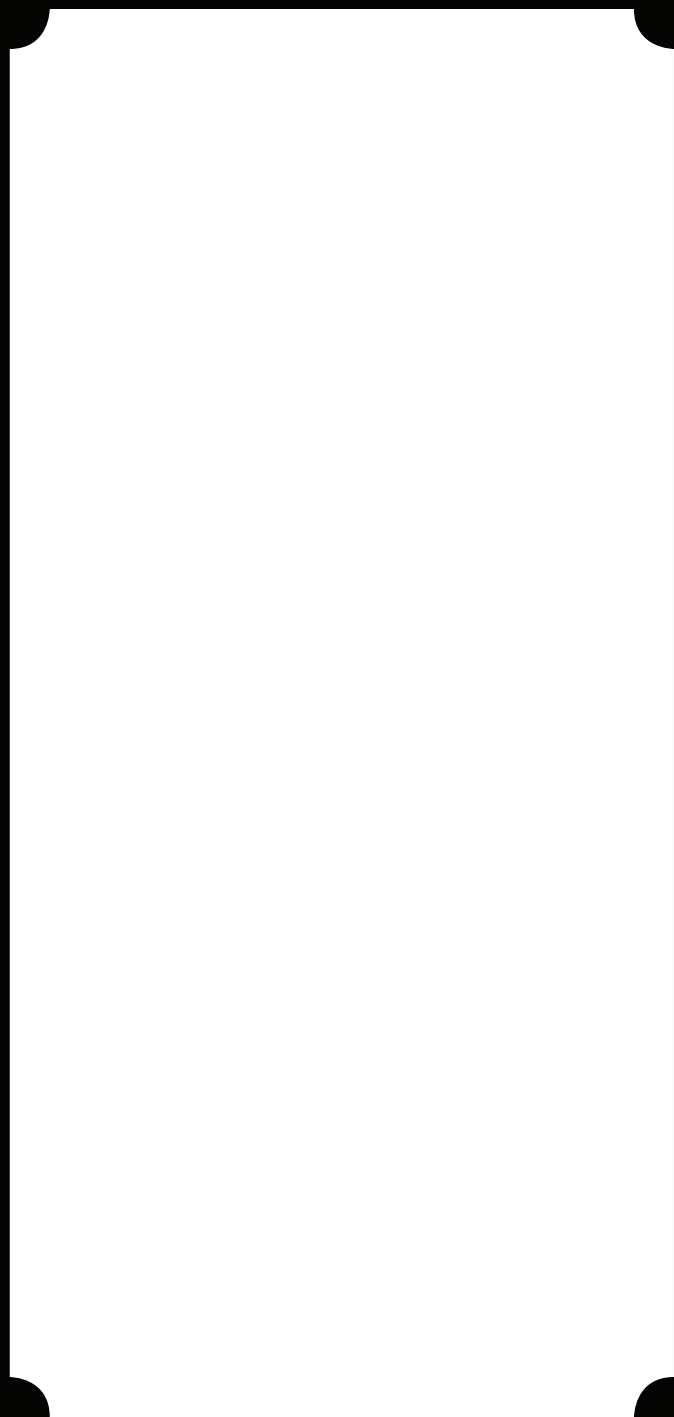
MAJOR SUPPORTERS: **TDI** **NYNEX** **WCSH** **AKMAN/ALDOUS** **WCSH** **WCSH**

PUBLIC THEATER **LIVE**

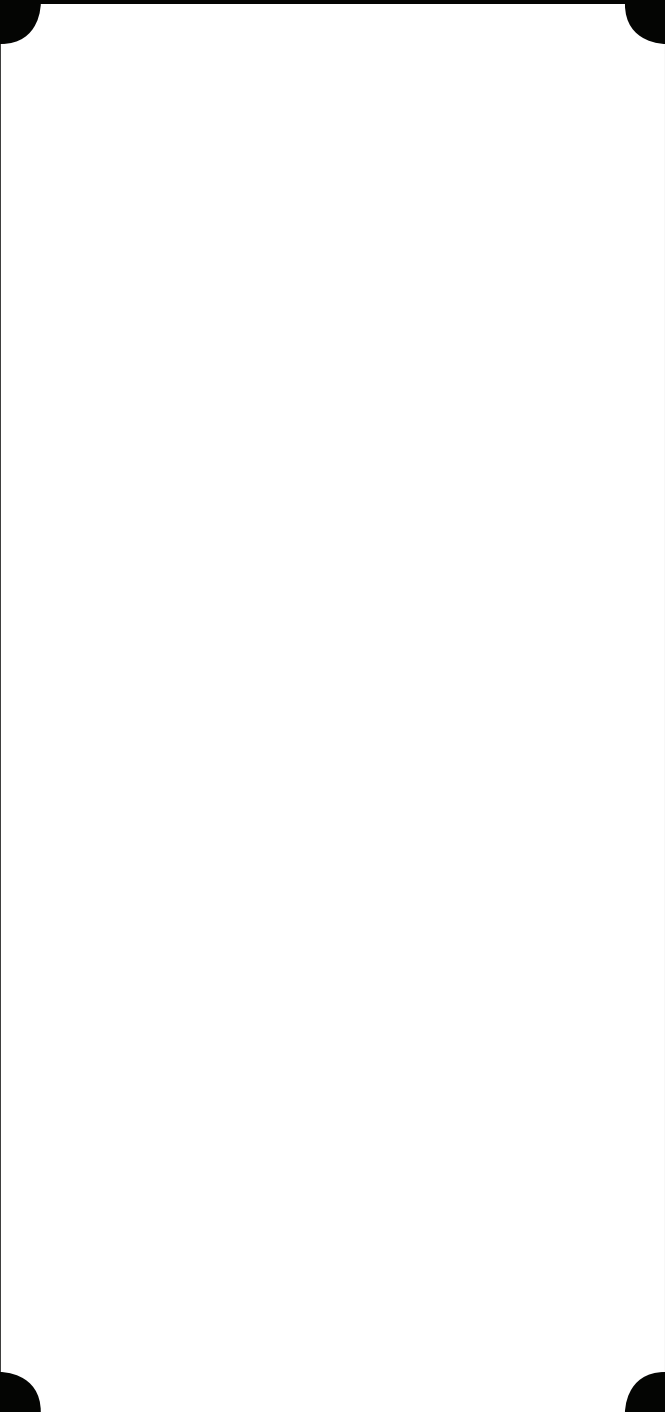
TICKET POLICY PICK UP YOUR FREE TICKETS ON THE DAY OF THE PERFORMANCE FROM 12PM TO 4PM AT THE DELACORTE IN CENTRAL PARK OR 5:30 PM AT THE MARLIN CENTER.

8 PM

ADDITIONAL SUPPORT: ...



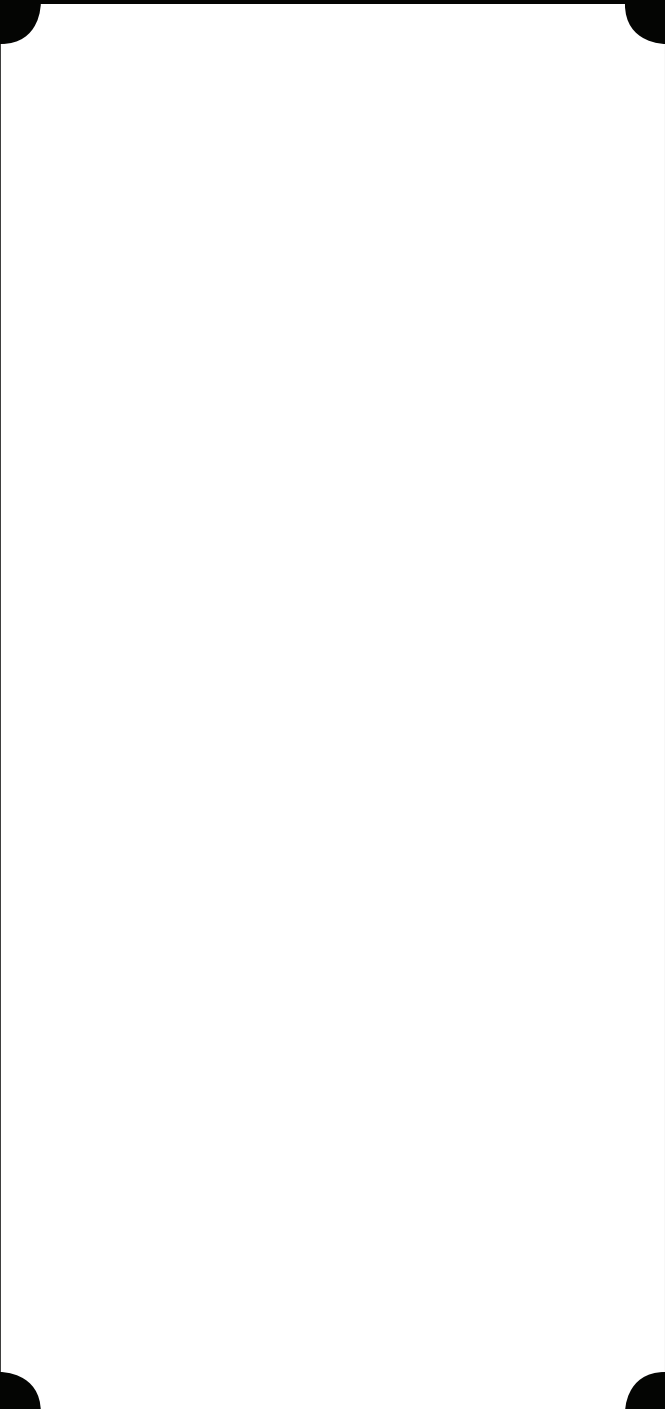
Ellen Lupton



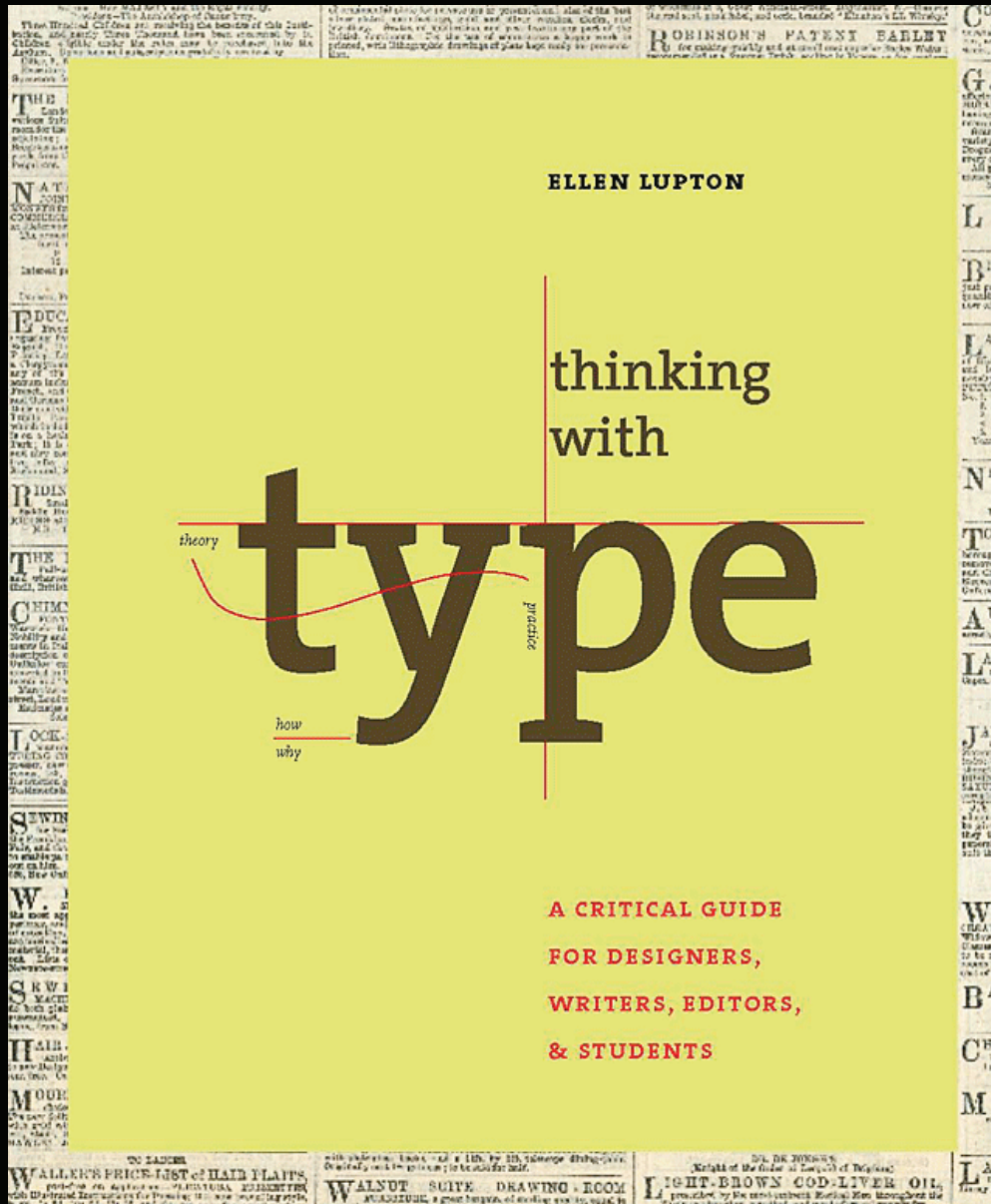
Mixing Messages: Graphic Design and Contemporary Culture exhibition, Cooper-Hewitt National Design Museum, 1996 (Curation: Ellen Lupton; Design: Ellen Lupton, Jen Roos and Fred Gates; Exhibition architecture: Kennedy and Violich Architects)



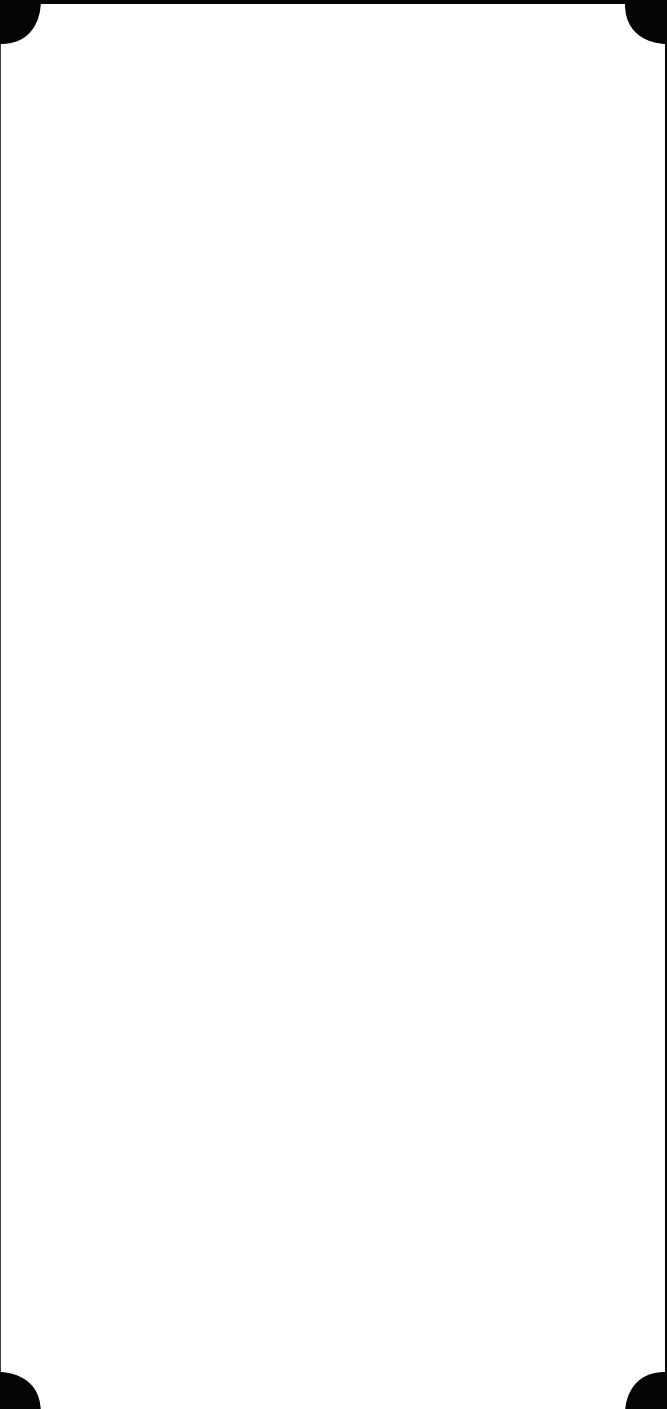
Design Culture Now: National Design Triennial, Donald Albrecht, Steven Skov Holt and Ellen Lupton, Princeton Architectural Press, 2000 (Cover art: Karim Rashid)



Thinking with Type: A Critical guide for Designers, Writers, Editors and Students,
Ellen Lupton, Princeton Architectural Press, 2004



Doyald Young



Doyald Young, Lettering for Apex Engraving, 1974.

Client: Tim Needham, marketing director, Apex Engraving

The Art of
Steel Die
Engraving

Doyald Young, Home Sweet Home (detail), personal work, 1966.



Doyald Young, Pencil sketches of original typeface Home Run, 1988.

Home Run Script Itals

I often remember a number of
 that weight. I then tried out
 them and then tried to come
 and used together in different
 ways. My hope then was to
 get just one design or different
 ones. Because you have heard
 and not right, so I returned to
 weight on the left side.
 I change my mind a lot.
 The bottom of them I have the
 middle leg for the first and to
 avoid the final movement is now
 a more upright, common design
 I wanted to be a beginning letter
 and make a word. This is at the
 bottom of the page in the case I
 need for the first row, though I
 finished the original comment
 was a line leading.

rifs

hamburgerfons
hamburgerfons
hamburgerfons
hamburgerfons

hamburgerfons
hamburgerfons
hamburgerfons
hamburgerfons

eh

ar rances

hamburgerfons
hamburgerfons
hamburgerfons
hamburgerfons

hamburgerfons
hamburgerfons
hamburgerfons
hamburgerfons
hamburgerfons
hamburgerfons

Home Run Script Itals

Character set in a script should
 be simple to use. I have tried
 and will use it in the future.
 I have tried to make applied to
 all of the letters in the begin-
 ning. The ones given over of the
 column will work. I've tried to
 make them look like a
 script style. I have used to
 be an old script to really
 use things on the computer.

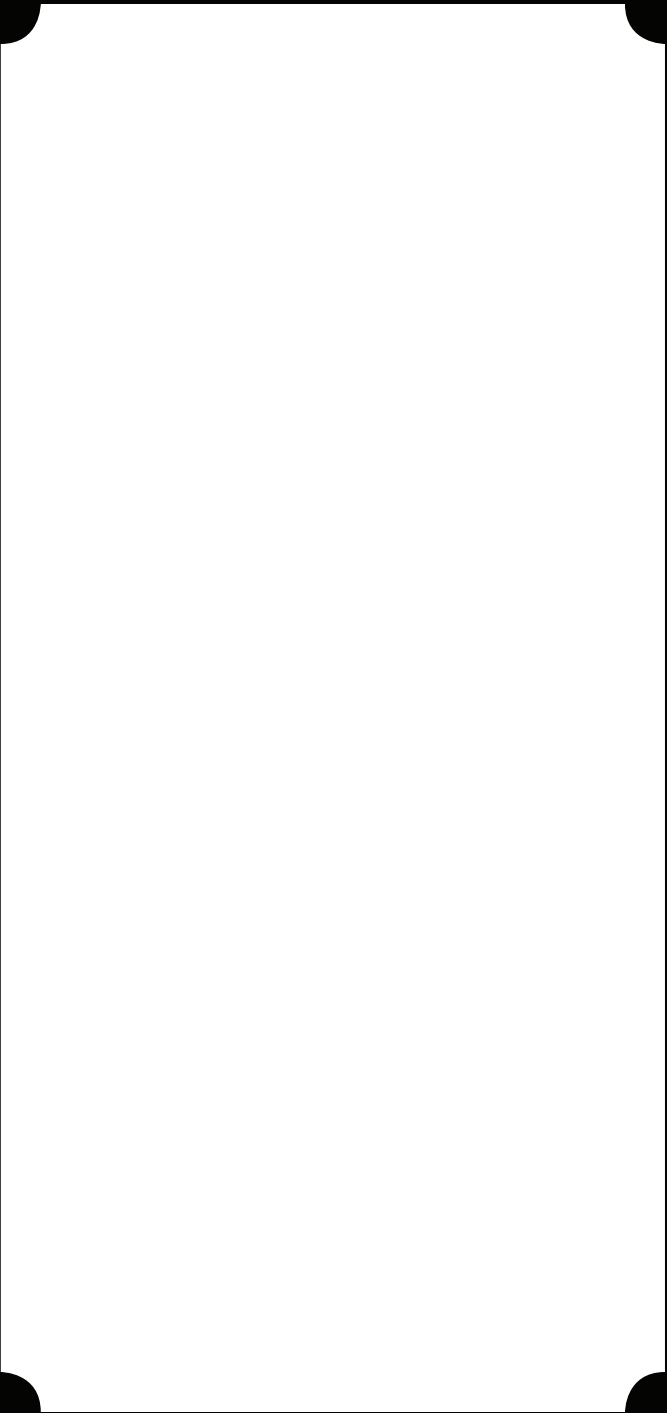
The bottom of the middle
 leg is not so much
 as in a word.
 I have tried to make
 better. I used to have the same
 ones to I remember I kept to
 follow the rule. The script is
 used and the height, a problem.
 In a few cases over the B, D,
 and H conditions.
 There are some variations.
 The letters from conditions have
 to show that it's the first of the
 middle line was a great sign.

0123456789

1234567890
 3456780
 234567890

E D F G H J J
 K L M C B N
 S S R P Q ! ß &
 Z & Z Y X W h
 V U % € \$ £ ?

Michael Beirut



Michael Beirut, Yale School of Architecture's Lectures & Exhibitions Spring 2000.

Yale School of Architecture
Lecture and Exhibitions Spring 2000
 Art and Architecture Building
 200 York Street
 New Haven, CT

Lectures begin at 6:30 PM in Reynolds Hall located in the basement of the building. Doors open to the general public at 6:15 PM.

Exhibition hours are Monday through Saturday, 10:00 AM to 5:00 PM. The Main and North Galleries are located on the Second Floor.

24 January - 18 February
 Exhibition
Kent Bloomer: Visual Rhythms

17 January
 Lecture
Ted Williams & Billie Tsien
 Two Blackboard Lecturers
"To Be Continued"

24 January - 3 March
 Exhibition
Daniel Libeskind
Three Dimensions of Architecture
"Paradoxical Architecture"

11 January
 Lecture
Michael Sorkin
Architecture and the City

24 February - 21 March
 Exhibition
Shawn Quinn
Imagined Cities: Maps

20 March
 Lecture
Hugh Hardy
Architecture as a Practice
"A Practice Professional Journey"

20 March - 3 June
 Exhibition
Third Floor North 2000
Photography for Architecture
Students of Roberto Espino
Third Floor South West
Digital Media

7 January
 Lecture
Greg Lynn
Emergent Architecture
"On the Surface"

13 May - 3 June
 Exhibition
Seventh Floor
North South Gallery
Graduating Student Work
Seventh Floor Central Gallery
Other Student Work
 13 May - 18 August
 Exhibition
Second Floor North Gallery
Nominations for RIA
Entrance Prize

27 March
 Lecture
Leslie Hawkins and Henry Smith-Miller
"Between Spaces"

24 January - 18 February
 Exhibition
Kent Bloomer: Visual Rhythms

24 January - 18 February
 Exhibition
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24 January - 18 February
 Exhibition
Kent Bloomer: Visual Rhythms

* These lectures are part of Keller Lasterling's "Fabrications" series.
 ** Faculty Exhibition Series supported in part by Alexander Gorlin, 20 Arch'00
 ***Keywords, Perceptual's 50th Anniversary Symposium

Michael Beirut, International Design Center, New York (IDCNY) invitation, 1984.

Progressive Architecture
International
Furniture Awards
May 14



NASA News for Now:
Space Planning
in Outer Space
June 4

NASA News for Now:
Space Planning
in Outer Space
June 4



Progressive Architecture
International
Furniture Awards
May 14

