

Graphic Design Legends **Key**: Michael Bierut

Read the article and answer the questions below (NOTE: some of the questions may require you to do some extra digging/research):

<https://www.digitalartteacher.com/blog/2019/03/michael-bierut>

1. When was he born?

1957

2. What type of graphic design is he known for?

a. Print Design:

- Book and Publishing Design
- Marketing and Advertising Design
- **Brand and Logo Design**
- Packaging Design
- Typography and Typeface Design
- Illustration:

b. Digital Design:

- Web Design
- App Design
- Animation

3. What is one of his most important/influential designs (paste it here if possible)? Why do you think that it was so important?

The image shows the Verizon logo, which consists of the word "verizon" in a bold, lowercase, sans-serif font. A red checkmark is positioned above the letter "n".

Beirut dramatically simplified the Verizon logo to emphasize their commitment to simplicity, reliability, and dedication to its customers.

NOTE: Replies here may vary, just look for well thought out and explained responses.

4. What is your favorite work that he has done (paste it here if possible)? Why do you like it?

AGAIN: Replies here will vary, just look for well thought out and explained responses.

5. What did you find **most interesting** about him?

POSSIBLE RESPONSES (they may find something else :)~

- Successful in **corporate brand identity**
- Won more than 100 design awards
- Created brand identity for companies such as Verizon, Penguin Random House, and Consumer Reports

6. Explain in your own words what Bierut says is more important than typefaces and Photoshop effects.

The subject matter of a person's work and how that interested or inspired them.