

Graphic Design Legends **Key**: George Lois

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

1. When was he born?
June 26, 1931
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)? Include the date of creation.



1981. This design and ad campaign were influential because it helped turn the company around and actually get people interested in watching MTV.

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)? Include the date of creation. 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 :)~

- Born in 1931, he worked during the "Mad Men" era.
- He is still working in advertising, even though he is well into his 80s
- Obsessed with what he calls "**The Big Idea**" (the idea that will stick in the hearts and minds of the viewer)
- Worked with MTV, ESPN, VH1 and Tommy Hilfiger.

6. Explain in your own words what George Lois calls "The Big Idea".

It is a design that inspires first awe in the product or service, then genuine interest and/or excitement. They understand just how special that product or service is.