

Legendary Graphic Designers

...or at least some of
them anyway...

How to Use This Presentation

- This is a companion to the [Legendary Graphic Design](#) blog series at DigitalArtTeacher.com
- It was created to give visuals to students as they learn about each designer
- This presentation is just has a snapshot of the designer. So for more detailed information, [be sure to read the articles](#)
- You can have students read each article and then discuss them one at a time, or just discuss it without reading the article
- This would be an excellent “bell work” activity

George Lois

- Born in 1931, he worked during the “Mad Men” era.
- Worked in advertising
- 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.
- [Link to article](#)



Michael Beirut



- 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
- [Link to article](#)

Chip Kidd

- Considered one of the leading artists in **book design**
- Considered a leading expert on Batman
- Worked on the book cover for Jurassic Park which was then used for the movie
- [Link to article](#)



Massimo Vignelli



- **Brand identity designer**
- Born in Milan, Italy in 1931
- Followed very rigid, almost religious design principles
- Created simplified designs
- Only worked with a half dozen type faces for most of his career
- [Link to article](#)

Saul Bass

- Logo and movie poster designer
- Reinvented the presentation of movie credits in the 50s and 60s
- Took a long break from poster design when he became a father
- [Link to article](#)



Jessica Walsh



- Works in brand identity
- Became a partner at Sagmeister & Walsh at the age of 25
- Started her own company in July 2019
- Champion for female designers
- [Link to article](#)

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