

Graphic Design Legends **key**: Massimo Vignelli

Read the article and answer the questions below.

<https://www.digitalartteacher.com/blog/2019/09/mossimo-vignelli>

(NOTE: some of the questions may require you to do some extra digging/research)

1. When was he born? When did he die?
January 10, 1931- May 27, 2014
2. What type of graphic design is he known for? (Check all that apply)
 - a. Print Design:
 - Book and Publishing Design
 - Marketing and Advertising Design**
 - Brand and Logo Design**
 - Packaging Design**
 - Typography and Typeface Design
 - 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.



This American Airlines logo shows his commitment to simplicity. One font, lots of white space, and very clean. 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 :)~
 - Brand identity designer**
 - Insisted that graphic design was NOT an outlet for creative expression**
 - Followed very rigid, almost religious design principles**
 - Created simplified designs**
 - Only worked with a half dozen typefaces for most of his career**
6. Why do you think that Vignelli insisted that “Design is utilitarian” and should not be considered art?
Graphic design has a job, to communicate to the viewer. Art is less of a communication tool and more of a creative expression. In his view, the two should not mix.