

Graphic Design Legends: **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?

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
 - 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.

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?

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

6. Why do you think that Vignelli insisted that “Design is utilitarian” and should not be considered art?