

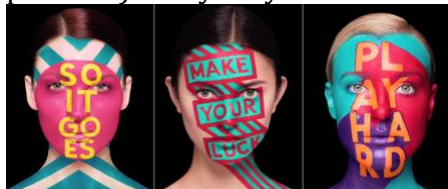
Graphic Design Legends **Key**: Jessica Walsh

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/2019/11/jessica-walsh>

1. When was she born?
October 30, 1986
2. What type of graphic design is she known for?
 - a. Print Design:
 - o Book and Publishing Design
 - o **Marketing and Advertising Design**
 - o **Brand and Logo Design**
 - o Packaging Design
 - o Typography and Typeface Design
 - o Illustration

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



This ad campaign was for a department store in the Middle East called Aizone. It shows her boldness, innovative design, and her emphasis on powerful women. NOTE: Replies here may vary, just look for

well thought out and explained responses.

4. What is your favorite work that she 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 her?

POSSIBLE RESPONSES (they may find something else :)~

- Very driven and **VERY** confident in who she is
- Became a partner at Sagmeister & Walsh at the age of 25
- Started her own company in July 2019
- Champion for female designers

6. In your own words, explain the advice that Jessica leaves for young people starting out in graphic design.

If there is something that you want to do, but you don't know how to do it, say you can do it and the **figure out how to do it. You can complete any task if you are committed enough.**