

Graphic Design Legends **Key**: Chip Kidd

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/2019/09/famous-graphic-designer-chip-kidd>

1. When was he born?
September 12, 1964
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
 - b. Digital Design:
 - Web Design
 - App Design
 - Animation

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



This design was influential in his career because it later went on to be used for the movie and it was one of the designs that made him well known in the book publishing world.

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)? 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 :)~

- **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**

6. What roll has the DC comics had in Kidd's life?

It was very influential, you can see the playfulness in his designs and he uses a lot of "blocky color" which is characteristic in many comics.