

intro to **graphic design**



what is the **AIGA**?

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American Institute of Graphic Arts

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about

- Oldest and largest organization of its kind
- Founded as American Institute of Graphic Arts in 1914
- value in design = value in profession

mission

We advance design as a professional craft, strategic advantage and vital cultural force.

From content that defines the global practice to events that connect and catalyze, we work to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future.

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what they do

- advocate for greater understanding of design/designers value
- enhance professional development
- inspire designers and the public
- host robust calendar of events
- define global standards and ethical practices
- make powerful tools and resources available/accessible

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michael bierut
“what I’ve learned”

<https://www.youtube.com/watch?v=HUXWjZcAfvA>

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stefan sagmeister
2013 aiga medalist

<https://www.youtube.com/watch?v=ylzzlut1e8I>

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susan kare
2018 aiga medalist

<https://www.youtube.com/watch?v=y4-2iTJW-2Y>

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armin hoffman
2012 aiga medalist

<https://www.youtube.com/watch?v=pSrNGbwVKQs>

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debbie millman
2018 aiga medalist

<https://www.youtube.com/watch?v=kJKeXCLs4OM>

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make sure to check your homework status
Wednesday's class is the Final review