



Discipline: **A D V E R T I S I N G   D E S I G N**



“Design is in everything we make,  
**but it’s also between those things.**  
It’s a mix of craft, science, storytelling,  
propaganda, and philosophy.”

~Erik Edigard

madmen “Advertising per Mad Men”

<https://www.youtube.com/watch?v=N7w2bbBRBRA>

**Good advertising has a way of sticking with you,** whether it's a memorable jingle, a clever catch-phrase or a beautiful image. In order to capture a consumer's attention and stick in their memory, **an advertising design job blends psychology, marketing and creativity** into a seamless presentation.

## *advertising* & branding

No bigger mass communication producer than advertising industry.

Advertising Agency (aka “Shop”)

Can involve **SPEC WORK**

# OUTSHAVES ANY LATHER OR BRUSHLESS CREAM



## YOU'LL NEVER GO BACK TO LATHER OR BRUSHLESS CREAM AGAIN!

RAPID-SHAVE's instant lather is the fastest lather ever. It's the only lather that gives you all these big advantages!

**QUICKER AND EASIER!** You press the button and... instant lather! No brush, no water! No mess, no fuss, no waiting! Instant lather! You're ready to shave!

**MAKES THE RAZOR GO OUT OF BUSINESS IN 30 SECONDS!** It's not all so dramatic... even with the best lather and the best razor, it's only 79¢ a can. For the shave of your life... get RAPID-SHAVE today!

MORE THAN  
75 OTHER  
SHAVES -  
Only 79¢



A word about **spec** work ...

intro to graphic design

spec work?

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

## *advertising & branding*

**organization:** creative + business partners

**creative** - art director/designer, copywriter

**business** - account executive

relationship of copywriter and art director  
tends to be more equal in today's marketplace



*advertising & branding*

**tv and radio** command  
budgets and address  
highest audience share  
but print is most ubiquitous

if compared to strategic military action,  
*TV and RADIO* are **first wave of attack**

*PRINT* is **second wave** of land troops



Maxell “over 500 plays” commercial (1983)

[https://www.youtube.com/watch?v=Zk71h2CQ\\_xM](https://www.youtube.com/watch?v=Zk71h2CQ_xM)

Wendy's "Where's the Beef?" 1984

<https://www.youtube.com/watch?v=idnwh6iDnXA>

Apple “1984 ad introducing Macintosh”

<https://www.youtube.com/watch?v=axSnW-ygU5g>

“2004 remake of 1984 commercial”,

<https://www.youtube.com/watch?v=9pTHIG8USUg>

“Story behind the 1984 commercial”,

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

2020 “Super Bowl” ad

<https://www.youtube.com/watch?v=g2ERWFMLptw>



## *advertising & branding*

advertising less about the “**big idea**”  
these days, more about mood, feeling  
and attitude

**print:** promo pieces (booklets, flyers,  
mailers, press kits, etc), point-of-  
purchase displays, package designs

value of full-service = providing it all

very **volatile** industry





## Big Idea vs the Swiss School



# Neue Grafik New Graphic Design Graphisme actuel

Internationale Zeitschrift für Grafik  
und verwandte Gebiete  
Text dreisprachig  
(Deutsch, Englisch, Französisch)

International Review of Graphic  
Design and related subjects  
Issued in German, English and French

Revue internationale du graphisme et  
des domaines annexes  
Parution en français, allemand,  
anglais et français

# 16

Ausgabe Juli 1962

Inhalt

Schwizer Plakate der letzten vier  
Jahre  
Ein Zeichensystem für elektro-  
medizinische Geräte  
Fortschrittliche Wahlpropaganda  
Werbung für eine Londoner Möbel-  
firma  
Arbeiten von Robert Praed  
Reine Foto-Grafik  
Fotoklasse der Kunstgewerbeschule  
Zürich  
Ausstellung für Asbestlose (Italien)  
von Max Bill  
SWB Forum Forum 1962  
Braun-Ausstellungsgestaltung  
Buchschutzhüllen aus den  
dreißiger Jahren  
Ein Müller als eigener Plakatgrafiker

Einzelnummer Fr. 15.-

Richard P. Lohse SWB VSG, Zürich  
J. Müller-Spöckmann SWB VSG, Zürich  
Hans Neuburg SWB VSG, Zürich  
Carlo L. Vivarelli SWB VSG, Zürich

Witten Verlag AG, Otten  
Schweiz/Schweizland Suisse

Hans Neuburg, Zürich  
Thomas Maldonado und Gui Bon-  
siepe, Ulm  
Peter Mächler, St. Gallen  
Richard P. Lohse, Zürich  
Georg Radanowicz, Zürich  
Margit Stöber, Zürich  
Peter Lehner, Bern  
LMNV  
Richard P. Lohse, Zürich  
Margit Stöber, Zürich

Herausgeber und Redaktion:  
Editors and Managing Editors  
Éditeurs et Rédaction  
Druck Verlag  
Printing/Publishing  
Imprimerie Edition

Issue for July 1962

Contents

Swiss Posters of the past four years  
A Sign System for Electromedical  
Instruments  
Progressive Election Notices  
Publicity for a London Firm of  
Furniture  
Pure Photo-Graphic Design  
Exhibition of Asbestos Pipes  
SWB Design Forum 1962  
Permanent Braun Pavilion  
as an Exhibition Site  
Book jackets of the Thirties  
A Painter who is his own Graphic  
Designer

Single number Fr. 15.-

Juliet 1962

Table des matières

Affiches suisses des quatre années  
écoulées  
Un système de signes pour appareils  
électromédicaux  
Propagande électorale d'avant-garde  
Publicité pour une maison  
d'ameublement londonienne  
Photographie pure  
L'exposition des tubes de ciment  
d'amiante  
Forum 1962 de la forme ASAI  
Pavillon Braun permanent  
sur l'esplanade d'une foire  
Couvertures de protection  
des années trente  
Un peintre-graphiste

Le numéro Fr. 15.-

→ iA

SEARCH

Data Gourmet

The IT Revolution promised to free and enrich us. To free us from propaganda, to free us from window TV, to free us from advertisement hoaxes, and to enrich us by letting machines do all the boring work so we'd have more free time. So, how did it go? [More »](#)

WHAT IS

It is a strategic design agency in Tokyo, Japan. We analyze business goals, user needs and develop processes that match.

RECENT WORKS/COMPANIES

[Staffing the Asakusa Station](#) (10)  
[The New Best Street When Free Commerce](#) (14)  
[Web Trend Map is Up \(11\)](#)  
[Phone Tables in Tokyo](#) (15)  
[B.T. and the Phone](#) (12)

WHAT IS

Web Trend Map 3: Get it!

It was featured by The Guardian, WHEEL, Le Monde, Guardian, Berlin, Beijing, Techcrunch, Mashable, Valleywag and literally thousands of blogs. We are happy to announce that the most gift for geeks, the Air poster of the most Web Trend Map (Charm's 100000 / 30,000 / 40,000), is now up for grabs. [More »](#)

Predictions for 2011

If the following predictions are as accurate as last year's, we should make this a good year. This year we have some predictions. [More »](#)

Trend Map 2011: What's New?

As you can tell, we're redesigning the Web Trend Map this year. It's now presented as an interactive landscape. [More »](#)

Looking Back on 2010

Here's what we've been going to happen in 2010. We're going to look back on what really happened. [More »](#)

Web Trend Map 2011: New Layout

Today we will present our Web Trend Map 2011. It's the latest version of the map. This is the last version of the map before the full map is presented for input given to the future. [More »](#)

Web Trend Map 2011: Beta

We present you with the most Web Trend Map Beta. This time we're presenting a new version to the great Tokyo area. [More »](#)

Introducing iPhone News & Shuffle

Once again, Apple joins the interface in the trend. It goes without saying that it's getting that little bit more in touch. [More »](#)



## Lemon.

The Volkswagen missed the boat.

The chrome strip on the glove compartment is blighted and must be replaced. Chances are you wouldn't have noticed it; Inspector Sam Entner did.

There are 1,189 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 1,189 Volkswagens are produced daily; there are more inspectors

than cars!

Every shock absorber is tested (spat checking won't do); every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfband (or test band), take up 139 check points, get ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance. By and large, finer other cars. It also means a used VW depreciates less than any other car!



We give the lemons; you get the plums.

**OUR CHILI  
RECIPE IS SO  
SECRET, EVEN  
WE DON'T  
KNOW WHAT'S  
IN IT.**



*Serving the same old thing since 1930.*

Texas Tavern, 124 Church Avenue, Pasadena, CA 91101. Phone 342-4621. ©1990.





**LIFE IS HARSH**

*Your tequila shouldn't be*



SAUZA "CONMEMORATIVO," THE SMOOTHER, OAK-AGED TEQUILA.

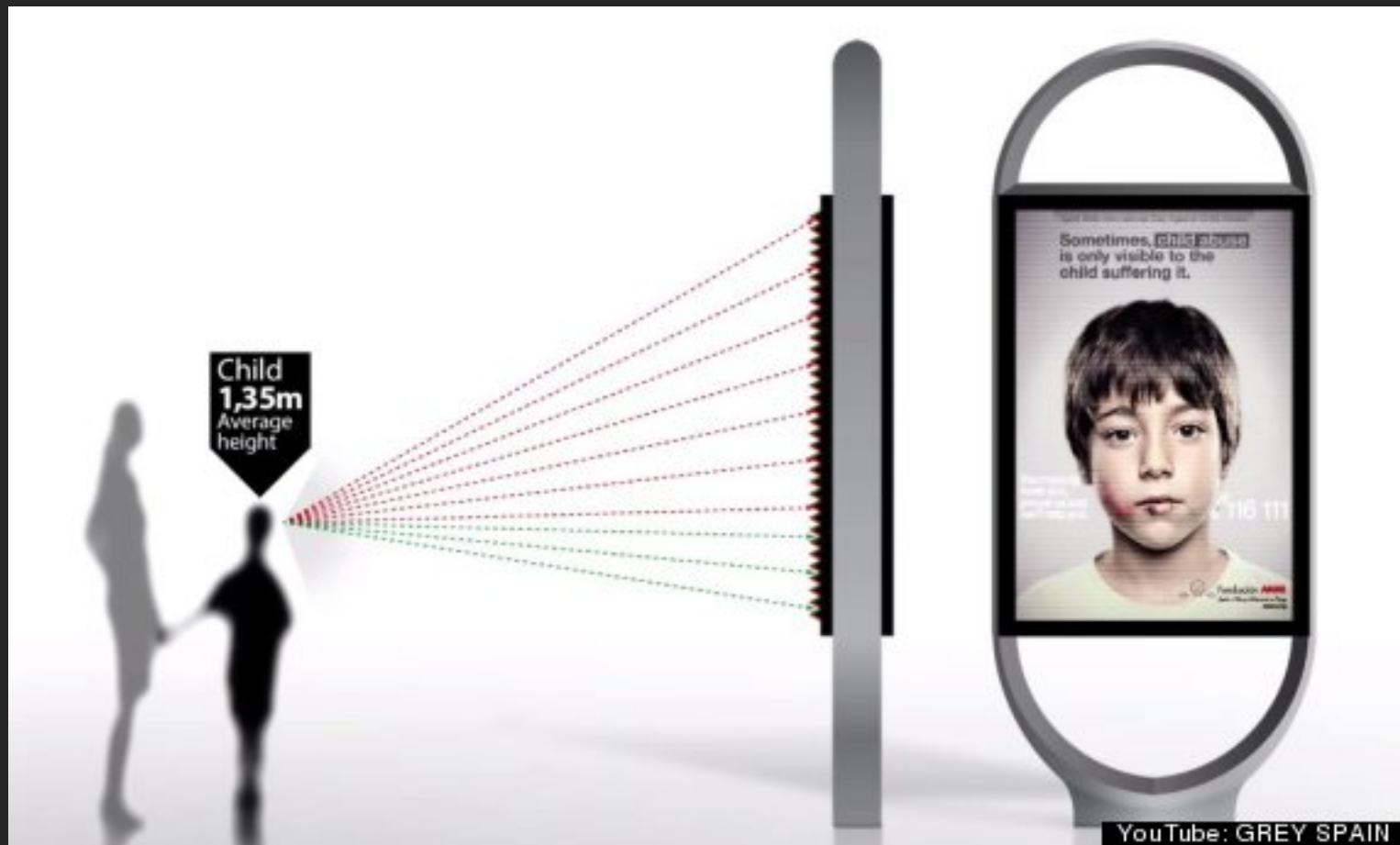


If you hate waiting,  
raise your hand.

NYC **TAXI** NYC

ANAR Foundation “Only for Children”

<https://www.youtube.com/watch?v=6zoCDyQSH0o>







“Design is so simple,  
that’s why it is so complicated.”

~ Paul Rand



**BRAUN**

Precision prevails  
cruZer





**EXPLODE YOUR SENSE**

LITTLE BOTTLE . BIG FLAVOR

“It is no secret that the  
real world in which the  
Designer functions is not  
the world of art,  
but the world of buying  
and selling.”

~ Paul Rand

MINIUSA.COM



**LET IT SNOW.**

Introducing the bigger, four-door, all-wheel drive MINI Countryman.



“Design is the intermediary between,  
information and understanding.”

~ Hans Hoffman







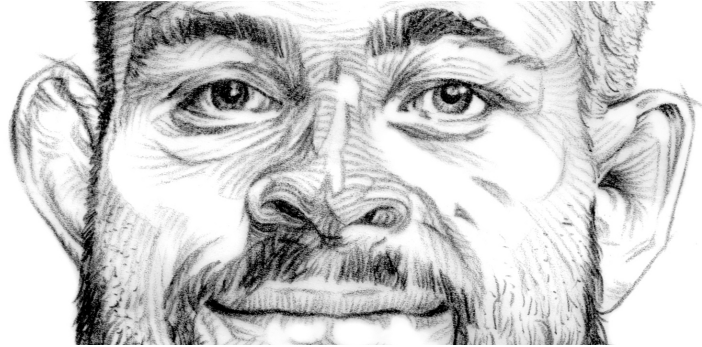
“Good design is all about  
making other designers  
feel like idiots  
because that idea  
wasn't theirs.”

~ Frank Chimero



**OREO**  
NEW DOUBLE LAIT





**your homework is to**  
**email me**  
**an example of an advertisement**  
**that REALLY stood out to you**  
**before midnight on Friday, February 14<sup>th</sup>**