

# 67-338 Project3: Who and Why?

Ariel Kwak

## <Major Designers>

1. **Chip Kidd:** I have chosen Chip Kidd because he is one of the most renowned graphic designers of all time. His works are all vibrant and is somewhat animatic and delivers the meaning to the audience right away. With seeing the cover or image, the audience could recognize right away on what the book, movie, etc is trying to convey. I think Chip Kidd would be best used for clarifying purposes and could be used in comparison with Jessica Walsh on his illustrations on messages he is trying to convey



2. **Carolyn Davidson:** Carolyn Davidson is most famous for her design of the Nike logo. Davidson's logo creation conveys the message Nike is trying to send: an active and speedy image as a sport brand. I think Carolyn Davidson could be best used for clarifying purposes and could be compared to Shane Griffin on how he modernizes the Nike Logo for eventful purposes.



3. **Milton Glaser:** Milton Glaser is most famous for the design of "I♥NY". This logo has been now a symbolic meaning to New York and everyone in the world must have heard or saw this logo. This logo somewhat represents the American dream and I think it shows a somewhat clarifying but also a challenging image. I believe it is challenging

because some may disagree but by pushing forward with it, he has created one of the most symbolic logo and a tourist place.



### <Marginalized Designers>

1. **Shane Griffin:** Shane Griffin makes active use of graphics and tries to make them as realistic as possible. I think this very well contrasts with famous designers because most famous designers come from a time period where computer works weren't used often. However, with the advance of technology, Griffin actively utilizes the computer aspect to express materials realistically. I think Griffin would be best used in comparison with the famous designers.



2. **Jessica Walsh:** Jessica Walsh is famous for a graphic design works with her emphasis on contrast. Despite the contrast she put in messages or colors, she finds a way to blend them together and make a design piece that grabs the attention of the audience. She also conveys messages on her work that challenges the societal norms. I think her artworks could be best used for contrast and challenge.



3. **Juri Zaech:** Juri Zaech makes usage of words and characters to create his artworks. Using only typography and some graphics, he tries to convey the meaning of each word into his graphic designs. I think his works could best be used accordingly with Milton Glaser as he has also made usage of words and its design to send messages to his audience.

