

AGO

DAVID CARSON

A MAJOR
RETROSPECTIVE
EXHIBITION

MARCH TO
AUGUST 2022

PRESENTED BY
PARK JOHONG
DECEMBER 12, 2021

RULEBREAKER





David carson is a
graphic designer, art
director and surfer.
His work for the
magazines beach
culture and ray gun
in the 1990s brought
a new approach to
type and page design
breaking with
traditional layout
systems. he continues
to explore the
possibilities of graphic
design, particularly
typography as a form
of expression across
print and video for
both commercial and
cultural clients.
designboom spoke to
david about his work.

"NEWSWEEK MAGAZINE SAID
HE CHANGED THE PUBLIC FACE
OF GRAPHIC DESIGN."

BACKGROUND

A START AS GRAPHIC DESIGN

He was born on September 8, 1954, in Corpus Christi, Texas. Since then he has lived in and traveled extensively throughout the U.S. and Europe and lectured frequently around the world. Carson's first actual contact with graphic design was made in 1980 at the University of Arizona on a two-week graphics course, taught by Jackson Boelts.

WORKSHOP FOR GRAPHIC DESIGN

He attended San Diego State University as well as the Oregon College of Commercial Art. Later on, in 1983, Carson was teaching high school Sociology in del mar California when he went to Switzerland, where he attended a three-week workshop in graphic design as part of his

degree. This is where he met his first great influence, who also happened to be the teacher of this course, Hans-Rudolf Lutz. Carson has a Bachelor of Arts in Sociology.

RAY GUN

He became renowned for his inventive graphics in the 1990s. Having worked as a sociology teacher and professional surfer in the late 1970s, he art directed various music, skateboarding, and surfing magazines through the 1980 and 90s, including skateboarding, snowboarding, Surfer, Beach Culture, and music magazines Ray Gun. As art director of Ray Gun 1992-5, Carson came to worldwide attention. In a feature story, NEWSWEEK magazine said he changed the public face of graphic design.

VERNACULAR TYPEFACES

His layouts featured distortions or mixes of vernacular typefaces

and fractured imagery, rendering them almost illegible. Indeed, his maxim of the end of print questioned the role of type in the emergent age of digital design, following on from California New Wave and coinciding with experiments at the Cranbrook Academy of Art. In the later 1990s, he added corporate clients to his list of clients. When Graphic Design USA Magazine NYC listed the most influential graphic designers of the era.

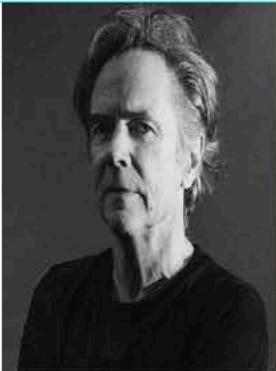


IMAGE 1 David carson portrait

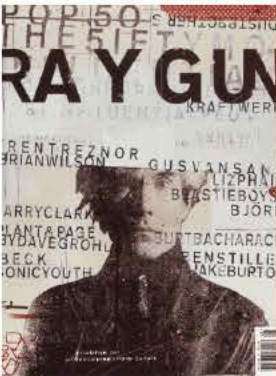


IMAGE 2 Magazine RayGun Aug 1998

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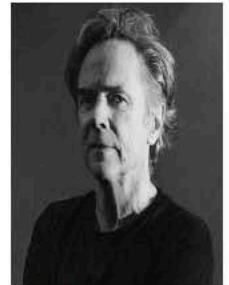


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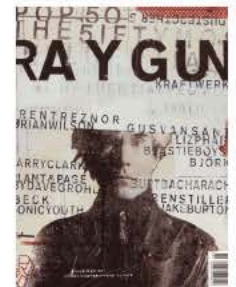


IMAGE 2 Magazine RayGun Aug 1998

WORK

STYLE

In a time when all designers were respecting the grid, along came a free spirit who was not afraid to break the rules. His name is David Carson and he is one of the fathers of the Grunge art movement. Let's discover together the philosophy behind Carson's style and how we can apply it to our contemporary design projects. The Grunge style was very popular in the 90s. It appeared to be a messy and chaotic design, in the way the typography, backgrounds and textures were combined to form posters and magazines. The most iconic example of the Grunge style is the Ray Gun magazine, designed by Carson when he was an art director. David Carson inspired a new generation of young designers

to express themselves and experiment with new techniques. The story of how David Carson became a designer is a bit unusual, since he went to Design School after becoming a designer. He had a degree in sociology and a passion for surfing, when he attended a design workshop, which marked a turning point in his career. He worked for many important companies such as Pepsi Cola, Ray Ban, Nike, Microsoft, MTV, Quiksilver.

KNOWING YOUR AUDIENCE

His different backgrounds played an important role in his career. Being a professional surfer himself, he knows the culture of the target audiences of magazines and companies such as Beach Culture and Quiksilver. He understands the needs of the young people who love extreme sports, and he knows how to address them.

"HE IS ONE OF THE FATHERS OF THE GRUNGE ART MOVEMENT."

EMOTIONAL TYPOGRAPHY

Studying sociology gave David Carson insight in understanding people's emotions. That is the reason why you will probably resonate at an emotional level with his works. If you take a look at the layouts made by David for the Ray Gun magazine, you will notice that all of them are typography based and express the unconventional feelings of the 90s music. He knows that letterforms can communicate a certain emotion, depending of the shape, size, color and how they are placed in the composition. He wanted his work to be connected with people emotionally.



IMAGE 3 Quiksilver pro newyork september 2011



IMAGE 4 Beach culture magazine october 1990

"RAY GUN MAGAZINE THE MOST IMPORTANT WORK COMING OUT OF AMERICA."

LEGACY

BEACH CULTURE MAGAZINE

Carson graduated with honors and distinction from San Diego state university, where he received a BFA degree in sociology. A former professional surfer, he was ranked 9 in the world during his college days. Numerous groups including the New York Type Directors Club, American Center for Design, and I.D. magazine have recognized his studios work with a wide range of clients in both the business and art worlds. Carson and his work have been featured in over 180 magazine and newspaper articles around the world,

including a feature in Newsweek magazine, and a front-page article in the New York Times. London-based Creative Review magazine dubbed Carson Art Director of the Era. The American Center for Design Chicago called his work on Ray Gun magazine the most important work coming out of America. His work on Beach Culture magazine won Best Overall Design and Cover of the Year from the Society of Publication Designers in New York.

THE END OF PRINT

Carson's first book, with Lewis Blackwell, *The End of Print*, forward by David Byrne is the top-selling graphic design book of all time, selling over 200,000 copies, and printed in 5 different languages. The work featured at *The End of Print* is the subject of various one-man exhibitions throughout Europe and Latin America, Asia.

DESIGNER AS EDITOR

Carson lectures extensively throughout the world, as well as at colleges throughout the U.S., including Cranbrook, ARTcenter, Notre Dame, RISD, and Cal Arts. He has had numerous one-man exhibitions of his work worldwide, and has spoken at over 100 professional symposiums, including Designer As Editor at the Design Institute in Amsterdam.



IMAGE 5 Poster for a A.I.G.A. Austin Institute for Graphic Arts symposium spring 2014 conference



IMAGE 6 Bangkok international type symposium 2014 poster

VISUAL ASSETS



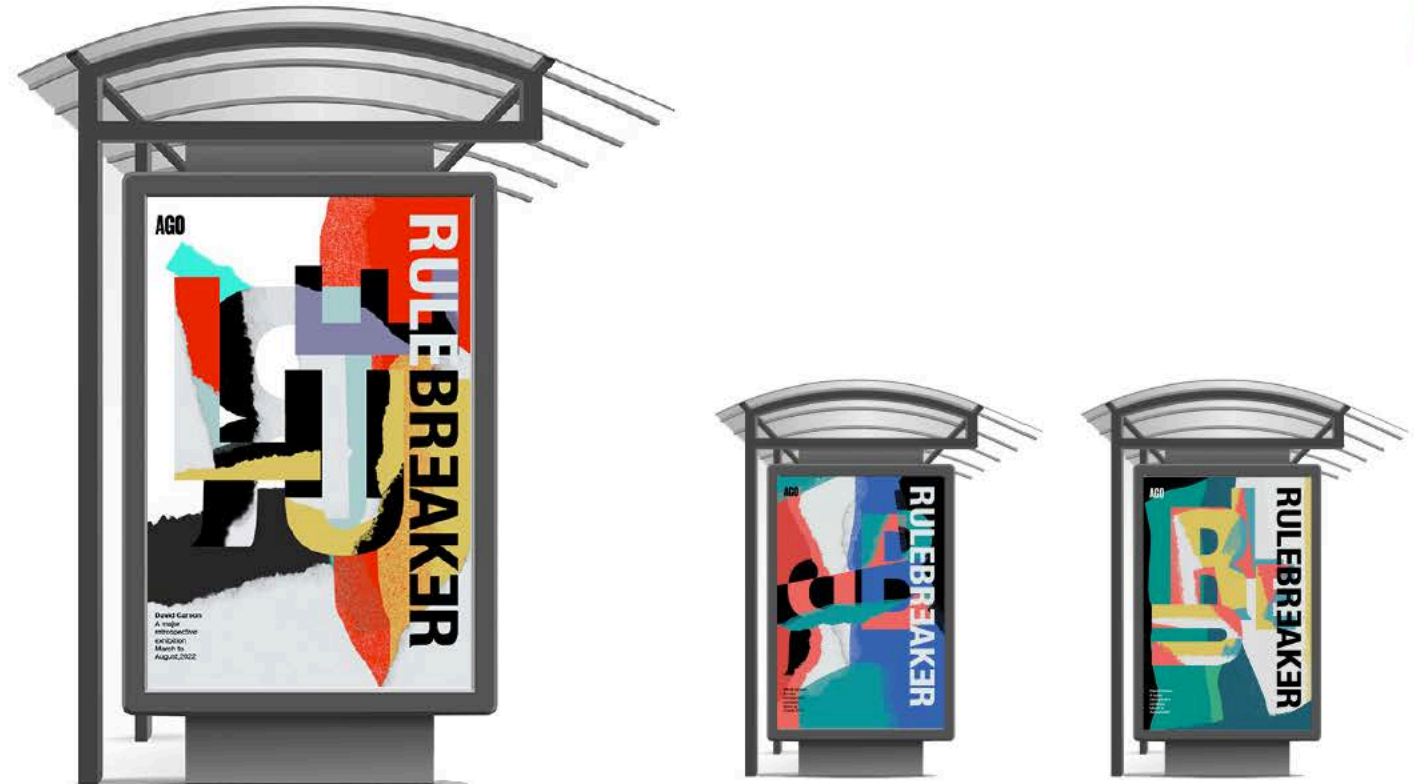


BANNER

These banners which reflect david carson s styles. they include ripped papper collage and different colors variations. Banners will be showcased in front of the art gallery.

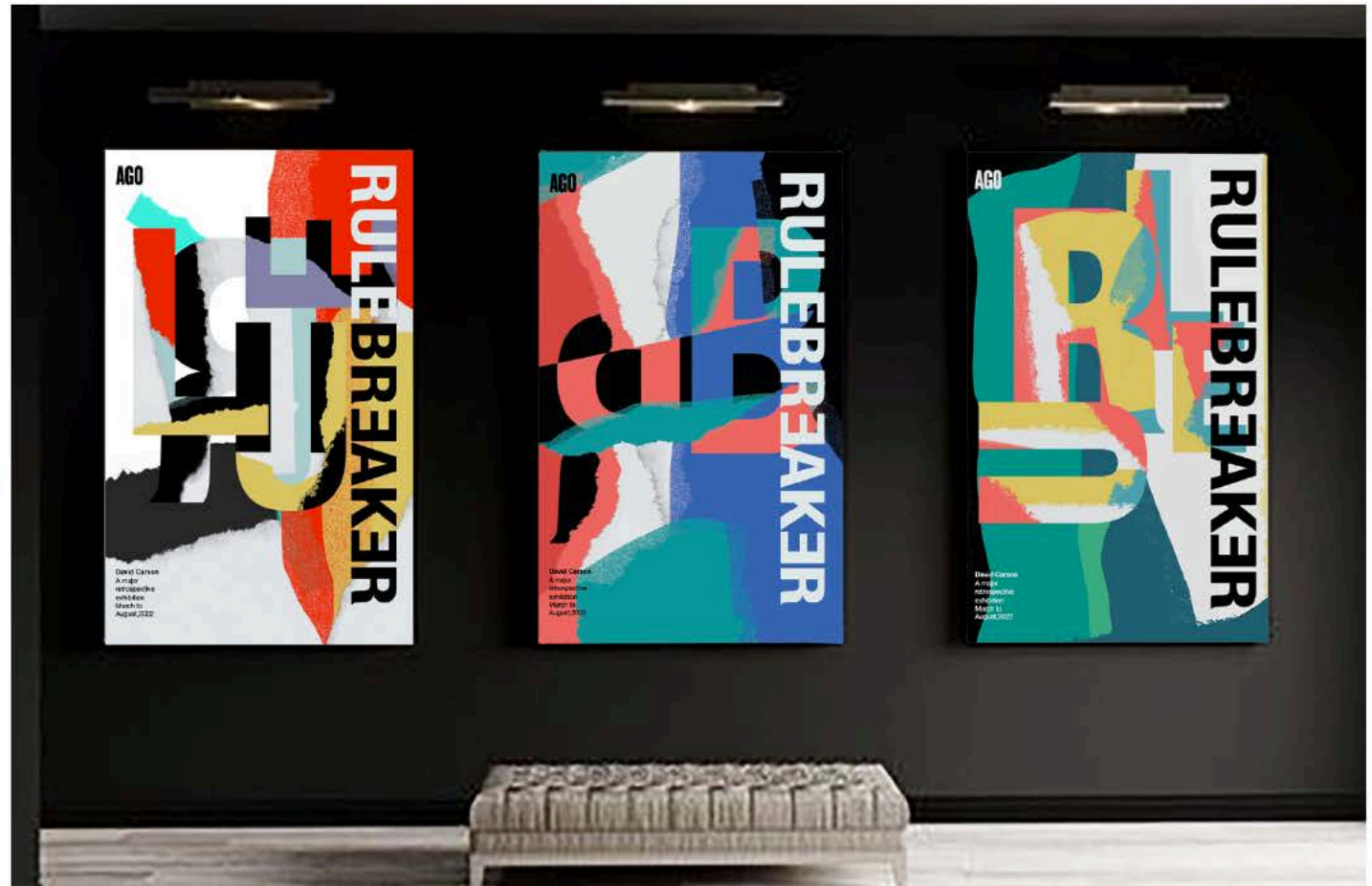
BUS SHELTER

These bus shelter poster which reflect david carsons styles. Mainly, they include ripped paper collage and different colors variations. Bus shelter poster will be showcased in front of the art gallery of ontario.



GALLERY WALL

These posters which reflect David Carson's styles. Mainly they include ripped paper collage and different colors variations. Poster will be showcased in front of the main entrance.



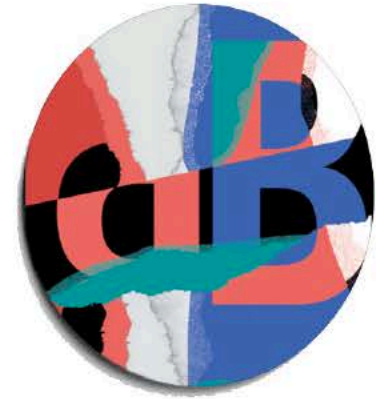
EXHIBITION INTERIOR

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MERCHANDAISE


The Applications include david carsons styles. Mainly, they include ripped paper collage and different colors variations.



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“I am a big believer in the emotion of design, and the message that is sent before somebody begins to read, before they get the rest of the information what is the emotional response they get to the product, to the story, to the painting - whatever it is.”





RULEBREAKER