

## Michael Bierut

Have you ever wondered who made the designs to many popular and well-known brands? Famous companies of Verizon, New York Jets, Walt Disney Company, environmental graphics and design for the New York Times. These companies' logos were all designed by Michael Bierut! Michael Bierut studied graphic design at the University of Cincinnati's College of Design, Architecture, Art and Planning. I chose Michael because of his achievements and perseverance. My goals are to follow in his footsteps, being a great designer and eventually be known for my work. Michael has shown through demanding work, being a successful designer through his accomplishments, being a leader and a teacher how far design can take you.

Michael is one of the most successful designers and is highly recognized for his accomplishments and work. Michael was born in Cleveland, Ohio in 1957 (Walker). Graphic design was not a career goal for most young adults in Ohio. What really interested him was an internship under the mentorship of Chris Pullman at Boston Public Television. Michael was in school while working for Chris. This relationship helped Michael further aspire to finish design and have more interest into the art of design. In an interview with Michael, he describes Pullman. "Chris is a very witty, fun designer and not very doctrinaire in terms of his style, but he always believed that simplicity was the best approach" (Tina). Michael learned from Pullman that simplicity was always the better approach when designing. In 1980, he obtained his first job at Massimo and Lella Vignelli in New York City (Pentagram). This is where he learned most of his skills working alongside skilled designers for 10 years. When Michael left Vignelli, he became vice president of graphic design. His most noted accomplishments took place at Pentagram where he started in 1990. Michael worked on many identity branding projects, from Benetton to the Council of Fashion Designers of America, Verizon, MIT Media Lab, the New York Jets, environmental graphics for The New York Times, the Brooklyn Academy of Music, and the Walt Disney Company (Pentagram). Michael won an outstanding amount of design awards and his work is in famous museums such as the Museum of Modern Art, the Metropolitan Museum

of Art, National Design Museum all located in New York. Michael has work found in Library of Congress in Washington, D.C.(Pentagram). In 2003, Michael was named in the Art Directors Club Hall of Fame, and in 2006 also received the AIGA medal for his work in the field of graphic design. In 2008, Michael also received the Design Mind Award in the National Design Awards (Walker). Michael portfolio of successes inspires me to strive for success on the same caliber Michael has. The outstanding amount of awards Michael has gotten proves he has impacted and left a mark on designers everywhere.

Michael is not only known for his accomplishments, but also his leadership and the way he pushed up the ladder instead of remaining at the bottom. Michael highly influences me to become a motivated leader. His success has earned him great leadership roles and positions in the companies he is affiliated with. Working with Vignelli for 10 years he took lead as vice president of graphic design. Michael also took leadership as the director of Architectural league of New York. At the same time served as president from 1988 to 1990 at the American Institute of Graphic Arts. Michael's personality and positive attitude is what makes him such a great candidate for a great. Chris, Michael's mentor in college describes Michael's outstanding character, "He has a quality that I have much respect for in the kind of work that we do ... He's a person who's very easy to understand, both when you talk to him and when he's doing his work. He's accessible, humane, funny when it's appropriate, and witty almost all the time. And that's a very important quality for someone who wants to be a communicator" (Walker). Being able to work with such a great communicator and be mentored by him would be an amazing opportunity for someone. Seeing the leader Michael is taking in his footsteps and becoming a leader like his would be ideal. The opportunity to meet and be shown graphic design by one of the most noted communicators in the field would be outstanding.

Currently Michael is not only designing but also teaching. Michael is now a senior critic of Graphic design at the Yale School of Art (Teto). Michael not only shows his skills, but inspires current designers and students young and old. Michael goes by a saying that is touching and as well inspiring. "Not everything is design", he writes. "But design is about everything. So, do yourself a favor: be ready for anything" (Walker). It took half of Michael's career to come to the realization that design isn't only about creativity, but being able to connect your work to other things. Michael has his students take note to that important detail. I too can relate to this

piece of advice that design isn't just about creativity, but designing to make a connection to a theme. I keep on to Michael's advice because of creativity being one of the things that I lack. When designing I try to make a connection to what my work is based on instead of worrying about creativity.

Michael Bierut is one of the most outstanding designers in the world. Michael is well known for his many accomplishments in Pentagram and Vignelli, his amazing leadership as in the two companies' and, lastly his inspiring way of teaching inside the classroom as senior critic of design at Yale and outside the classroom. Michael's accomplishments earned him hundreds of awards throughout his career working at Vignelli and Pentagram. Michael's career is proven to be successful for his permanent art displayed at the Museum of Modern art, Metropolitan - Museum of Art, and many other museums. Lastly, I admire Michael for his contributions as a teacher as he continues to inspire others. Michael has a significant impact on the design field and has inspired me to trace his path and become a designer with amazing accomplishments, leadership skills and to become a great teacher to eventually inspire current designers and students just as Michael is.

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