

# Michael Bierut's Approach to Typography

Designed by: Wilna Michel

COMD 3504: Communication Design Theory

New York City College Of Technology

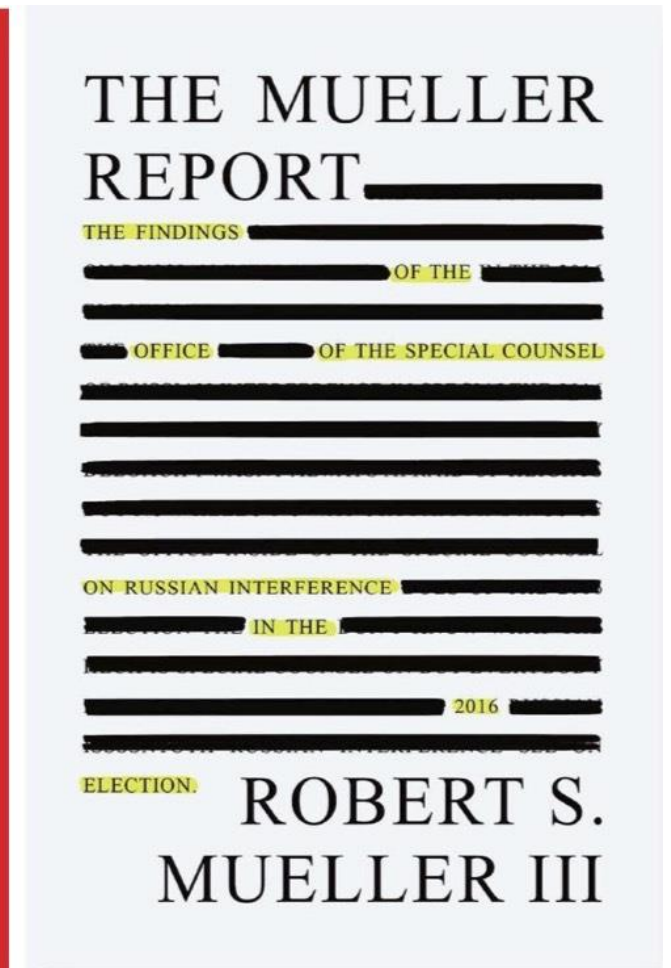
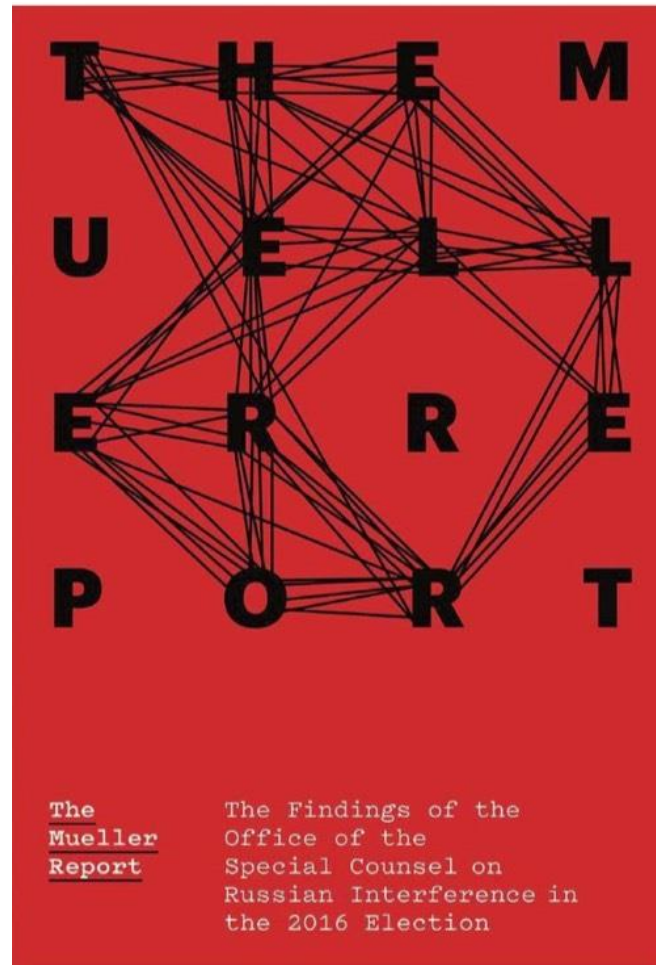
# Michael Bierut

- Michael Bierut is a graphic designer, design critic and educator, who has been a partner at design firm Pentagram since 1990
- Written many books on typography and design
- Breaks the boundaries of the grid and typography



## The Mueller Report Book Design

- Book Cover Designs that he designed for Robert Mueller.
- Although you can see the title there is another meaning to the cover.
- It shows the intricate web or storyline within the book



# LightYears

- Lightyears was created for the Architectural League of the New Yorks 1999 Beaux Art Ball.
- He emphasizes the combination of his original idea and digital technology.



# 2014 Yale Architecture

- Poster he designed for Yale's school of Architecture.
- In this poster you can notice his typography takes over the most empty space.
- His slab type has two different weights and combine geometric shapes



# Yale University of Architecture

- This is an poster that Michael Bierut designed for the Yale School of Architecture.
- Notice how the text floats on the water meanwhile advertising that the symposium is on the waterfront



# Inner City Infill

- Inner City Infill was a design piece that Michael Bierut designed for a housing design competition for Harlem.
- Speaks on the power of design and creating a moment of awe or inspiration.
- Inspired by Frank Lloyd Wright

**Inner City Infill**  
**A Housing Design Competition for Harlem**

**Call for Entries**  
The New York State Council on the Arts announces a two-stage competition (open design competition for preliminary design and design-build competition for final design) for the design of a new 100-unit residential building in Harlem, New York City. The competition will be held in two stages. The first stage is an open design competition. The second stage is a design-build competition. The winning design will be selected by a jury of professionals and the winning design will be used to build the building. The winning design will be selected by a jury of professionals and the winning design will be used to build the building.

**Eligibility**  
Participation in the first stage is open to any architect, architect-in-training, or architectural student who is currently practicing in the United States and is a resident of New York City. The winning design will be selected by a jury of professionals and the winning design will be used to build the building.

**Jury**  
The jury will consist of the following members: [List of names and titles]

**Prizes**  
The first-stage winners will receive \$10,000.00. The second-stage winners will receive \$50,000.00. The winning design will be selected by a jury of professionals and the winning design will be used to build the building.

**Administrative**  
The competition is sponsored by the New York State Council on the Arts, the New York State Office of General Services, and the New York State Office of Community Development.

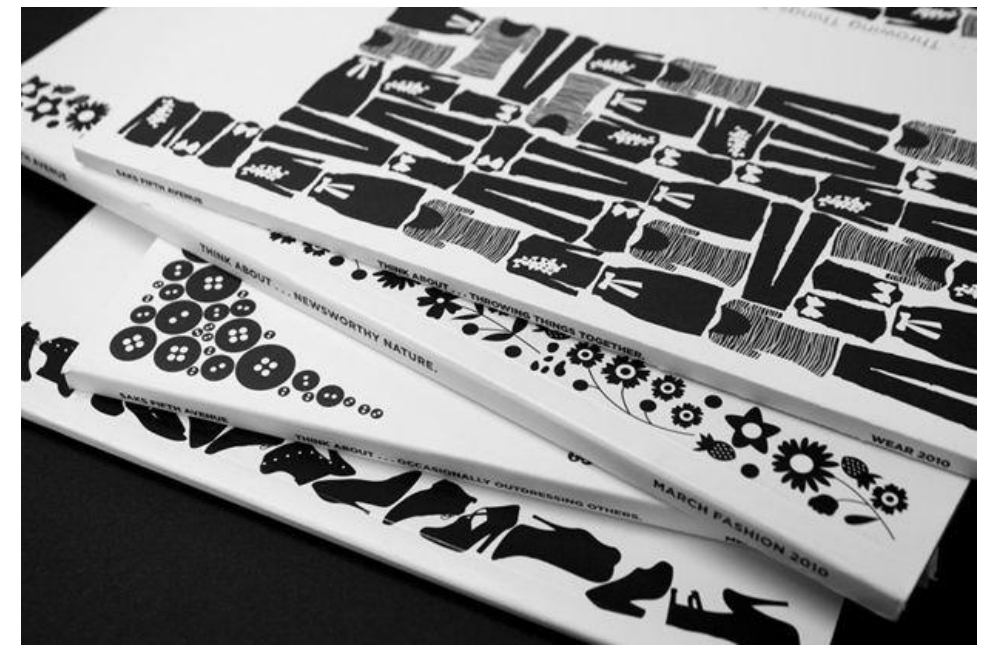
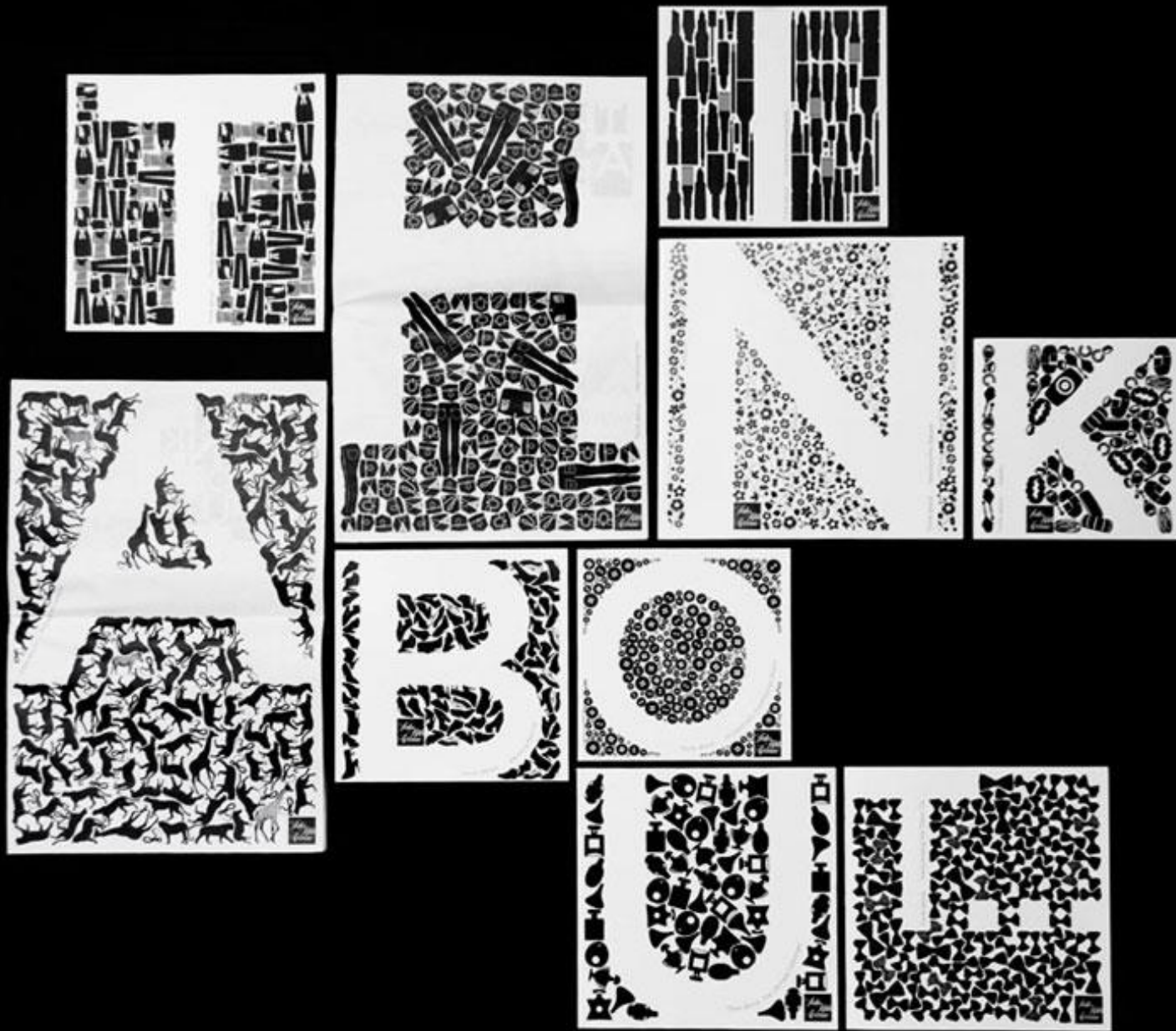


## SAKS 5th Avenue

- The design for the bags was taken from the original 1973 logo which was then divided into 64 squares.
- Each bag or packaging has a unique design made from a reshuffling of those







# MIT Media Lab



mit  
media  
lab



affective  
computing



biomechatronics



camera  
culture



changing  
places



civic  
media



design  
fiction



fluid  
interfaces



human  
dynamics



lifelong  
kindergarten



macro  
connections



mediated  
matter



molecular  
machines



object-based  
media



opera of  
the future



personal  
robots



playful  
systems



responsive  
environments



social  
computing



social  
machines



speech +  
mobility



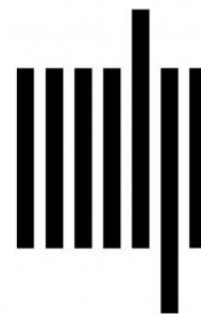
synthetic  
neurobiology



tangible  
media



viral  
communications



## 1988 AIA Convention (IDCNY)

- Here the Typography breaks the grid and the type are intertwined into each other

