



NICK LOGAN AND HIS SMASH HITS

IS A JOURNALIST WHO CREATED THE POPULAR BRITISH MAGAZINE SMASH HITS THAT RAN FROM (1978-2006). SMASH HITS ARE THE KIND OF MAGAZINE THAT'S ALL ABOUT THE MUSIC. THE MAGAZINE FEATURES WELL KNOWN MUSICIANS THAT COMES WITH POSTERS AND ALSO FEATURES LYRICS OF SONGS FROM SEVERAL BANDS.



THROUGHOUT THE YEARS THAT SMASH HITS HAS BEEN AROUND, NICK LOGAN'S DESIGN HAS BEEN CONSTANLY EVOLVING AS IT'S MADE TO REFLECT THE POPULAR STYLES OF THE CURRENT CULTURAL TIMES. FOR INSTANCE, NICK LOGAN CREATES VISUAL COMMUNICATIONS THROUGHOUT HIS SMASH HITS DESIGN. IT INVOLVES HAVING A RECOGNIZABLE SIGNATURE TRAIT SUCH AS THE CONSISTANT OF KEEPING THAT PARTICULAR STYLE. NICK LOGAN'S CONTEMPORARY DESIGN INVOLVES USING BRITIAN'S FAVORITE MUSICIAL ARTIST AND CAREFULLY USING THE APPROPRIATE STYLE THAT FITS THE THEME WITHOUT LEAVING THE FAMILIAR TRADEMARK. HOWEVER, AS TIME CHANGES, SO DOES THE ART DIRECTION. DURING THE LATE 80S AND SO ON, SMASH HITS HAS STARTED FEATURING NON BRITISH ARTIST. WITH NICK LOGAN'S SMASH HITS HITTING ITS ALL TIME HIGH SELLING 500,000 PER ISSUES, IT UNFORTUNATELY HAD TO COME TO AN END OF THE SMASH HITS ERA DUE TO THE DECLINE SALES OVERTIME.

THE MEDIUM IS THE MASSAGE: AN INVENTORY OF EFFECT BY MCLUHAN AND FIORE, TALKS ABOUT HOW PEOPLE FROM THE 20TH CENTURY GET THEIR MEDIA COMPARED TO SOCIETY NOW. FOR INSTANCE, YOU GET PEOPLE FROM THE 20TH CENTURY THAT RELIES ON NEWSPAPERS, RADIOS, TELEPHONES AND OF COURSE PEOPLE THEMSELVES. WHILE WE AS A MODERN SOCIETY STILL CARRY THESE PIONEERED TOOLS, WE HAVE DEVELOPED AND ADVANCED SO MUCH WHEN IT COMES TO THE MEDIA THAT IT'S MIND BOGGLING. LOOKING BACK TO NICK LOGAN AND HIS SMASH HITS MAGAZINES SERIES, LEARNING ABOUT THE HISTORY BEHIND HIS WORK CAN BE RELATED TO MCLUHAN AND FIORE WHEN IT COMES TO WORKING WITH WHAT YOU HAVE IN THE CURRENT TIMES.

