



Graphic designer, illustrator, and type designer

SEYMOUR CHWAST



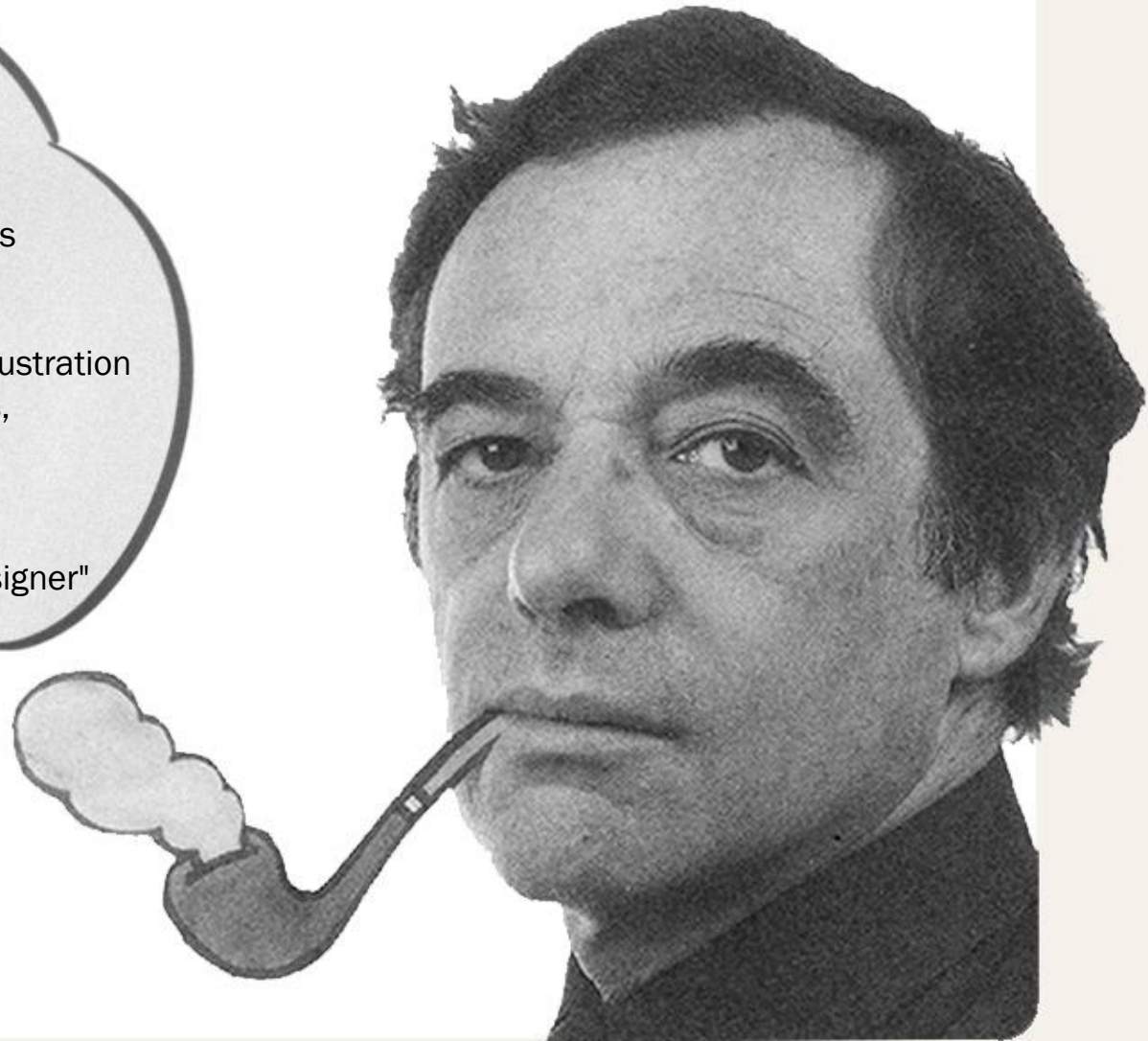
By Yiqiang Wang

Seymour Chwast

Seymour Chwast, born in America in 1956, is a famous American graphic artist, designer and illustrator.

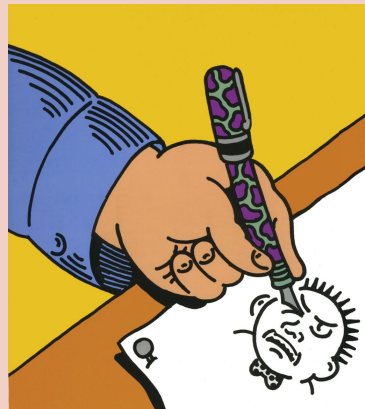
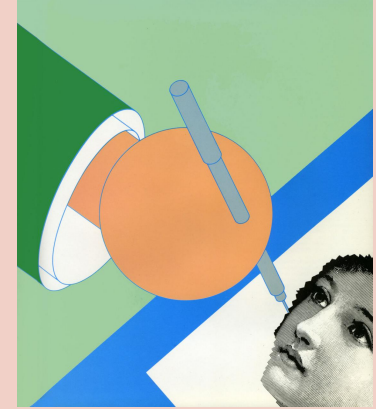
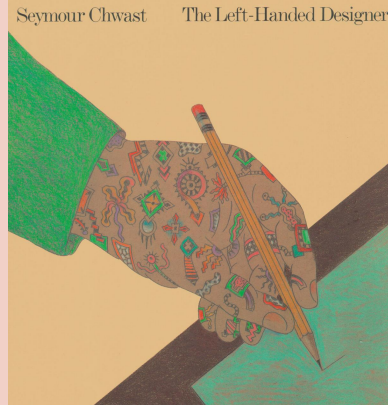
Seymour Chwast led a major revolution in American illustration and graphic design in the late 1950s and early 1960s, sparking a shift from sentimental realism to comic expressionism.

Another nickname for Seymour is "the left-handed designer"



The Left-Handed Designer

Seymour Chwast has the nickname of the left-handed designer because he is left-handed and published a book called "The Left-Handed Designer" in 1985. This book is about Seymour Chwast's growth as a designer. The six drawings on the right show Seymour Chwast's left hand as he worked at different times.



The Conceptual Image

Graphic design continues to change to meet the needs of different periods. For example, after World War II, because the world was in the shadow of war from the beginning of the 20th century until the 1940s, people at that time longed to live a peaceful and stable life, which also led to the artistic style at that time mainly pursuing simplicity, clarity, and harmony, so The international typographic style has become the mainstream design school. But in addition to the international typographic style, there are other design genres such as the conceptual Image.



The conceptual image is a genre that believes that images not only convey narrative information but also concepts and ideas. Contrary to the more rigid design style of the international typographic style, The conceptual Image emphasizes the use of new media, emphasizes visual image, emphasizes artistic expression, and emphasizes the combination of design and art.

Chwastpure and brilliant colour in Seymour Chwast

Fauvism, a style of painting that prevailed in France in the early 20th century. Using chwastpure, brilliant colors, Fauvist artists applied boldly directly from tubes of paint to create an explosion on the canvas.

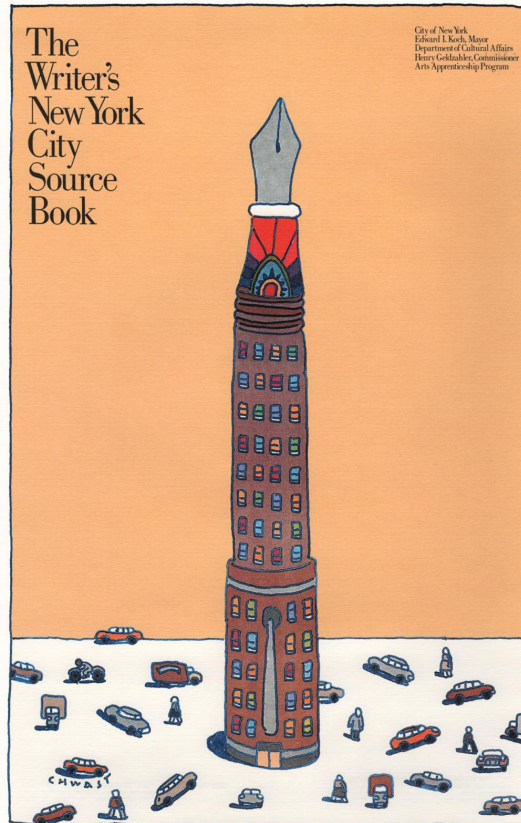


Drop By!-2005

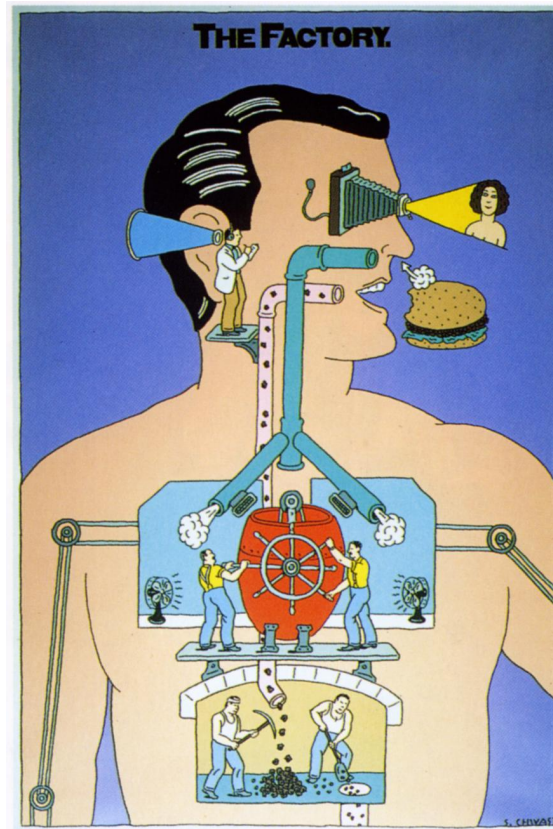


The Nose #11, Tricks-2005

Surrealism in the work of Seymour Chwast



The Writer's New York City Source Book-1985



The Factory-1995

Surrealism is a means to completely re combine the conscious and unconscious experience fields, and combine the dream world with the daily rational world to become "absolute reality, surrealism"

Cartoon in Seymour Chwast

Seymour Chwast used a lot of cartoon images in his works to satirize the social conditions at that time.



End Bad Breath-1968



The Earth Day-1991

Push Pin Studios

Push Pin Studios is a graphic design and illustration studio founded in 1954 by Seymour Chwast, Milton Glaser and Edward Sorel. The studio was not mainstream at the time, as the design style at the time was dominated by The International Typographic Style, but Push Pin Studios continued to adopt an eclectic and eccentric design style.

In 1957, the Push Pin Monthly Graphic was first released, and their work rejected tradition and instead reinterpreted the historical style. This was a great contrast to The International Typographic Style of the time, and as readership grew, Push Pin Graphic and Push Pin Studios have also managed to gain accolades from clients and readers alike.



My thoughts

Compared with the works of the International Typographic Style, I prefer Seymour Chwast's conceptual image style design works, because his works do not pay too much attention to pragmatism, but will express their personal ideas to people through humorous, humorous, relaxed and pleasant cartoon images. I think the current era is full of a lot of information. If a design works only pays attention to the transmission of information and ignores the artistic style, it will be easily forgotten. On the contrary, if a design work can combine interesting artistic style and information and give more deep meaning to the design work, it will leave a deeper impression in people's memory.

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Thank you!

