

MASSIMO VIGNELLI

THE VIGNELLI
CANON

AGAINST
UGLINESS

AGAINST FIGHT UGLINESS THE The Vignelli Canon

Graphic Designer

Massimo Vignelli Office
Design and Architecture

Bodoni, Helvetica
Times New Roman
Century and Futura

Massimo

GRAPHIC DESIGN
PRINCIPLES 2

Fall 2019

Evelyn Ng

Mobile : (347)-760-6356

Email : evelyn.ng@mail.citytech.cuny.edu

Education

New York City College of Technology
Bachelor of Technology,
Communication Design
Graduated - 2020

Languages

Bilingual (Cantonese, English)

Skills

Adobe CC Software)

Photoshop
Illustrator
InDesign
Premiere Pro

Microsoft Office

Powerpoint, Excel, Word

Other

Sony Vegas Pro
Clip Studio Paint
Paint Tool Sai

Experiences

Research Foundation CUNY

First Year Learning Community

Peer Mentor

2019-current

- Informed 30 mentees of upcoming deadlines, events on campus and resources to ensure that they succeed in their first semester of college
- Facilitated classroom visits monthly
- Organized registration workshops and led class presentation to direct students towards being able to register for classes

Volunteered Experience

Ink Club Secretary

2019 - current

- Brief members on club meetings through email, organized submissions
- Monitored members progress on sketchzine, moccacafest and upcoming events
- Create illustrations and participate in assisting the president
- Managed the social media for the club and recruited new members

Projects

Morgan Museum Book project 2014
Mural Painting (3) 2017-2019
Fall Window Painting 2017
Harvest Moon Art Contest 2017
Prepared a public policy proposal (Quality of life) 2017-2018

Achievements

NSCS National Society of Collegiate Scholars 2019 - current

Evelyn Ng

This class explores
creative visual thinking
and its importance to
communication design

LETTERFORM BLACK

sketches
presentation
final

LETTERFORM WHITE

final

LETTERFORM GRID

presentation
final

CUBES

ICON

sketches
presentation
final

PHOTOGRAPHED LETTER

DESIGNER POSTER

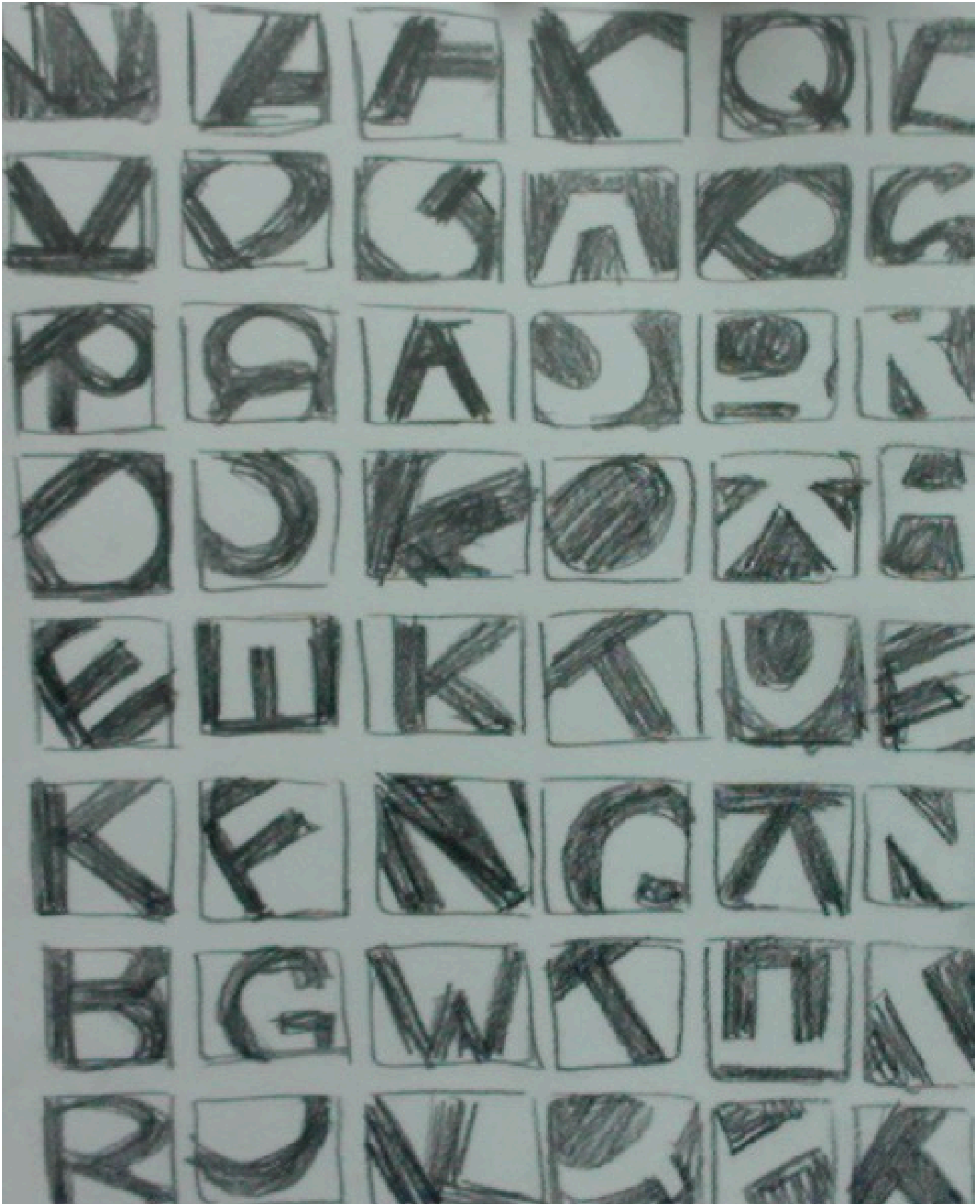
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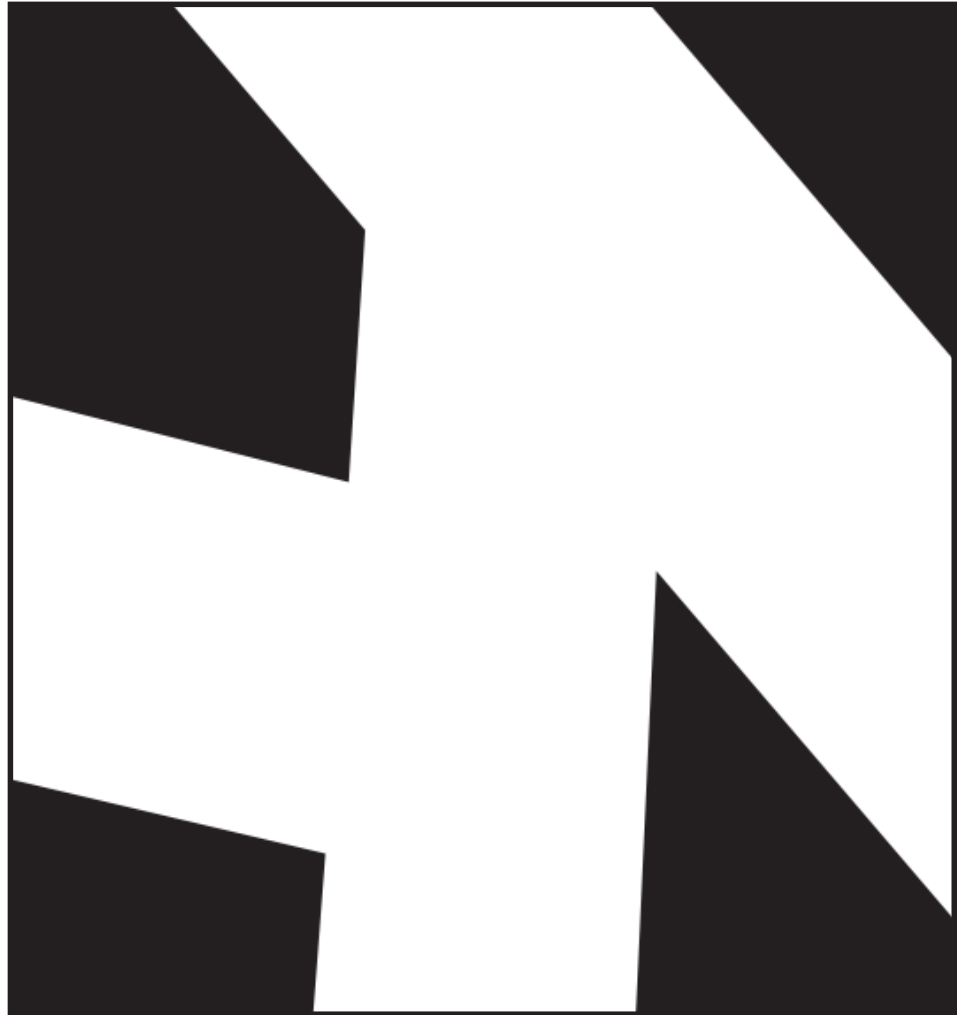
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LETTERFORM

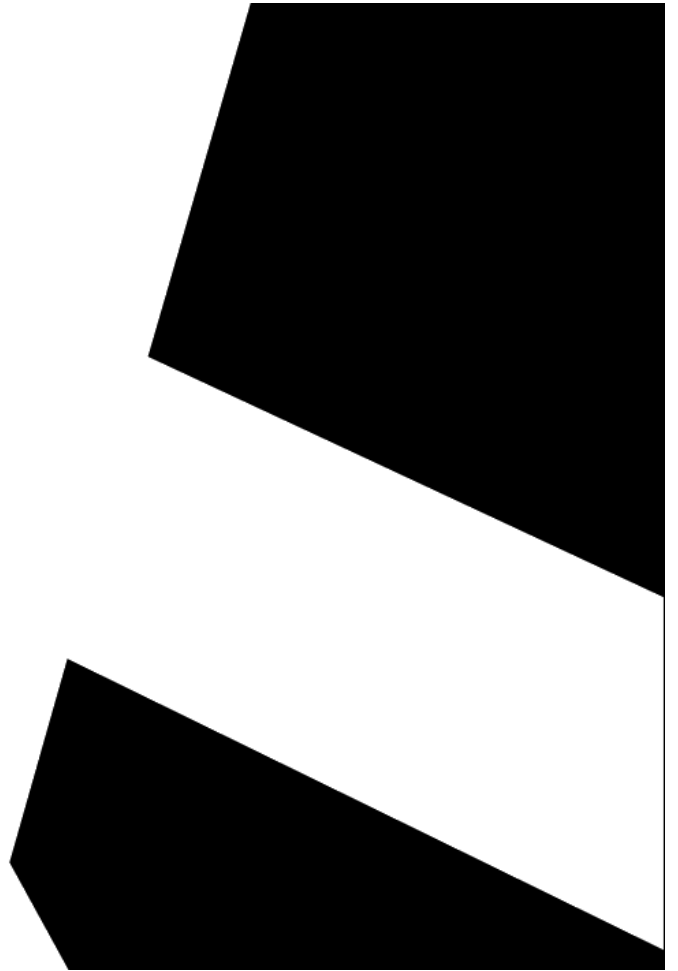
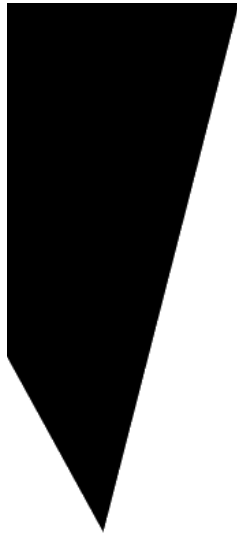
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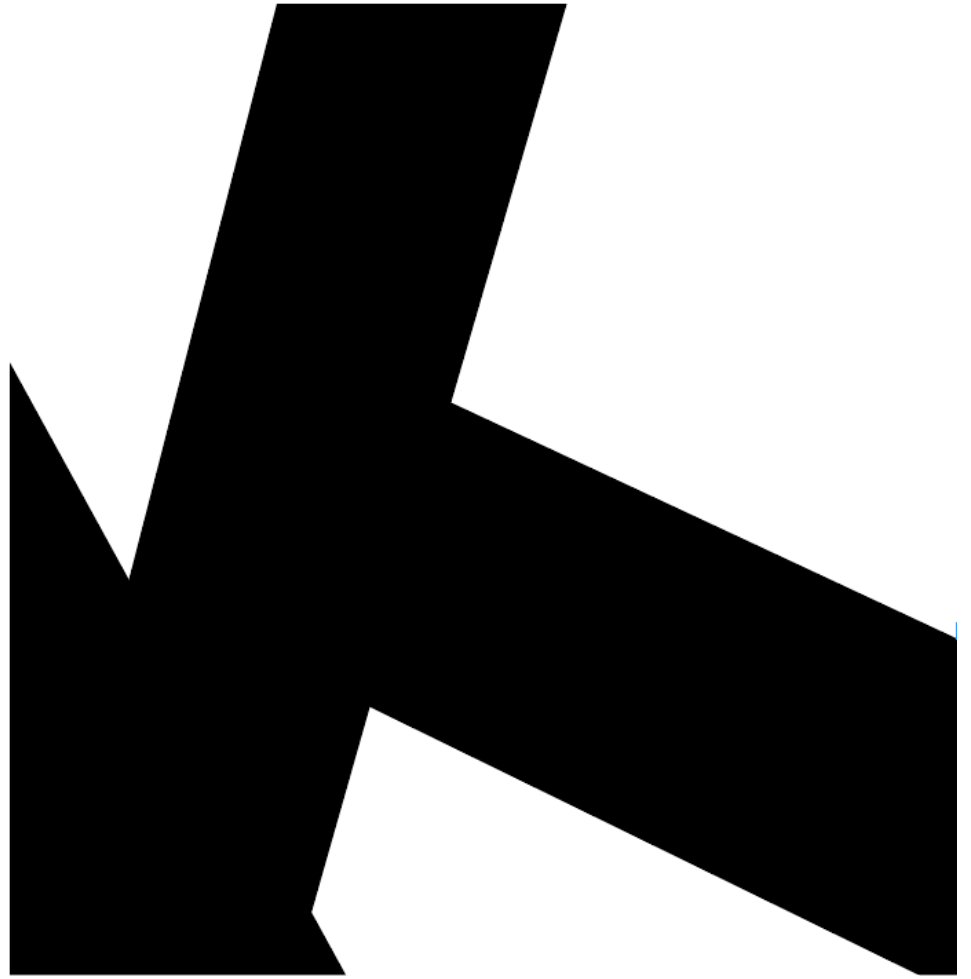


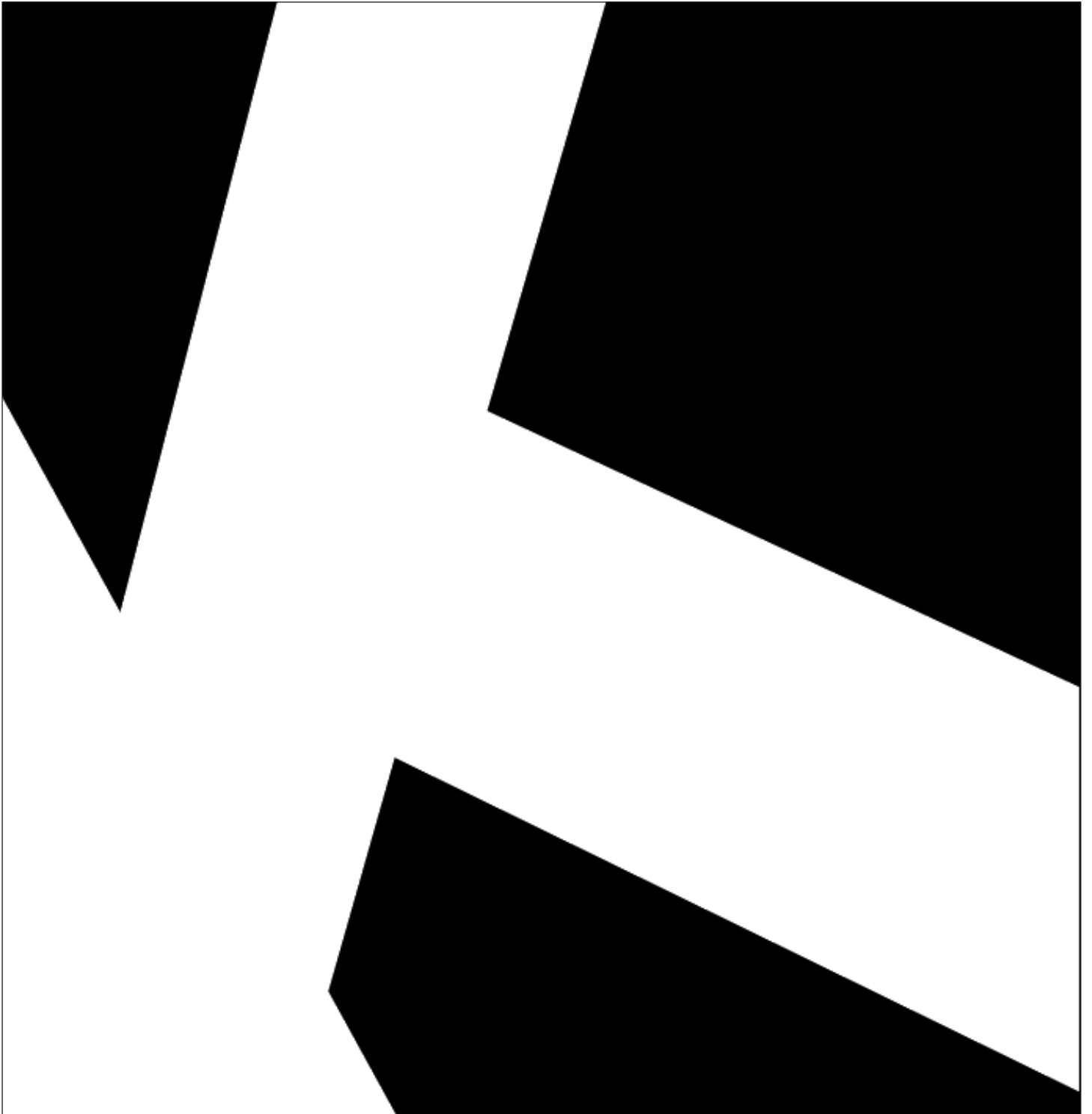


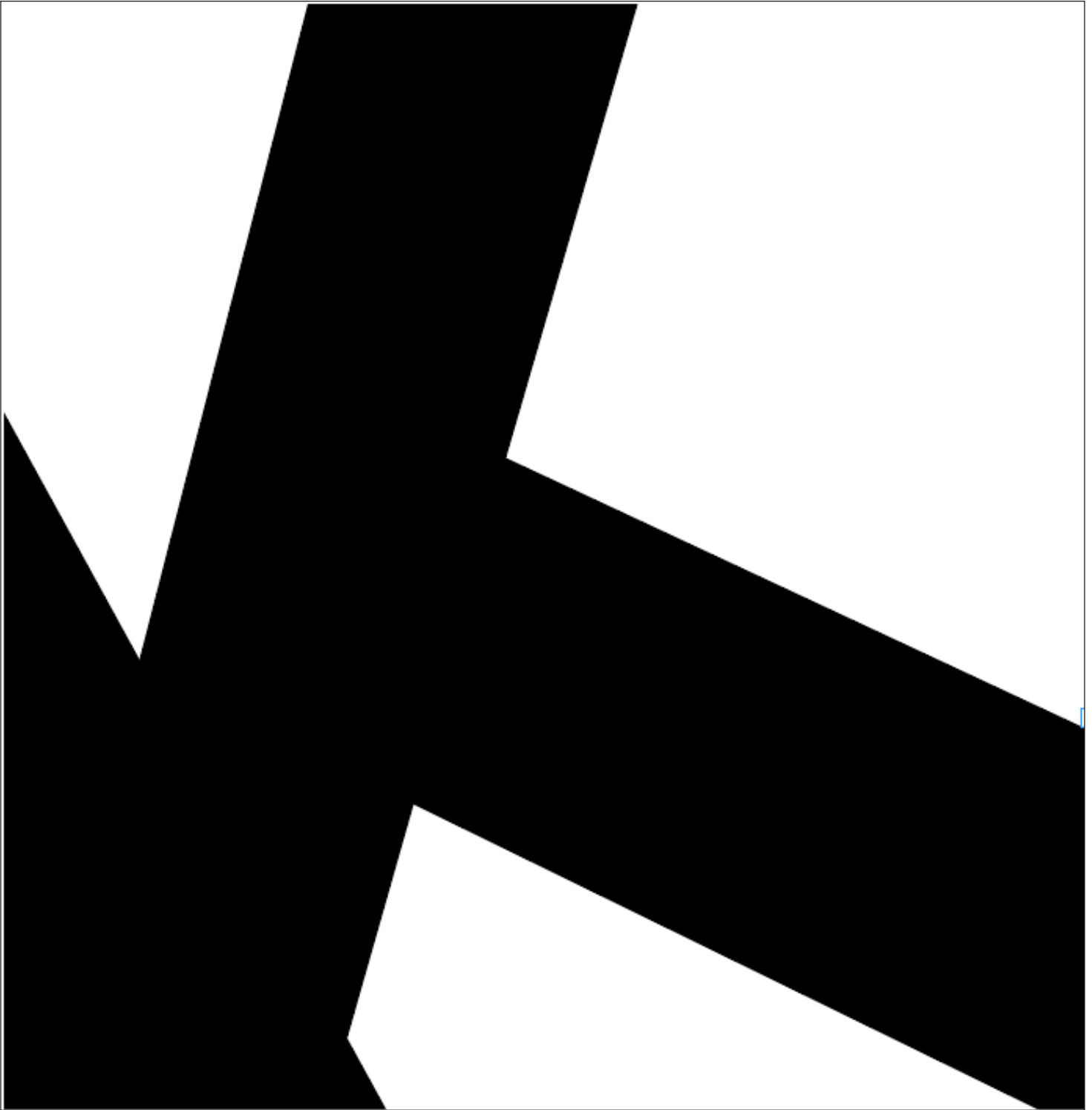
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presentation



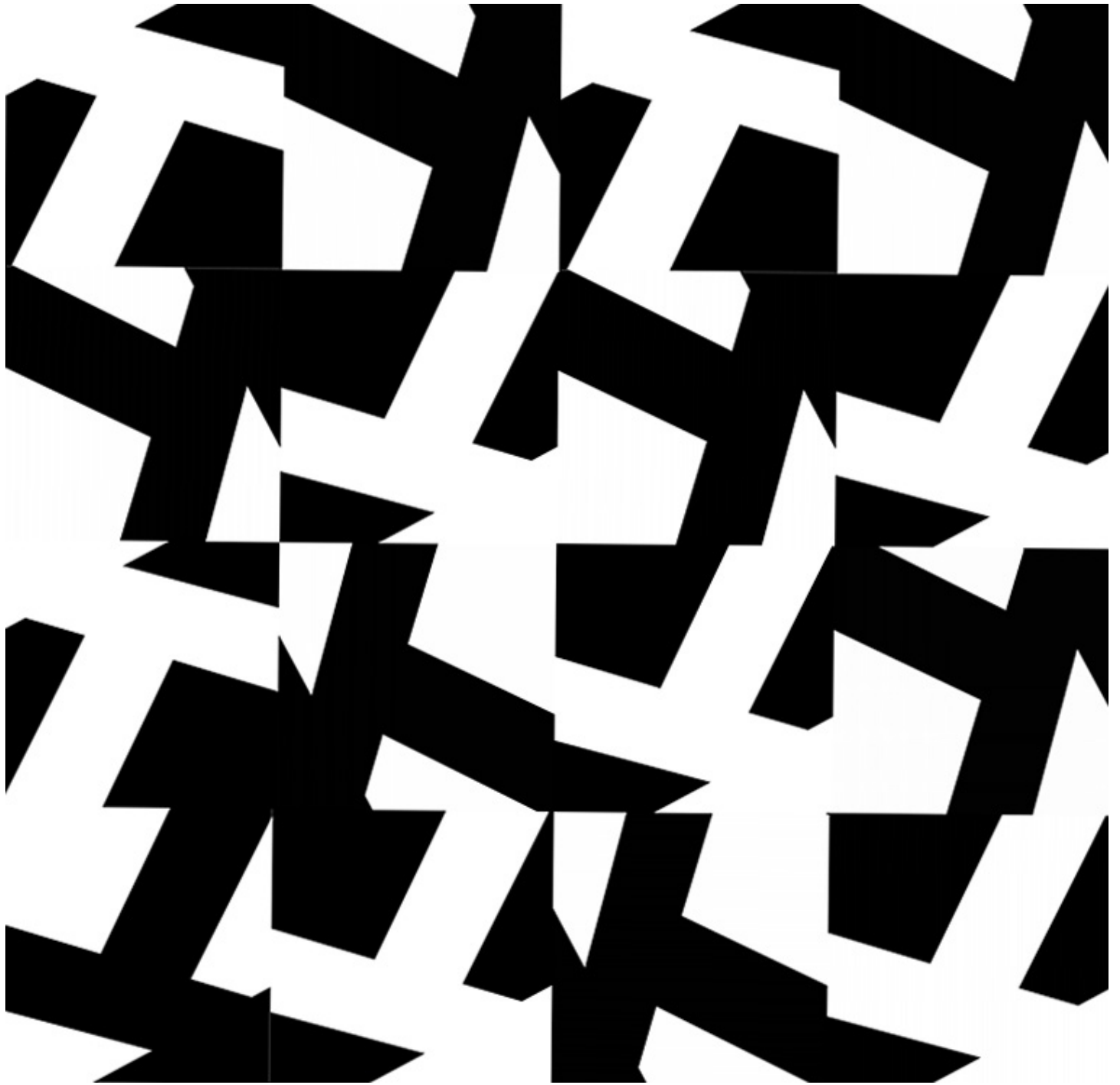






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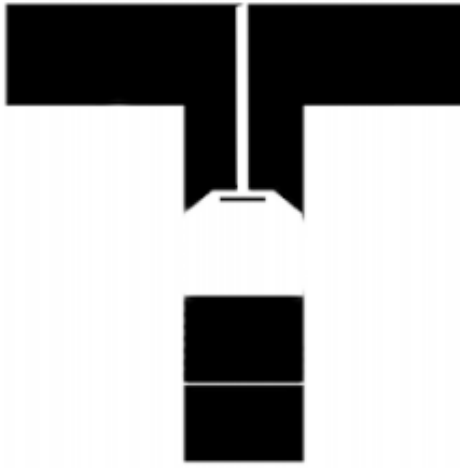
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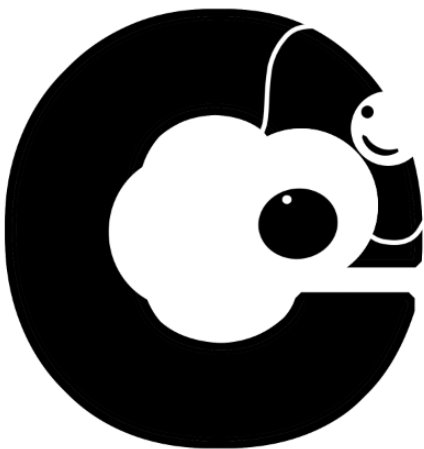
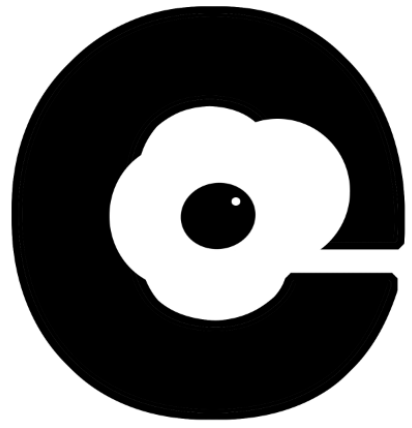
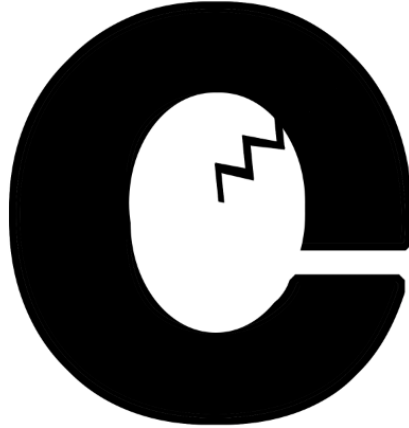
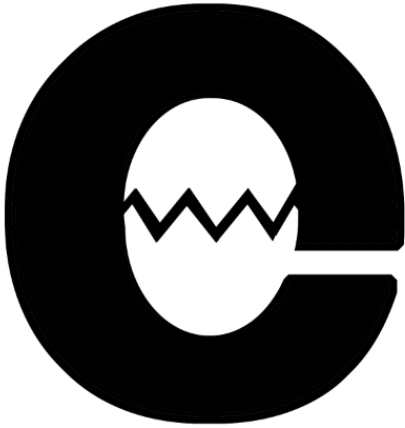
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presentation



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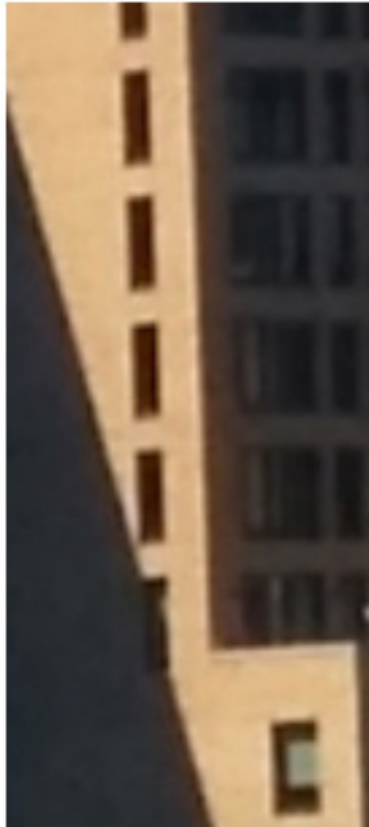


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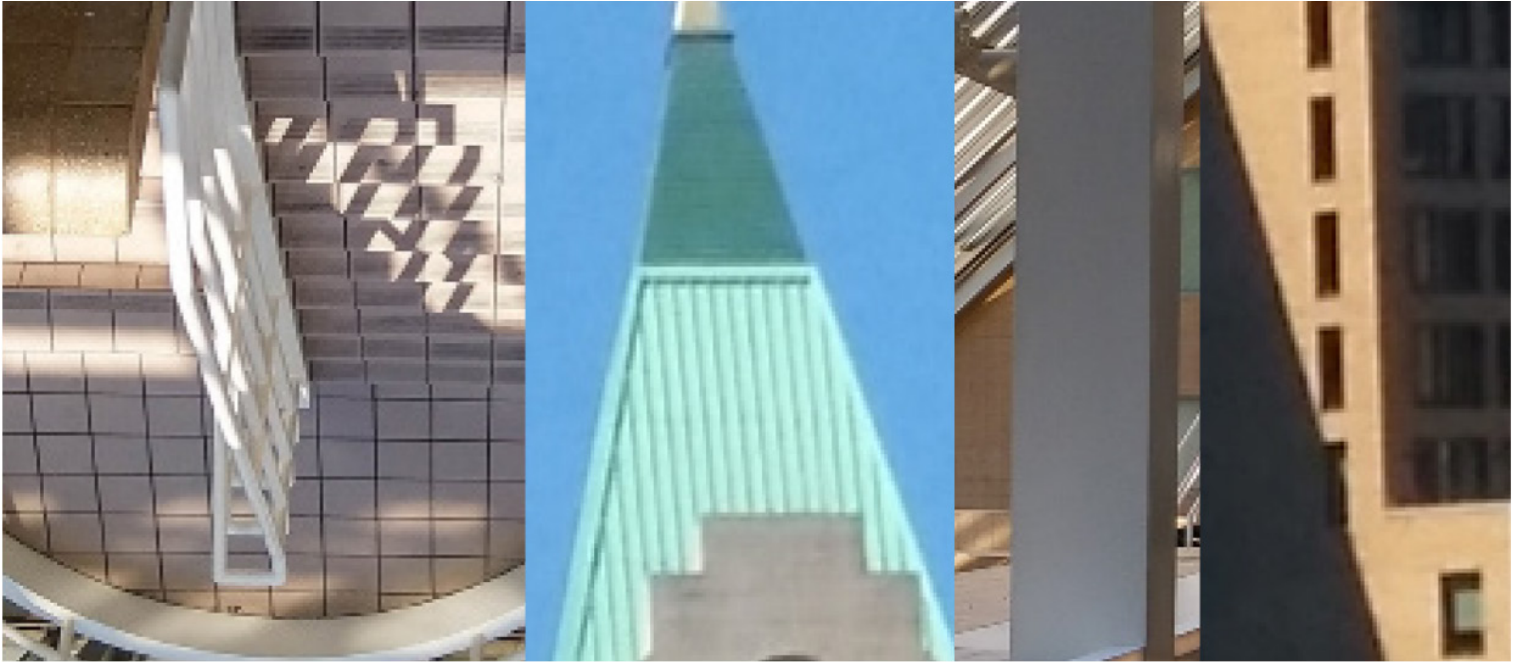
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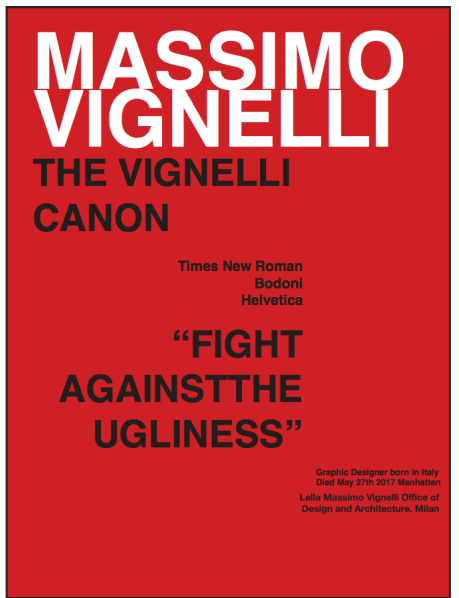
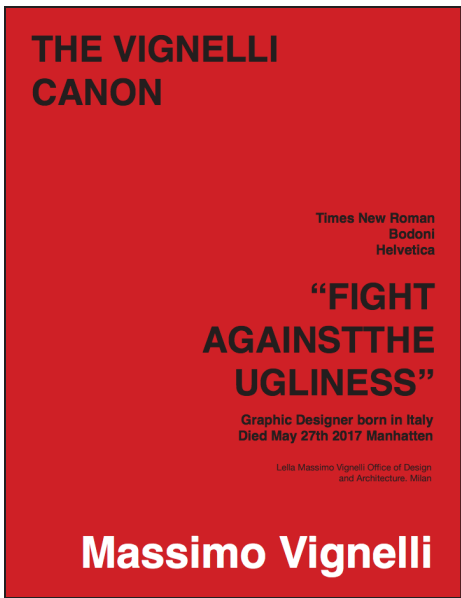
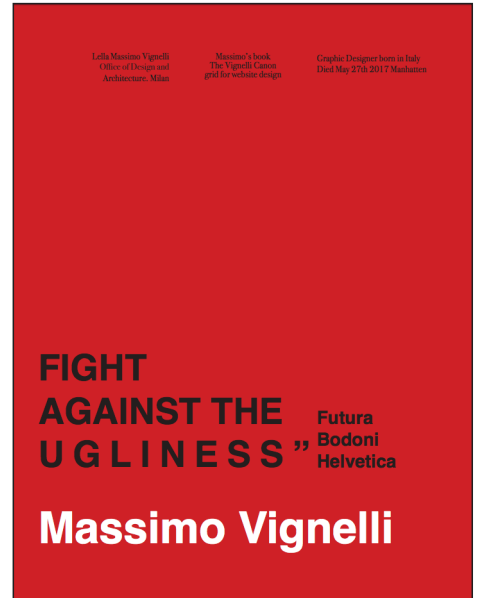
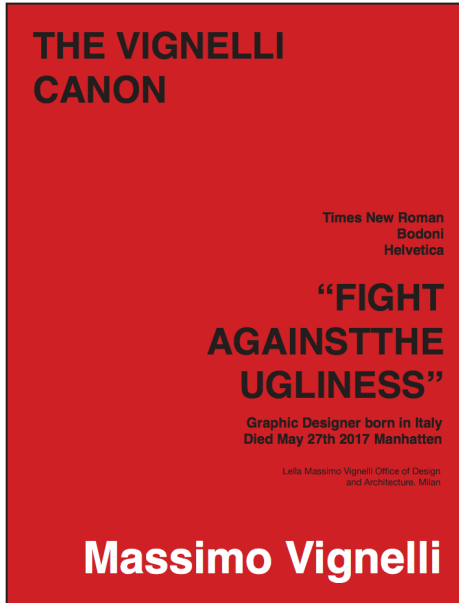
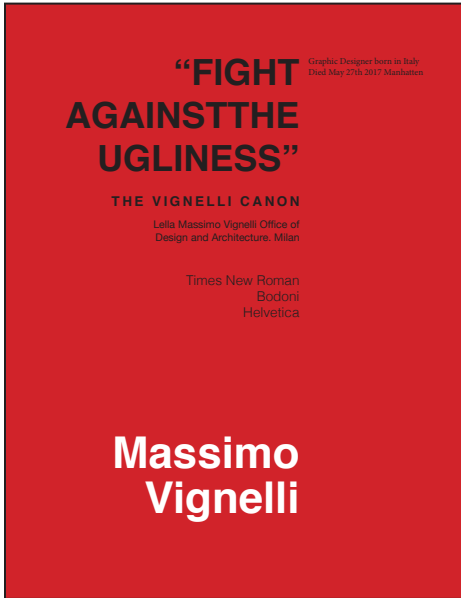


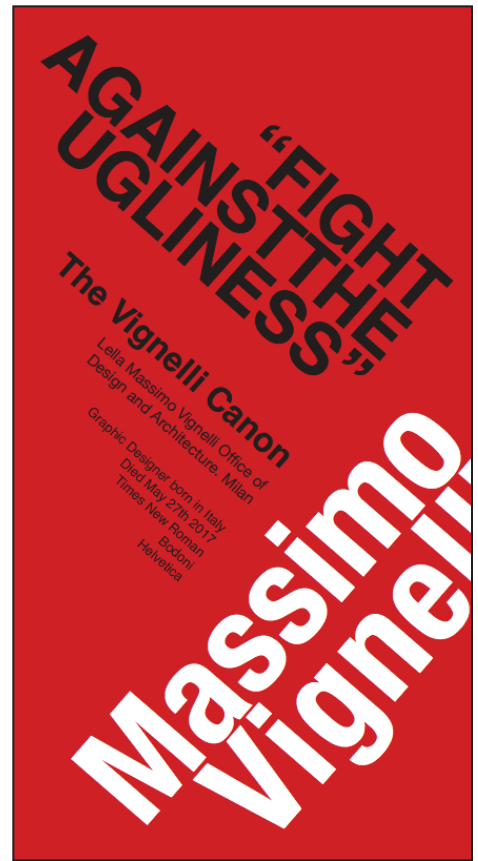
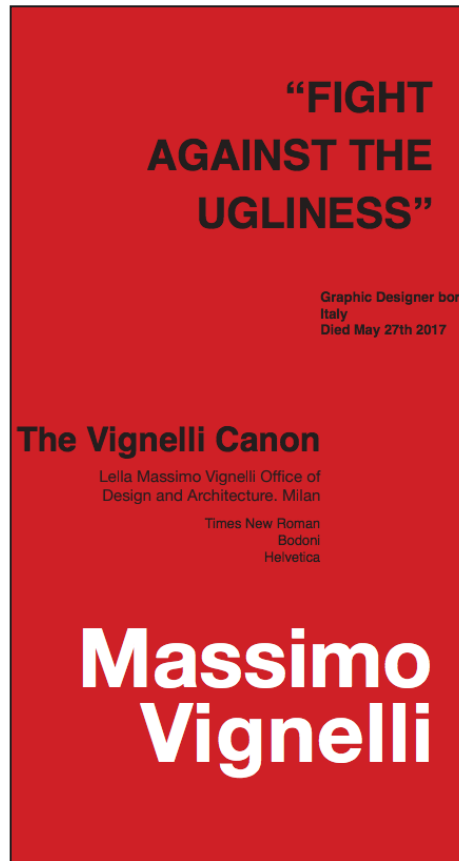
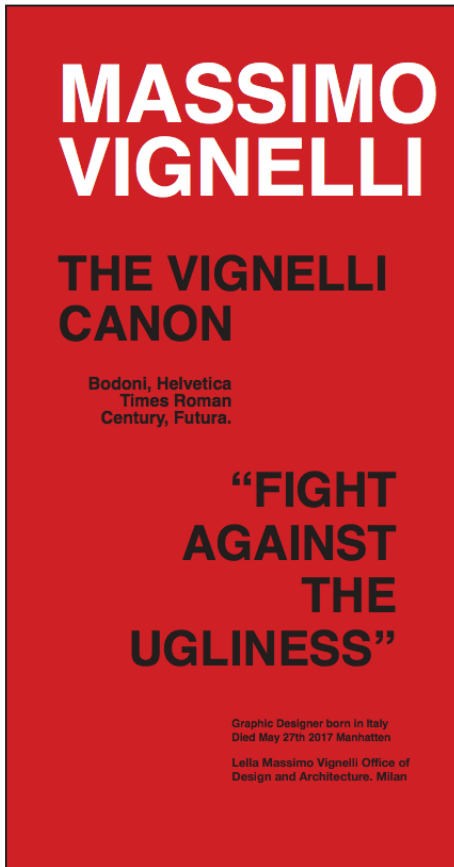
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DESIGNER POSTER

presentation





THE VIGNELLI CANON

MASSIMO
VIGNELLI

“FIGHT
AGAINST THE
UGLINESS”

Graphic Designer born in Italy
Died May 27th 2017 Manhattan

Lella Massimo Vignelli Office of
Design and Architecture. Milan

Bodoni, Helvetica
Times Roman
Century, Futura.



Massimo Vignelli


Massimo Vignelli was born in Milan Italy on January 10th, 1931 and when he was 14 he wanted to become an architect. After studying in the University of Venice School of Architecture he joined six architects which then became one of the world's largest brands named Unimark. He made a company that then emphasized on marketing. He became known as a graphic designer who designed products and company logos. Vignelli also created The Vignelli Canon which is a grid for website design and named his studio "The Lella and Massimo Vignelli Office of Design and Architecture".

In the studio he designed domestic products, office accessories, graphics and furniture. He also did package design, furniture design, showroom design and warehouse design. Massimo Vignelli worked alongside with his wife Lella and designed many things such as the New York City subway, IBM, American Airlines and US National Park Services. Massimo Vignelli expanded his knowledge and his book The Vignelli Canon was made into a free pdf. It consists of 40 pages and is a clear and simple guide for his aesthetic which is the modernist design.

He then died in Manhattan May 27th 2014 in New York. Massimo Vignelli's philosophy was that "if you can design one thing, you can design everything" There is an idea vs execution of design. Massimo Vignelli believed in using only five typefaces to communicate his ideas. The five typefaces Bodoni, Helvetica, Times Roman, Century and Futura. He believed in clarity and simplicity and only stuck to the colors red, black and white. Massimo Vignelli believed in Modernist principles which was developed around World War 2. He also believes in design syntax which is consistency in design. "The consistency of a design is provided by the appropriate relationship of the various syntactical elements of the project: how type relates to grids and images from page to page throughout the whole project. Or, how type sizes relate to each other. Or, how pictures relate to each other and how the parts relate to the whole. There are ways to achieve all this that are correct, as there are others that are incorrect, and should be avoided" His works are timeless because he had a minimal approach with his works. His type was simple, and avoided italics and bold. He believed strongly in guides and structured his work with the grid.


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Biography

Biography on a timeless designer who favors simplicity



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“The life of a designer is a life of fight: fight against the ugliness.”

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Typography

Vignelli-isms Poster series.
In recognition of his outstanding
contribution to the world of
graphic design.

On the evening of Tuesday, March 8,
The Architectural League gave its
President's Medal to Lella and
Massimo Vignelli.

In 1971, Massimo founded Vignelli
Associates with his wife, Lella.
He and his wife continue to work
from their New York office.

Vignelli was involved with filmmaker
Gary Hustwit in the documentary
Helvetica, about the typeface of the
same name. Vignelli also recently
updated his 1972 New York City
subway map.

Massimo Vignelli

Five phrases to live by: *Massimo Vignelli*

01

One life is too short
for doing everything

02

We like design to be visually powerful,
intellectually elegant and above all timeless

