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Digital Media

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 **David Carson**

 David Carson is a contemporary graphic designer and art director. He was born on September 8, 1954, in Corpus Christi, Texas. He went on to study Sociology in San Diego State University and graduated with a Bachelor of Arts degree. He attended the Oregon of Commercial Art to study graphic designing and a three week workshop in Switzerland as a part of his degree. Aside from his art field, He was ranked 9th best surfer in the world, in 1989. I found Carson through Ted Talk and I found him to be remarkably funny and genuine about design. I selected David Carson as a famous designer that gave me an interest to because he is unique and unconventional from the others. His uniqueness has interested me in this field.

Carson’s debut in graphic design started when he worked as a designer for a magazine called “Self and Musician” , which covered surfer’s interests. In 1992, Carson started as the art director of his magazine called “Ray Gun” , in which it showcased his innovative typographic art works. Although, his covers for “Ray Gun” were often considered radical and bold, it fascinated the young audience. Eventually , Carson departs and establishes his own firm called David Carson Design. He has signed with major corporate companies , such as Nike, Pepsi, Coca Cola , Levi Strauss , etc. His characteristic and tone made him different from other designers. Because of Carson’s unique style in this field , his success comes from that unique style and has earned him 230 awards such as , “Beast Overall Design “ and “Society of Publication Designers in New York.” Carson’s accomplishments is related to COMG and CDMG by defining the field. This means that Carson’s work has to do with the field. His job is being a graphic designer while the title is in the department. Carson’s accomplishments is appealing to COMG and CDMG. Having awards and success in the field helps Carson contribute to the field. Carson’s work is characterized with a chaotic typography art with patterns and disarray of photos overlapping each other. In other words, Carson’s typography designs is made with each stroke show different emotions, imagery and idea. His innovative style of visual communication attracted new audiences, but repelling many who considered his work misleading. I personally find his art as unique and different. Design and art is never wrong while holding its principles and and properties. Carson’s work holds the basic principles and properties. Thus, his work cannot be considered wrong but unique and different.

To conclude, David Carson is considered to be a controversial graphic designer. He holds unique and different techniques in his view of design. While his work holds all the necessary requirements in basic principles and properties, the judgment of others will always define him.

**Contents:**

<http://www.famousgraphicdesigners.org/david-carson>

<http://www.davidcarsondesign.com/>

<https://www.ted.com/talks/david_carson_on_design?language=en#t-1103329>

https://en.wikipedia.org/wiki/David\_Carson\_(graphic\_designer)