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In a world full of creativity and art, Michael Bierut excelled in the field of graphic design. Born in 1957, Bierut's passion for design began pretty early. He grew up in Cleveland, Ohio where the field was not well known at the time, Bierut tried his best to learn about the subject. He went on to study graphic design in the University of Cincinnati College of Design, where he gained a lot of experience and got noticed pretty quickly by big designers. According to his experience, Bierut states that "*Probably the most interesting thing I learned, is that a lot of the things about design that tend to get designers really interested aren't that important*". After graduating, Beirut continued his graphic design work at Vignelli Associates. After working there for a decade, he was granted the Vice President position. Later in his career, he then started working with the New York office of Pentagram. This is where his work really expanded and big companies like Motorola, the Walt Disney Association, and the United Airlines, started seeing his potential and decided to work with him.

Beirut's famous works are a mix of his books and logos. Throughout his career, he published several books where he demonstrates the importance of design and how easy it is to create. Beirut was all about making designing fun, and in his book "*How to Use Graphic Design to Sell Things*" he mentions how the only way designing can get easier for somebody is if your mind is open to more things. In an interview he explains, "*To me, the conclusion is inescapable: the more things you're interested in, the better your work will be.*" To add on, this book also shows thirty-five projects that he created for clients throughout his career; he chose these specific projects because he felt that they were the most admirable. Another book that he published was *Seventy-Nine Short Essays on Design*, in this book Bierut talks about everything, from Massimo Vignelli to Eero Saarinen, he not only gives insight about the design world but he also voices his opinion on many subjects. Beirut points out, "*designers actually can change the world for the better by making the complicated simple and finding beauty in truth.*" Moving onto logos, Beirut's well known clients include, The New York Times, Saks Fifth Avenue, The Robin Hood Foundation, MIT Media Lab, Mastercard, the New York Jets, the Brooklyn Academy of Music, and Playwrights Horizons were just a few.

The reason why Bierut is important to graphic design is because his work is shown everywhere and because he started designing at such a young age, he grasped the basic concepts of what makes a design look presentable. With so many designs of his shown in museums and buildings, you would think that there is a secret to designing such good pieces. According to Bierut himself, the easiest way to design is to understand your client. He explains, "*I'm a graphic designer, and when I do my work, people sometimes get the idea that in order to do it well, I need to kind of get immersed in what it is they do, what their business is. So, even [though I] imagined what I was doing for my life's work was sitting in a studio coming up with designs, I spend just as much time kind of out submerging myself in other people's worlds.*" It sounds so simple because it actually is, if you look at Bierut's work, it's not something that you have to look at for hours to understand, it's just eye catching and easy to read. Which is why he's so respected in the design world.

To conclude, throughout the forty years of Bierut's design career, he has not only helped improved businesses and big companies, but he also made it possible for future designers to follow his

footsteps. As a student, he's a big influence to me and his work shows that you don't need to be a scientist or a genius to create wonderful art, all you need is your tools that you can find around you. For example, writing things down, drawing figures to better understand your task, putting it on a board to visualize, these are just a few ways anybody can become successful in design. It's very interesting and I'm glad that somebody like Bierut was able to expose this idea to us and share his past experiences to better educate future designers.

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