

**CHRISTOPH
NIEMANN
ILLUSTRATOR**

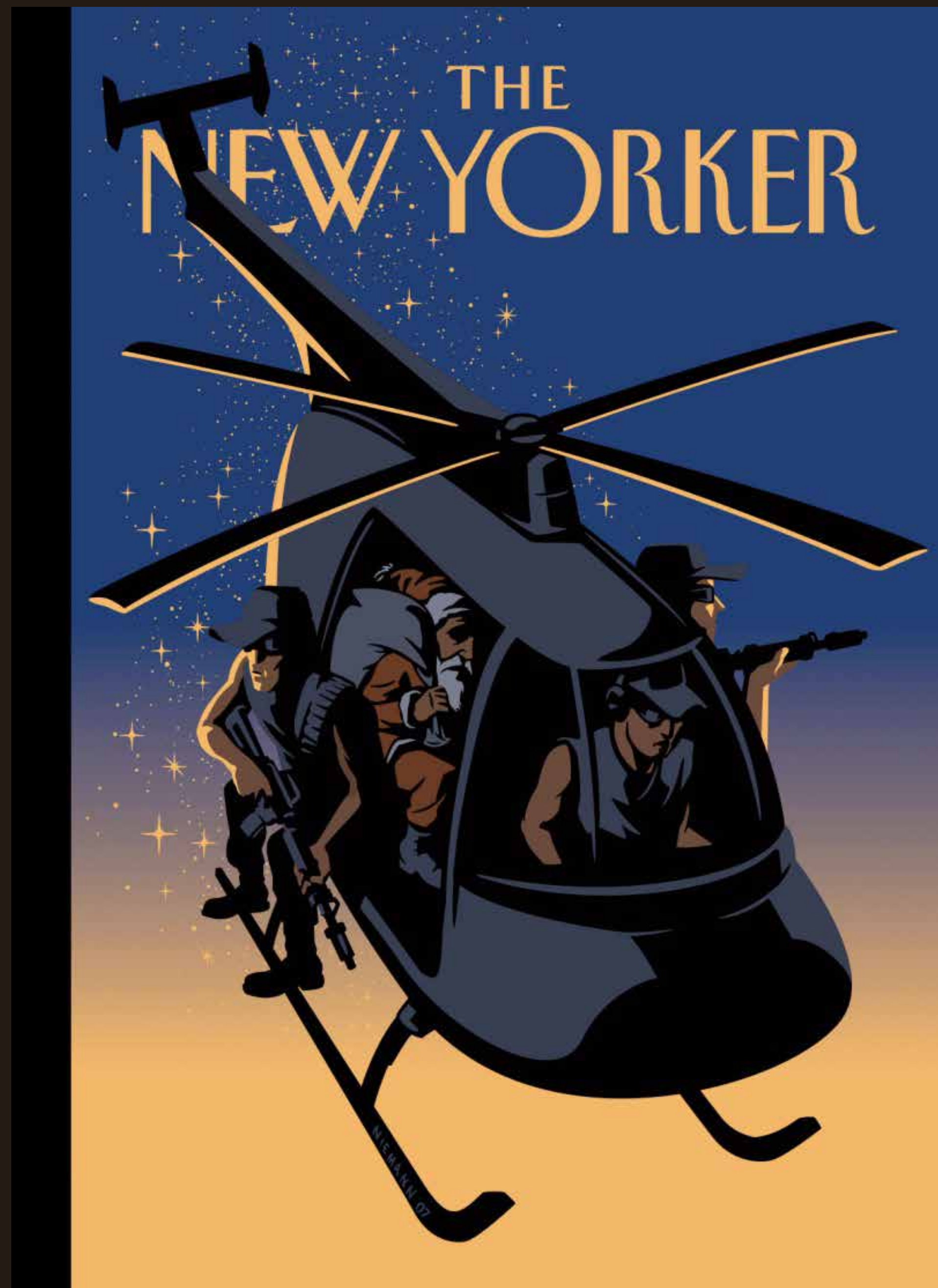


ABOUT

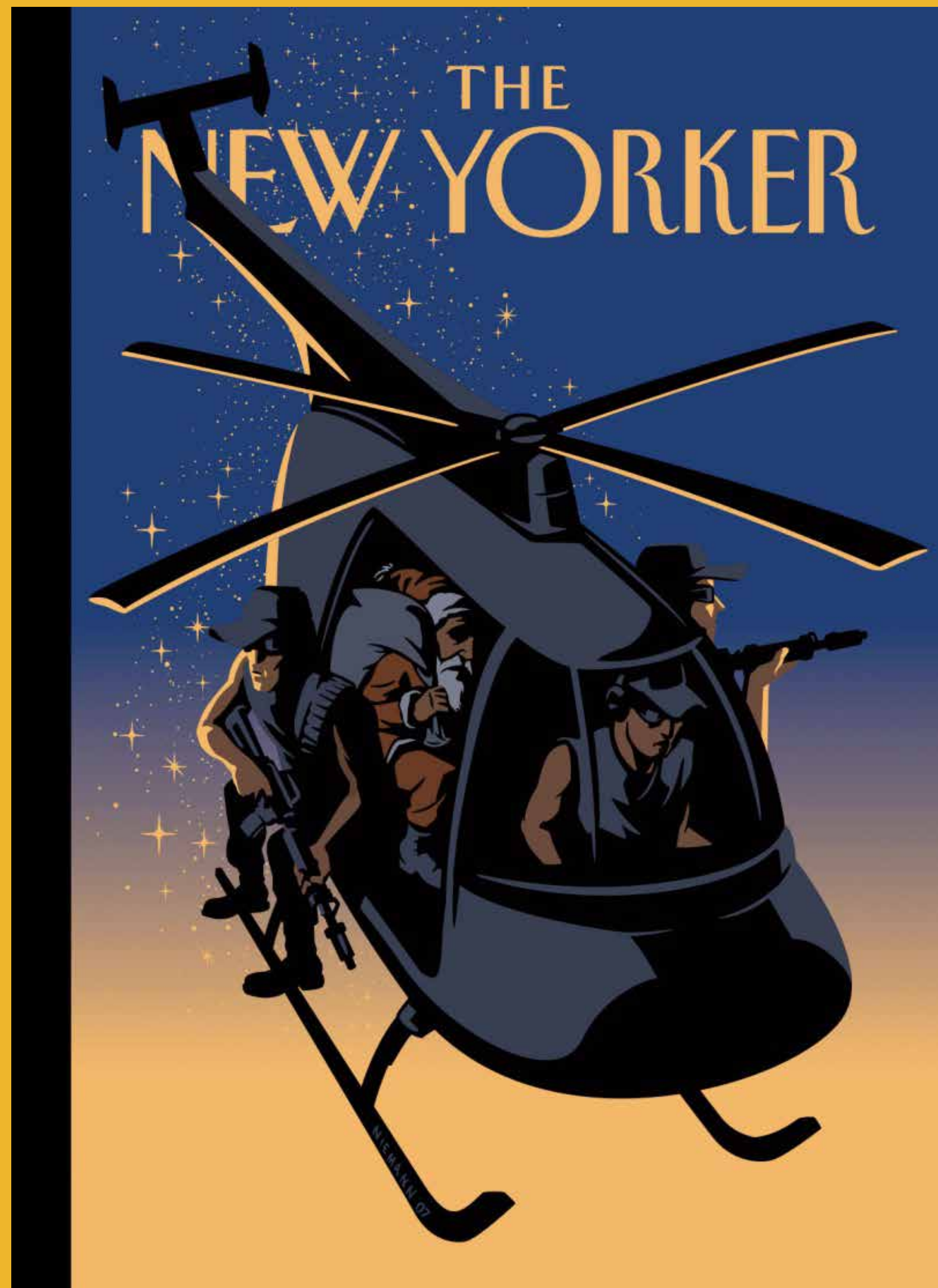
Christoph Niemann is an artist, author and Animator. His work can often be spotted on the covers of The New Yorker, National Geographic and The New York Times Magazine. He was also the subject of an episode on the Netflix series The Abstract. Christoph Niemann's art has been subject to numerous museum retrospectives. He has drawn live from the Venice Art Biennale, the Olympic Games in London, and he has sketched the New York City Marathon while actually running it. He created The New Yorker's first Augmented Reality Cover as well as a hand drawn 360 degree VR animation for the magazine's US Open issue. Clients include Hermés, Google, LAMY, and The Museum of Modern Art.

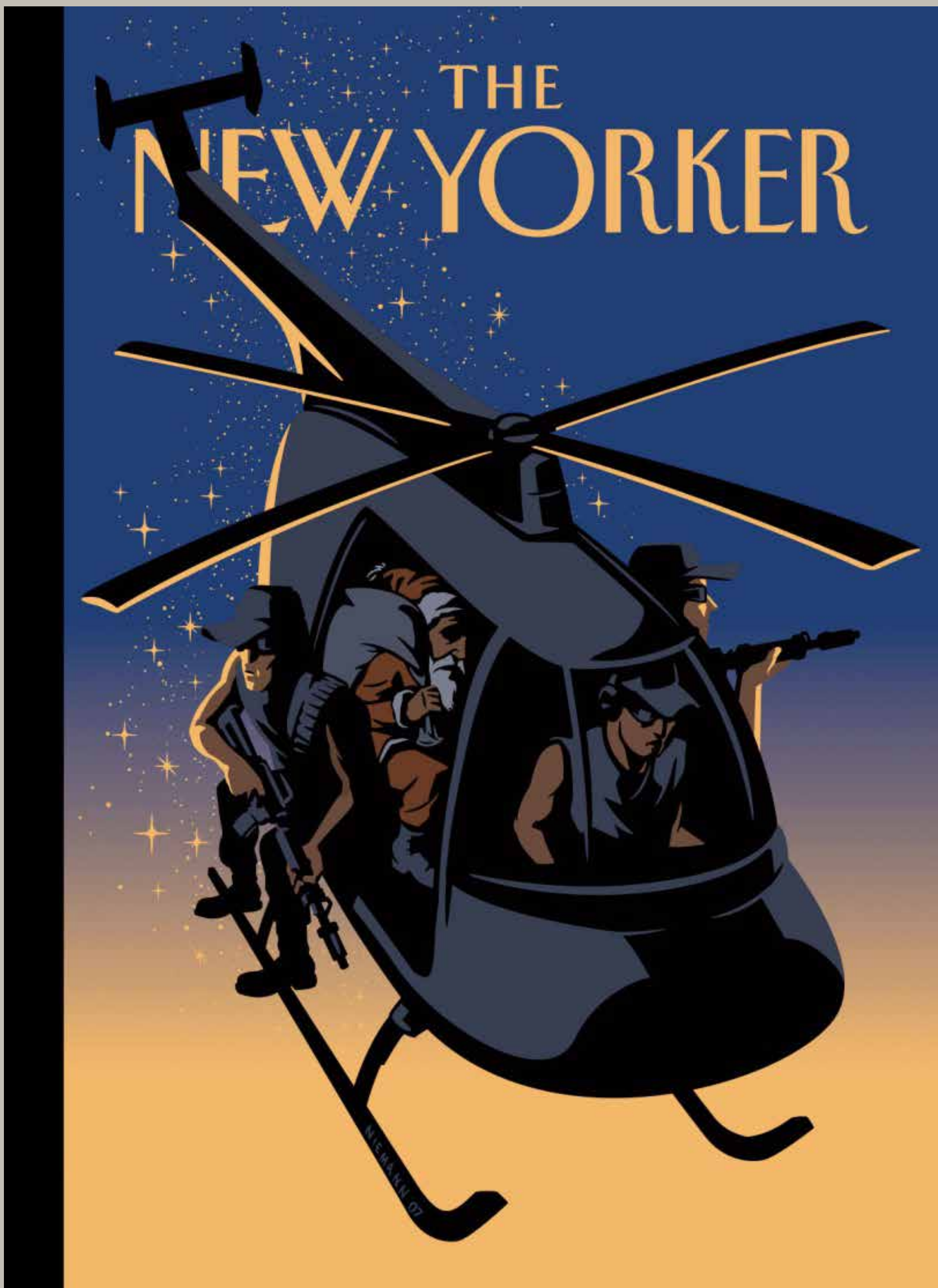


MAGAZINE COVERS



RHETORIC OF THE IMAGE

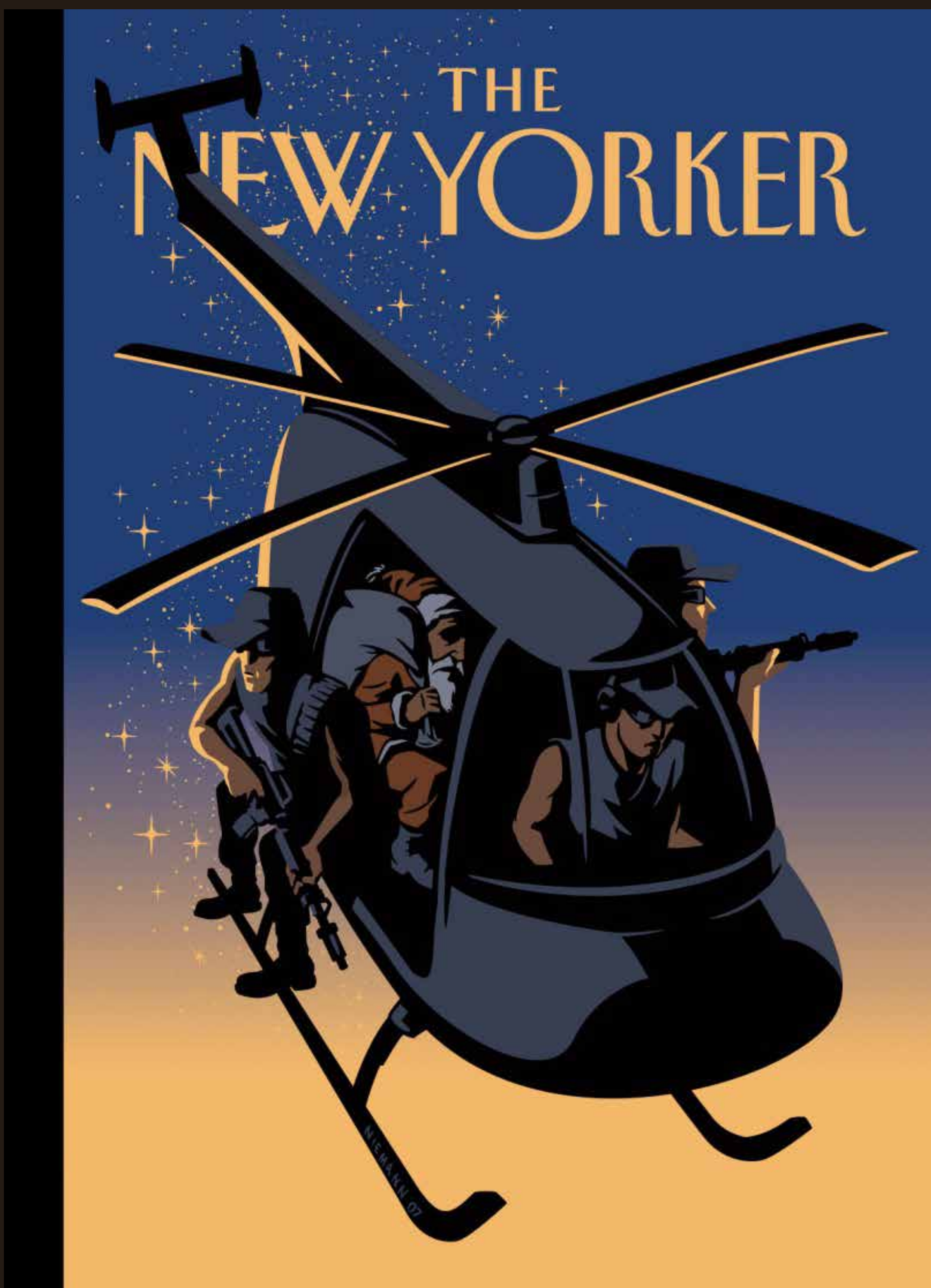




EXAMINING THE DENOTED IMAGE "LITERAL"

- IN THE FIRST IMAGE YOU SEE A GROUP IN MEN IN A HELICOPTER A GUNS IN BLUE AND ORANGE TONES ALSO CARRYING SANTA CLAUS.
- YOU SEE A REPEATING IMAGE OF A WOMEN WITH A SEWING MACHINE AND AMERICAN FLAG
- YOU SEE A FIGURE STANDING IN THE MIDDLE OF LARGE DOMINO'S SURROUNDING THE FIGURE
- THE ILLUSTRATION SHOWS A GROUP OF PEOPLE ENGAGING IN AN ARGUMENT HOLDING AMERICAN FLAG, ONE GROUP IS COVERED IN BLUE AND THE OTHER IS COVERED IN RED
- THE IMAGE DEPICTS A CRACK IN THE EARTH WITH PEOPLE FALLING OUT ALONG A JAGGED RED LINE

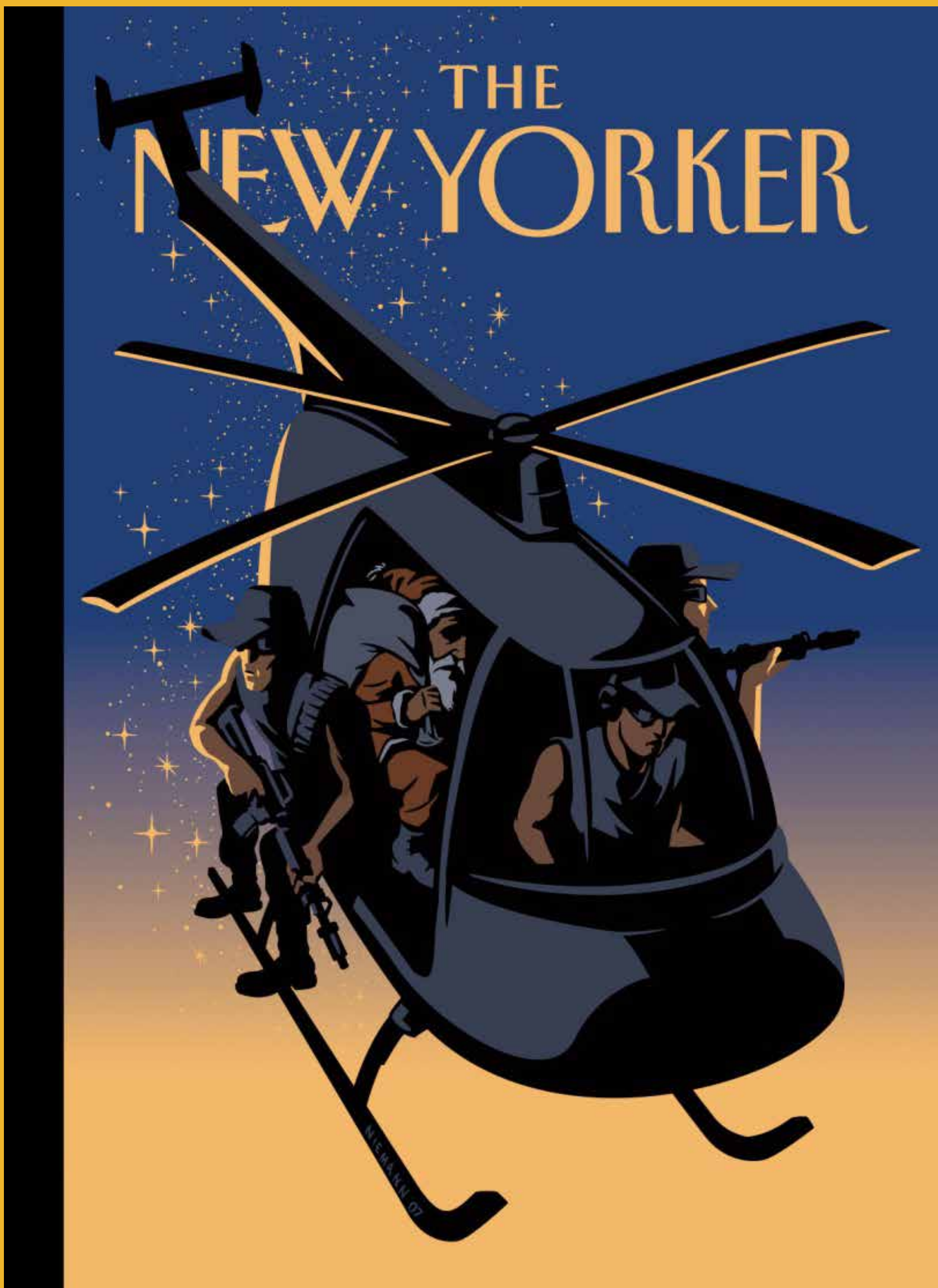




EXAMINING THE CONNOTATED "CULTURAL"

- THE IMAGE IS REPRESENTATIVE OF THE ONGOING WAR AT THE TIME IN AFGHANISTAN WHILE THE HOLIDAYS WERE STILL BEING CELEBRATED
- THE IMAGE REPRESENTS COMMUNIST FACTORY WORKERS SEWING AMERICAN FLAGS.
- THE MESSAGE BEING CONVEYED IS THE DOMINO AFFECT OF COVED 19 AND HOW QUICKLY IT HAS SPREAD
- THE BLUE AND RED IS REPRESENTATIVE OF THE REPUBLICAN AND DEMOCRATIC PARTY, THE GROUP OF PEOPLE IS REPRESENTATIVE OF THE AMERICAN PEOPLE AT ODDS OVER POLITICS
- THE COVER IS SYMBOLIC THE FAILING STOCK MARKET





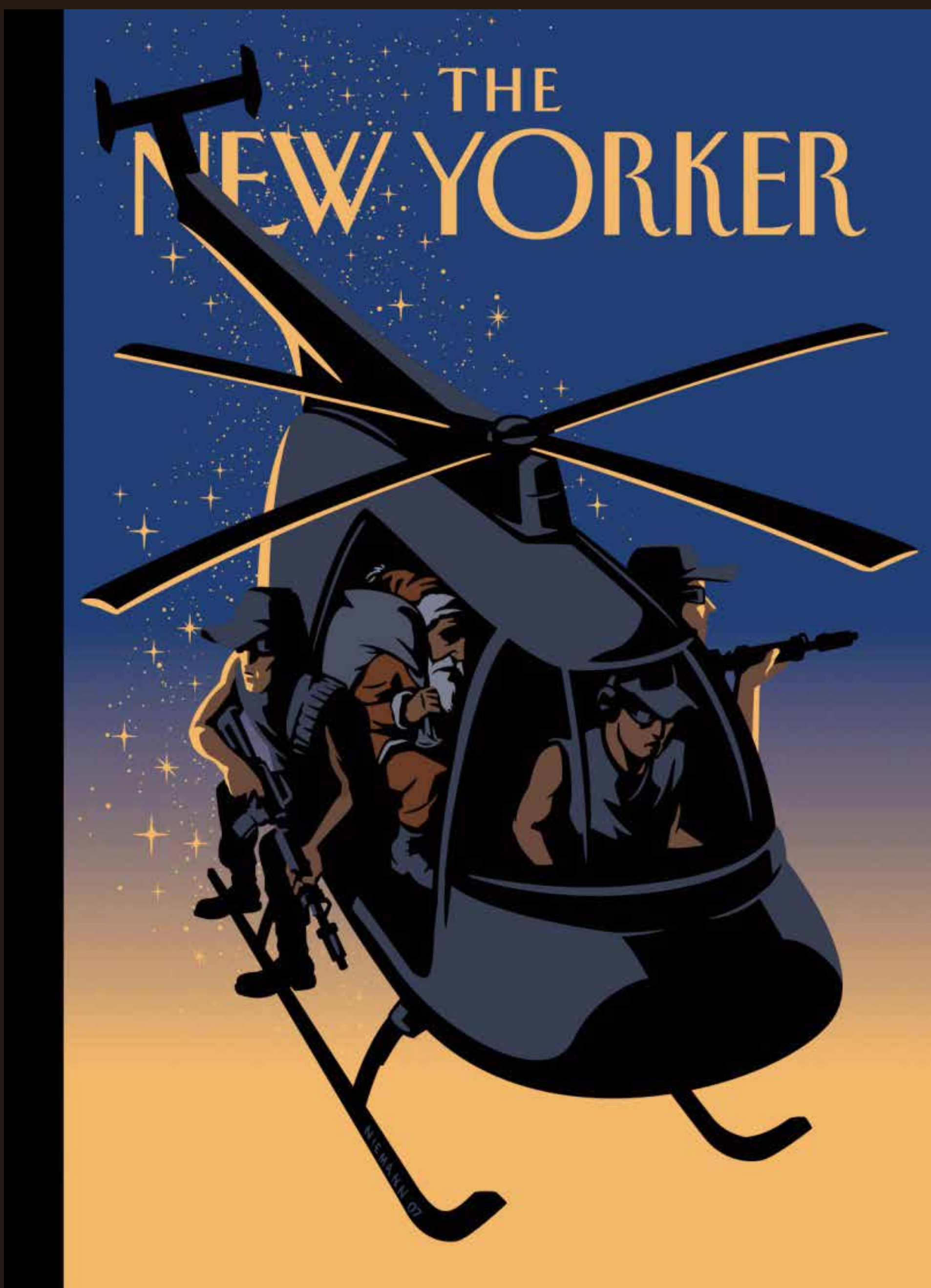
DESIGN AS ART BRUNO MUNARI

- VISUAL DESIGN IS CONCERNED WITH IMAGES WHOSE FUNCTION IS TO COMMUNICATE AND INFORM VISUALLY THE MEANING OF FORMS AND COLORS AND THE RELATIONSHIP BETWEEN THEM
- GRAPHIC DESIGN WORKS IN THE WORLD OF THE PRESS OF BOOKS, OF PRINTED ADVERTISEMENT.





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GOOD DESIGN IS GOODWILL

- THE EXPRESSION "GOOD DESIGN" CAME INTO USAGE CIRCA 1940, WHEN THE MUSEUM OF MODERN ART SPONSORED THE EXHIBIT "USEFUL OBJECTS OF AMERICAN DESIGN UNDER TEN DOLLARS."
- WHAT A DESIGNER DOES IS NOT LIMITED TO ANY PARTICULAR IDEA OR FORM. GRAPHIC DESIGN EMBRACES EVERY KIND OF PROBLEM OF VISUAL COMMUNICATION, FROM BIRTH ANNOUNCEMENTS TO BILLBOARDS
- DESIGN IS A PERSONAL ACTIVITY AND SPRINGS FROM THE CREATIVE IMPULSE OF AN INDIVIDUAL.
- I BELIEVE THAT DESIGN QUALITY IS PROPORTIONATELY RELATED TO THE DISTANCE THAT EXISTS BETWEEN THE DESIGNER AND THE MANAGEMENT AT THE TOP. THE CLOSER THIS RELATIONSHIP, THE MORE LIKELY CHANCES ARE FOR A MEANINGFUL DESIGN.

