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Digital Media

Field Trip Report



[HTTPS://WWW.MARCHPAPER.COM/2020/02/CAROLINE-BAUMANN-AND-6-TRUSTEES-RESIGN-OVER-WEDDING-CONTROVERSY/](https://www.marchpaper.com/2020/02/caroline-baumann-and-6-trustees-resign-over-wedding-controversy/)

This week, we attended the Nassau County Museum Exhibit *Blue* and the Digital Museum at the Cooper Hewitt during our Blackboard Collaborate meeting. Cooper Hewitt is a design museum on the Museum Mile of the Upper East Side in Manhattan, New York

City. In 1896, the Cooper Hewitt Museum was founded. I am a big fan of Herbert Bayer. I love his works. So, during the digital visit to the Cooper Hewitt Museum, I looked at all the works of Herbert Bayer: Bauhaus Master Exhibition. Herbert Bayer: Bauhaus Master marks the centennial of the 1919 establishment of the Bauhaus in Weimar, Germany, and features rare works by Herbert Bayer, a pioneering graphic designer of the 20th century. The exhibition follows Bayer's position as both a student and teacher at the Bauhaus, as well as his illustrious career in the United States after his 1938 emigration.

Herbert Bayer's "Poster, Olivetti Divisumma, 1953" is one of my favorite pieces. It is very significant in graphic design to be able to convey what is in someone's mind through the style of



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the work. Herbert Bayer's poster is showing a dancing roll of printing ribbon, diving between a checkerboard game of multi-colored squares and symbols. The audience were able to tell what was going on in the poster because of the way he designed it. It is simple and easy to understand.

“Print, Noreen Color Rinse, ca.1953” is another piece of Herbert Bayer that I really liked because of the offset lithograph. Bayer made the print of “Noreen Color Rinse” through the process of offset lithograph. He did not make the

print from printing plates, instead he transferred it to another surface and from that surface to the paper. Offset lithograph is mostly used for commercial printing and fine art purposes. Bayer took some interesting steps to make his work look outstanding. In today's world graphic design is found everywhere and it is used for everything. As time is passing, people are coming up with new ways to evolve in the field of graphic design. So, it is very important to make sure the work you do involves communication, clarity, simplicity, and easy to understand.



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Finally, “*Das Staatliches Bauhaus in Weimar*” is another piece of work by Herbert Bayer. He used Typography which is a good method to communicate with one another without any

difficulties. Typography changes the entire look and feel of a piece of work. It attracts and holds the attention of the audience. It helps to create and build recognition with informative hierarchy. This is exactly what Bayer did in his work, which is why this piece of work stands out.



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In conclusion, the digital visit to the Cooper Hewitt Museum was wonderful because I got to see the works of my favorite Graphic Designer. Graphic Design is visual communication. This field requires good problem-solving skills. But most importantly graphic design requires typography, photography, and illustration. Through this process one can demonstrate their thinking by putting it into a design. A person can speak out their minds through graphic design without having to speak. As you can see, people can learn a lot about graphic design from the exhibition "Herbert Bayer: Bauhaus Master" at the Cooper Hewitt Museum".

Reference

1. “Cooper Hewitt, Smithsonian Design Museum.” *Wikipedia*, Wikimedia Foundation, 1 Dec. 2020, en.wikipedia.org/wiki/Cooper_Hewitt,_Smithsonian_Design_Museum.
2. “Herbert Bayer: Bauhaus Master.” *Herbert Bayer: Bauhaus Master / Exhibitions / Collection of Cooper Hewitt, Smithsonian Design Museum*, collection.cooperhewitt.org/exhibitions/2318800172/.