

Anahi Pisfil

COMD 1100

Ms. Trofimova

WRITING PROJECT #1

If I want to start off honest, I will start off saying that Marian Bantjes and Chipp Kidd are the first graphic designers who I know by name. Of course, when I see a design on a piece of clothing or on advertisements, it catches my attention, but never have I really thought about the person behind the work too much. I never realized how much thought is put into one's work to get a message out. For me, my artwork is just simple cartoons just for my viewing because I'm bored at home; but for others it is so much more. For Marian, it is the amount of detail she puts in her public work, just for the hope to inspire a few creative minds here and there. Then you've got Chipp, someone who he himself is inspired by the outside world for his artwork.

Marian doesn't go for strategy that goes straight to the point of what she is trying to get across, instead, she likes to have people wonder. She happened to say something that really stuck with me, she said, "To say I wonder is to say I question... I ask. And to experience wonder is to experience awe." Marian likes to put the use of visual wonder to deliver a message in her work. Her goal is to have the audience question her art, "Who is it for? What does it say? What does it do?" That is why she works more so for the commercial public audience rather than an isolated private sphere. Her hope for inspiration in others is what she considers to be worthwhile rather than the money she receives.

The materials Marian uses for her work is truly unique. This creative woman goes from flowers to tinfoil to pasta to sugar. She uses these simple materials to get great messages across. An example would be the book she was working on, specifically the chapter about Honor. She uses designs with pasta surrounding the page, displaying how a little kid makes macaroni art to give to their parents, which in their sense is a form of honor. It's not even just about the objects she uses, it is how she displays them. I've come to notice that she uses a lot of spirals in her work. Not just with the objects; but also in her actual drawing/writing work. She doesn't do your simple lettering; she expands on the letters and make their ends go into spirals; to which I believe is truly mesmerizing. This technique is something that has inspired me to use in my own artwork. Another technique that inspired me was the use of colors that compliment each other. Like in her puzzle art, she used the three primary colors for the whole thing: red, blue and yellow. In that same artwork, she made a couple of simple designs and rotated each of them to make the large puzzle. That is something that fascinated me because she really only did like a good twenty different small designs that were fit to be squares and rotated each one of them at 90 degrees and placed them next to each other, to at the end create that large, very detailed piece of art. Along with it, she also placed words in the artwork and made the words visible to see in the cluster.

Chipp Kidd also displays his work for the public eye, but he is more known for his artwork for book covers. In his Ted Talk, he starts off with distinguishing the words Clarity and Mystery. He defines Clarity as getting to the point and Mystery is demanding to be decoded. He takes us through the process of a few book covers he has worked on. From what he presented and the stories behind his work, we see that his inspiration comes from life experiences. Experiences as simple as ordering Chinese food and getting fortune cookies or simply just noticing the red button he pressed every day to exit his work building. In my opinion, the idea for the book cover for *All the Beauty You Will Ever Need* by David Sedaris, was one of my favorite inspiration stories he told. Fortune cookies are believed to hold some sort of deep saying inside that is

supposed to mean something to you somehow. But if you actually think about it, it means nothing; it is - literally just a general vague quote to which you apply to yourself at your own extent. The title that the author chose for the book already didn't mean anything towards the story itself. So, for Chipp to think of a cover that correlates with the author's idea was pretty cool. He was just there reading his "fortune" from a cookie and boom, inspiration.

A couple of new words were brought up in both videos that I didn't happen to know until I searched them up. In Marian Bantjes' Ted Talk, the word cross-pollinating was brought up. I believe she said, "inspiration is cross-pollinating". When searching up what the word cross-pollination means, it brought me to many definitions that defined it as basically when pollen is transferred to a flower from a different plant. So when she brings up that word and has it mean the same way as inspiration, she is saying that what she does is to inspire the imagination of people and she'll never know who will take something from that and turn it into something else. Sort of like a ripple effect in a sense, but it changes after every ripple. In the Chipp Kidd video, I picked up on the word, Visual Vernacular. It is when we are used to seeing something a certain way applied to something else so that we see it in a different way.