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11/03/2020

Graphic design HW

Milton Glaser (To inform and Delight)

Milton Glaser is an American graphic designer who was born in the Bronx. To give you a quick summary of Glaser, he was a very artistic kid growing up and some people would say when it came to drawing or designing, he was a natural at it. He grew up in a 3-room apartment with his mother, father and sister. At his age, he remembers every details that occurred in the house he grew up in. (E.G) His mother was always sewing socks or shirts, his father reading newspapers and his sister doing homework. According to Glaser, he stated that in order to enjoy art for himself he had to make public for everyone to see. The thought of selling art individually so people can just hang in their house was weird and uncomfortable for him. He wanted it to be on the streets.

Five things I have learned about design in this film is **number one** the understanding of communication when it comes to creating a visual art. The only way to make people understand art is to make a sort of puzzle where it would be not only easy to solve but also recollected in their memory so they would not forget it. **Number two**, Glaser quote from a book written by Tamarack which states, “there’s no art, there is only artist.” Without artist, there would be no art. **Number three,** Glaser quoted, “the best thing about art is that it never runs out.” The important value here is that when you are an artist you go as far as you can until the next artist either takes over or picks up where you left off. **Number four** the idea of being a teacher is that you pass on what you learned so the next set of generation can achieve greatness. **Number five** what students get from a good teacher according to Milton is not instruction, but a demonstration of someone’s view of life. everyone has a different way of perceiving the world.

The most interesting project I saw from Mr. Glaser is the I heart New York logo that was made in 1976. The simple visual art that was known throughout America and the world was made on a simple piece of scrape paper with red crayons in the back of a New York taxi. The reason why this project interest me is because it’s was a simple visual art in which anybody could have came up with but it was Milton Glaser who put this phenomenal idea in the minds of people, artists that makes it memorable. In this era, anything could have been used as a logo to show a simple yet common “I Love New York” but it was Letter (I) which is also a word in most cases, the symbol of a heart which defines feeling of affection and the initials of New York which we all know is NY. For me, this project sticks out most because it shows you do not have to always go big or you will go home, sometimes the smallest things can make a difference.

Typography does play an important role in Mr. Glaser work. One of Mr. Glaser artwork that uses type is a poster cover of a book, made during the Renaissance Period. The book cover shows an image figure of a person’s head with colorful shapes in the background representing the individual hair. The purpose of this book is to encourages readers to flick through and allow the imagery, always on the right-hand page, to catch their eye, rather than searching for popular or well-known designs.

When Mr. Glaser saw that Pushpin became a style, he did not trust it. He also did not want his artwork to be encapsulated in a style. He stated that it felt as thought he had to redefine himself and that was not his category of doing art.

My opinion about this film is that it was very interesting, I felt like I learned a lot more about graphic design, that you can design or redesign anything and everything. What I have learned from Milton Glaser about being a graphic designer is that its more than just putting an idea on a piece of paper. Its more than just drawing shapes and figures. It’s about putting the visual image of the idea as it is and redesigning it in your own perspective. The best thing about being a graphic designer is that anybody can come up with the great idea, the only obstacle in your way is to display that idea in a way that catches people’s attentions instantly and more so stay as an inspiration for others.