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### Milton Glaser: To Inform and Delight

“The creation of a puzzle is one of the tools that you have to make people understand a thing,” Milton Glaser. Born and raised in the South Bronx of New York City, the American Graphic Designer, most famously known for his work with his I Love NY logo, Milton Glaser has demonstrated exceptional works of designs that are still the center of attention. Part of already creating amazing designs, he has led a big influence on his students, his colleagues, partners, and himself. In the movie, *Milton Glaser To Inform and Delight*, Milton describes his various works and his passion for them through his ideas on visual communications.

I learned that having something done as a puzzle is indeed better than being told what the design physically represents because of the relationship the mind has with one person to want to figure it out. Milton describes this as something he prefers when people work to understand what one is showing (Glaser, 15:10-15:12). Additionally, another key fact that I learned was it's not about finishing something on time according to plan but more about getting the energy achieved when making it. I learned that excellence can be achieved through its level of passion and intelligence. Furthermore, besides having to do the artwork its self, another main key point that I learned was Milton's surroundings in which was always involved with working with everyone, as this is the main important part of succeeding in work. Lastly, I learned from Milton's words how much creativity can be done from just about anything including raw materials, and this, in fact, was what transformed him as well. With this in mind, my personal opinion based on the movie, *Milton Glaser To Inform and Delight*, involves how much information was brought up when achieving to make a design, the process one exactly feels when wanting to achieve our design to be perfect. It taught me to be knowledgeable of the reasons I am doing that design and to be able to make sure my audience is left in feels of wonder because wonder defines motivation and eagerness to want to figure something out and just as Milton Glaser stated, “when people work to understand what is being shown in it”.

One of the most interesting projects of Mr. Glaser had to be his design of Stony Brooks University where the main idea was to put a mural above the entry but on the contrar, Milton incorporated Marcel Duchamp ideas of wheels in which looked like rotor scopes rotating smoothly but having a meaning. I really enjoyed how colorful and unique it came out to be especially at an entrance of a New York State University. The meaning especially would be hard to determine, but it would mean that the art carries alot of thoughts into it. Milton Glaser thinks that style should not be define as an importance to a creative design, whereas drawing in fact brings a more visual aspect to a creative design. When it comes to type, Milton Glaser uses a decorative font to show his typography designs in a more communicative atmosphere. One of the works that reflected a more communicated design, was his design with Fortune, in which he and Walter Bernard tried to come up with ways to make 5 hundred stand out using typography, and in such case, Milton came up with a more simplicity way to create the Fortune cover with just the big number 5 in the center and hundred in a small font next to it. In this simple case, type lead to a successful design and using a much more simpler way to create a design. Overall, Milton Glaser has successfully throughout his years as an American graphic designer been able to teach his audience how he came up with his designs and the elements he implemented to create successful work.