Graphic Design Principles

COMD 1100 OLO4

Darren Le

Milton Glaser: To Inform and Delight

According to the documentary, the purpose of art is to inform and to delight the audiences. The designer was born in the South Bronx to immigrants from Hungary. His wit is consistent with his vision. Besides, I have learned about design principles from this film such as proximity, contrast, repetition, balance and hierarchy. I have learned by drawings we can understand the World. Amongst I Love New York logo, the mind-blowing Bob Dylan poster, menus for restaurants and the logos for DC Comics are his works. I have learned the transformation of an idea that you hold in your mind that becomes real or material work. Last but not least, teamwork is dreamwork, he is encouraging me to communicate with classmates more. Type plays a critical part in most of the work he did. Most of the type he used was decorative font. The most interesting project of Mr. Glaser is I love NY icon because type plays an important role in Mr. Glaser work. For example, he believed that type could transform a work from just an idea to a great piece of work. Type is being used as a sway to bring everything together; it could be a leading or, it could be a central idea. Mr. Glaser thinks about style as something not priority, but an important work. However, he doesn't believe style much like modern artists. He feels as though style and taste place a limit on creative design. He believes that drawing is an important characteristic of design making. It is the foundation of all his designs. He finds a prompt and then he improves it. Mr. Glaser also believes in working in a small environment with everyone else at the same level. He somehow got the ideas from his past, where his family lived in a small apartment. He wanted everyone to work at the similar level to accomplish a same goal. My personal opinion about this film is a way express creative, articulate, intelligent and to describe a successful creator. Students all over the United States are deeply influenced by his prints such as who studied at Visual Art school. I learned about being graphic designer from this film about his enthusiasm and compassion with drawings. I learned about his simplicity applied to his design as well. Making the design is clearer not fatigue posts. I also learned we can use designing knowledge to help patients in healthcare by repackaging and restructure the prescription drug.