

COMD 1100 OLO4

(Graphic Design Principles)

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Topic: Milton Glaser: To Inform and Delight

The Documentary “ To Inform and Delight”, is a great documentary on the life of Milton Glaser the graphic designer. The documentary is a portfolio of Glaser's work as a designer. I really love how they formatted the video so that it cuts into conversations he is having with others. Also I love how the video includes other people's first expression of him and their views. Milton Glaser had a great effect on everyone around him; those he worked with, his students, and those he worked for.

Milton Glaser is a visionary that has a different take on design . He doesn't trust style , he feels as though style and taste places a limitation on creative design . He believes that drawing is an important aspect of design making. It is the base of all his designs. He gets a prompt and then he draws an idea and works around it. Glaser also believes in working in a cramped environment with everyone else at the same level. He got the idea from his past , where his family lived in a 3 room apartment. Everyone listened to the radio in the same room but in separate corners. He wanted everyone to work at the same level to accomplish a goal. Most of the work he did , he did with someone else. He mentions in the documentary that he worked with a person who didn't speak the same language as him for years and yet they worked in sync.

Type plays an important role in most of the work he did. Most of the type he used was decorative font . He believed that type could transform a work from just an idea to a great piece of work. Type could be used as a force to bring everything together; it could be a heading or ,it could be a central force. This is seen in the works done in “The New Yorker”, the work “I love NY”, and the “underground gourmet”. Most of his typefaces are decorative and novelty; yet they still have a profound effect on the viewer. Gaslor believes that typography is used to convey a narrative and to communicate an atmosphere.He also believes creation of a puzzle is one of the tools you have to make someone understand your design. People respond more to a puzzle rather than being told directly;and the response will be more energized. He also believes that art and design gets defined generationally.

I learned a lot through this documentary about design and graphic design . I learned that most of our work as designers will be commercial rather than self-initiated. It is the same thing that Paula Sher discussed in the Ted talk video. She mentioned that most of the work done would be more serious than solemn. There are rarely times where you have a vast space to work with. Also I learned the importance of drawing, drawing is used for the buildup and creative process. As designers he also mentioned the importance of going outside the box, in order to create great designs.Another aspect is how to communicate with your partners and employers. The documentary also emphasizes the fact that as a esigner you might be working on more than one project at a time. I love his works for pushpin.