

NY

THE
NEW
YORK
SCHOOL



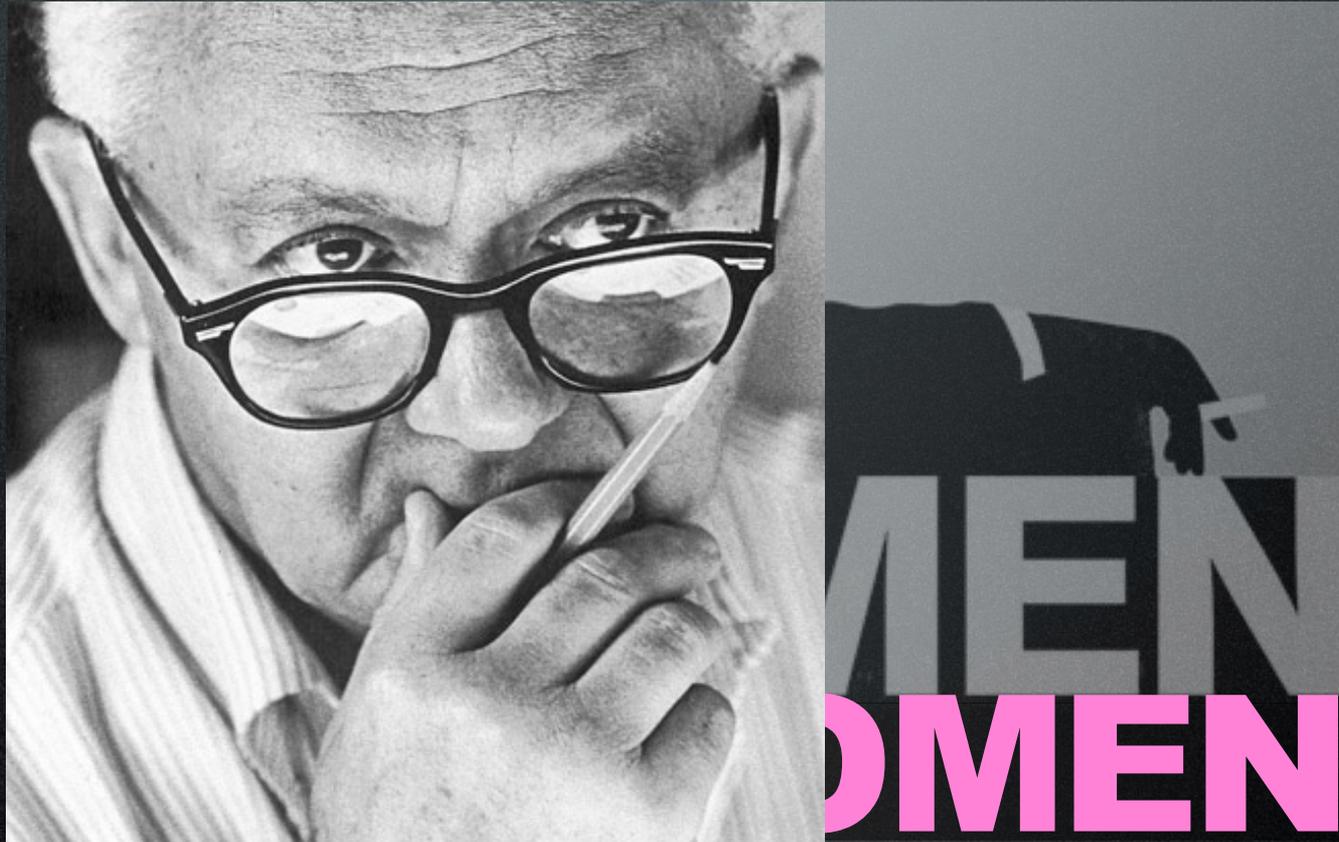
American Advertising

During the 1940s Americans borrowed freely from European designers and ultimately became a dominant force in graphic design, lasting well into the 1970s.

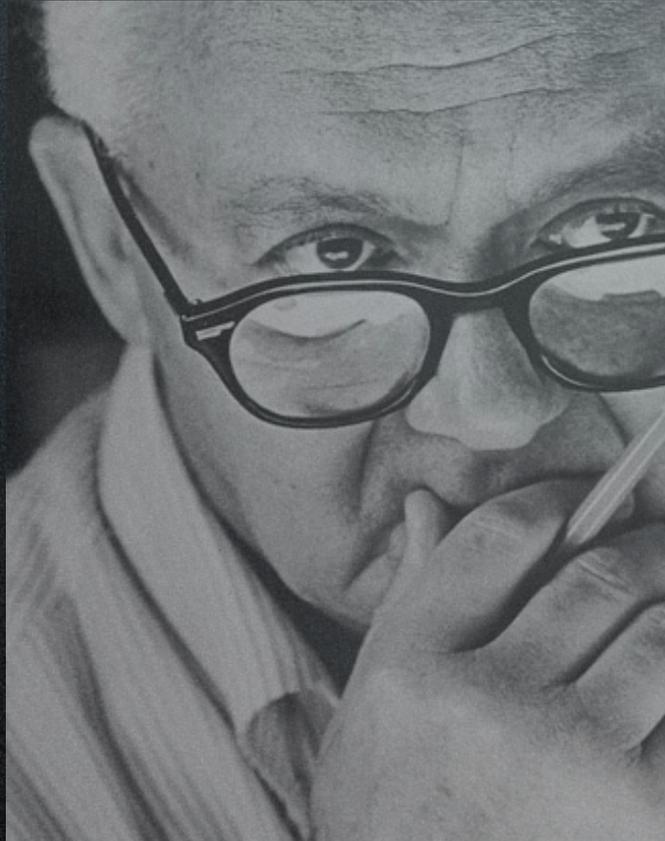


MAD MEN
& WOMEN

Paul Rand



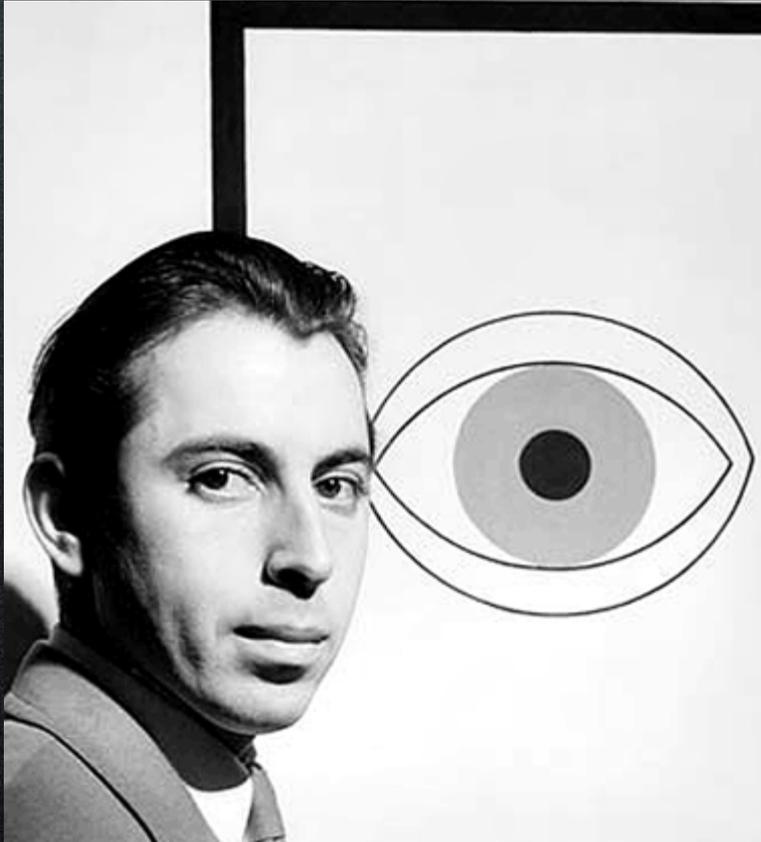
Paul Rand



Bill Bernbach



Alvin Lustig



Bill Bernbach



Alvin Lustig



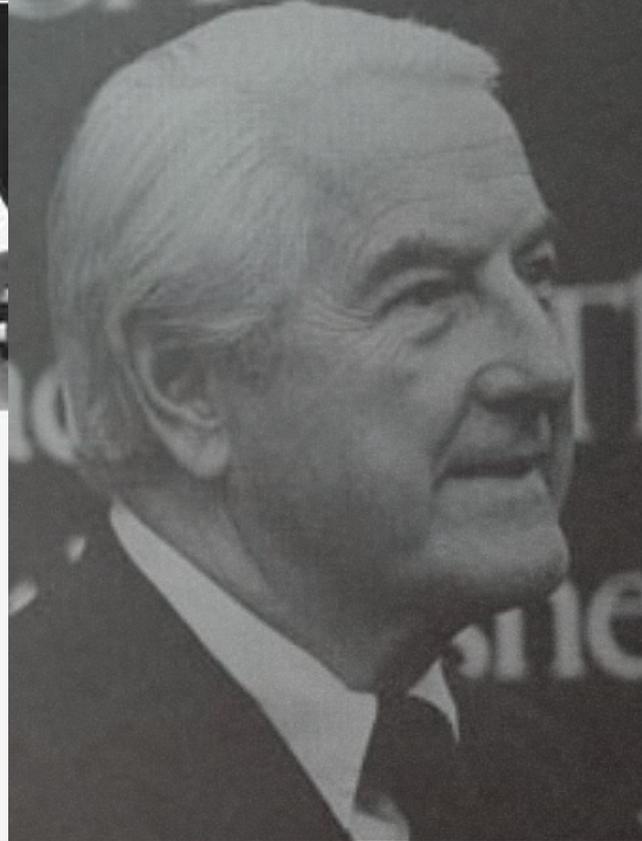
Bradbury Thompson



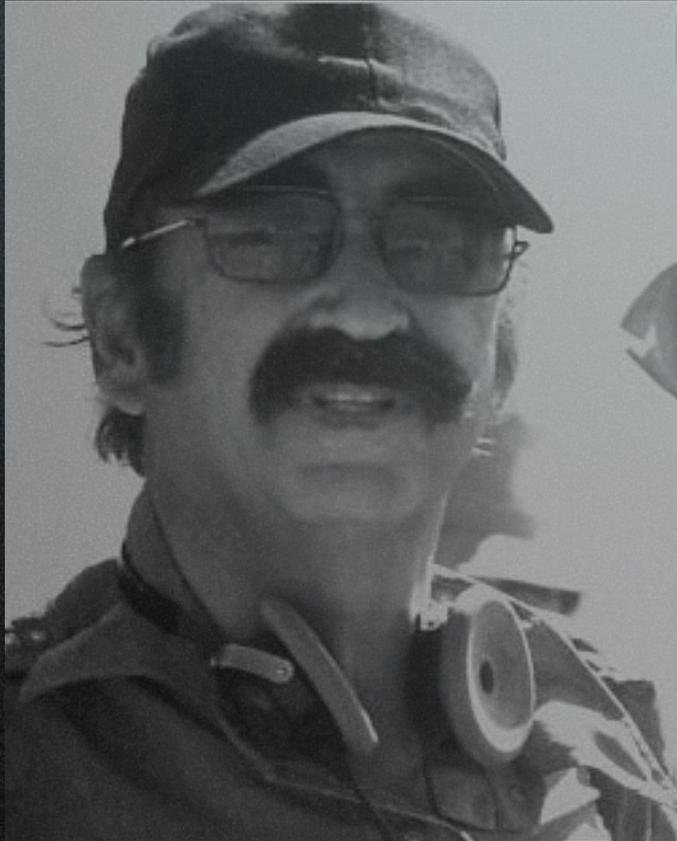
Saul Bass



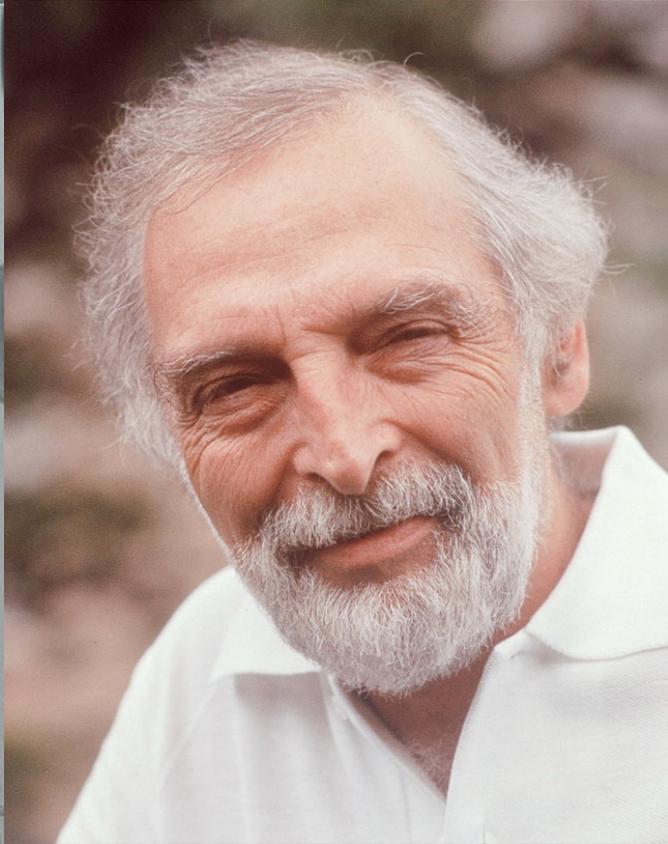
Bradbury Thompson



Saul Bass



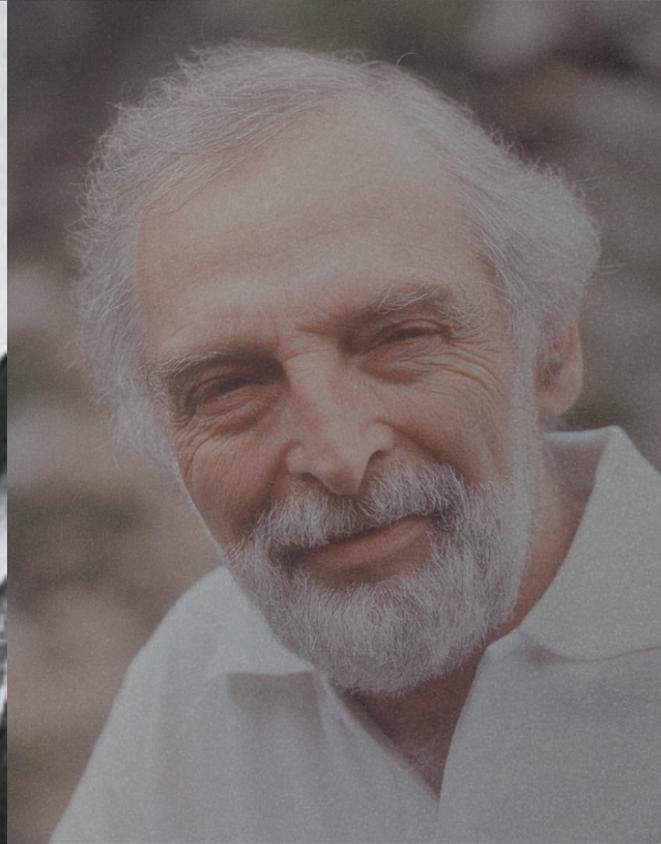
Herb Lubalin



Thomas Geismar



Herb Lubalin



Thomas Geismar

Ivan Chermayeff



Cipe Pineles



Ivan Chermayeff

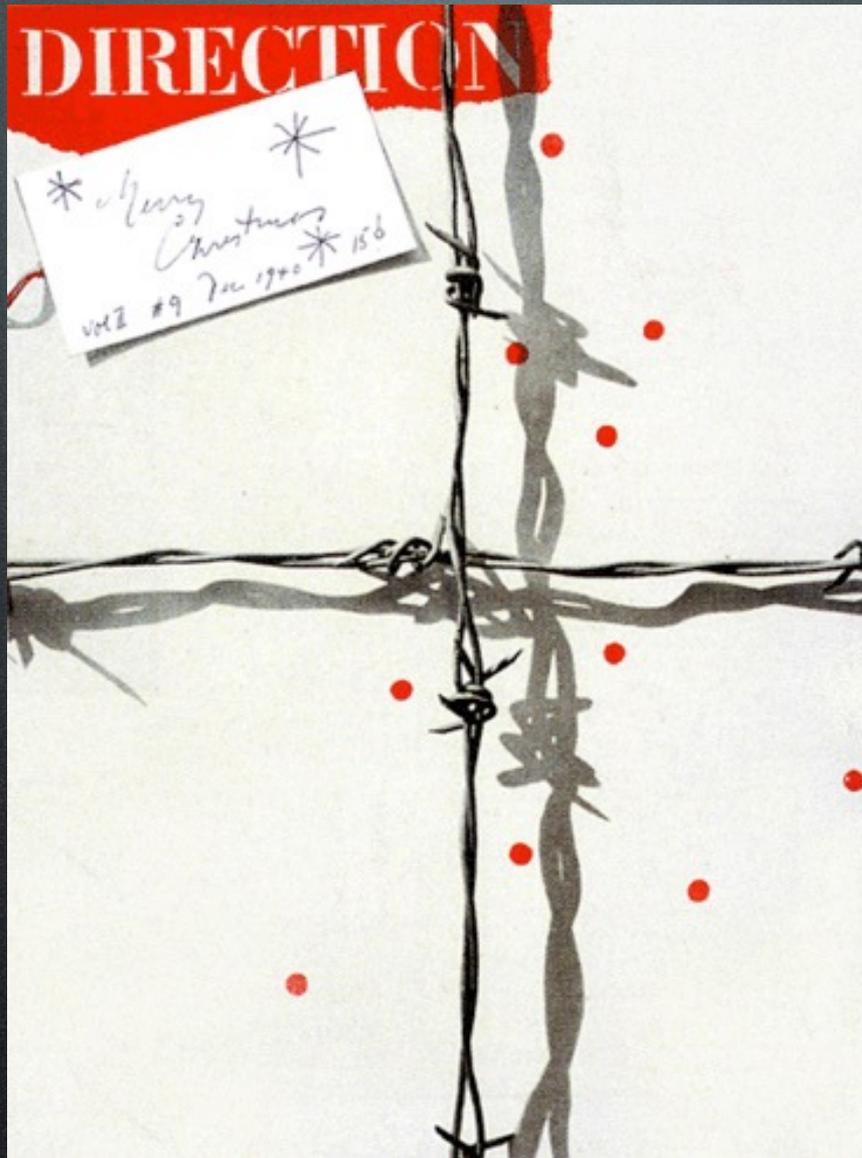


Cipe Pineles



Bea Feitler





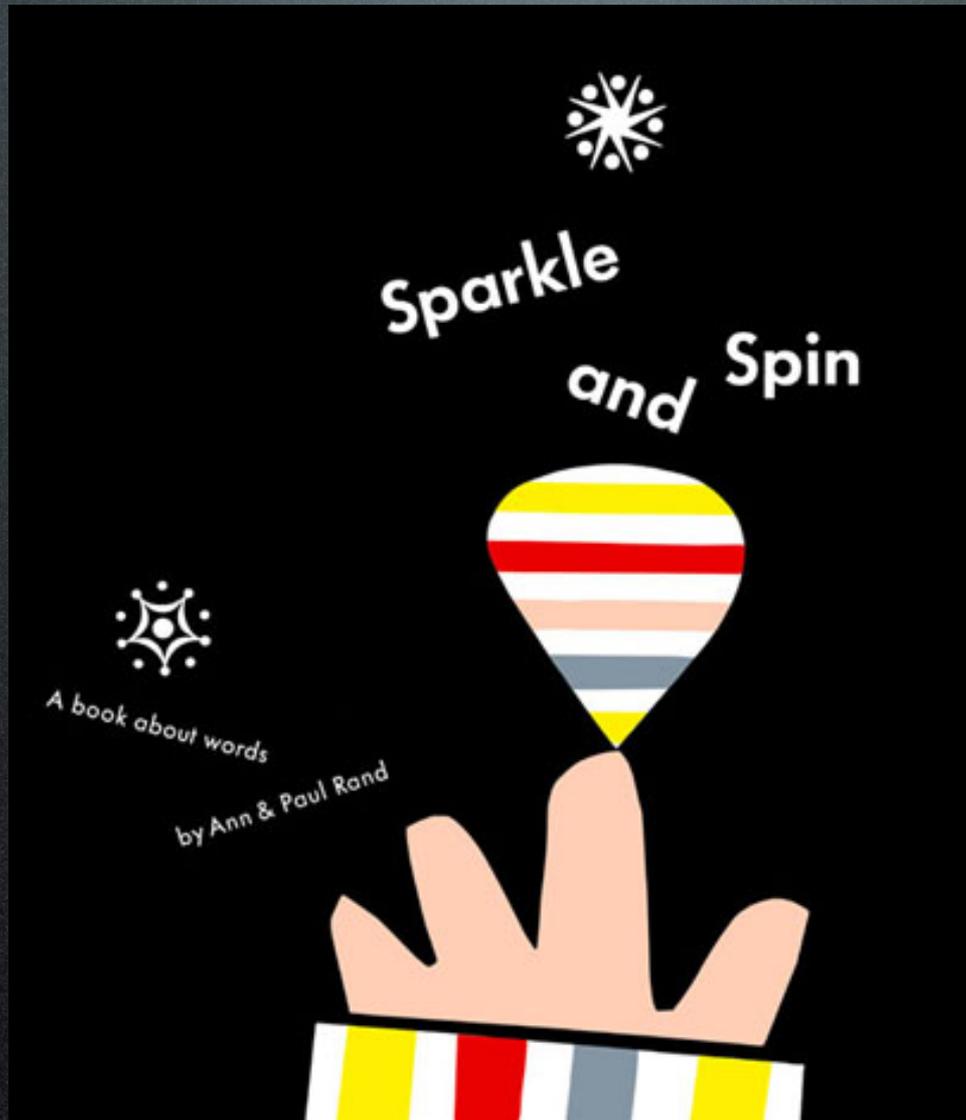
CONCEPT:

A Christmas package wrapped with barbed wire is a grim reminder of global war.



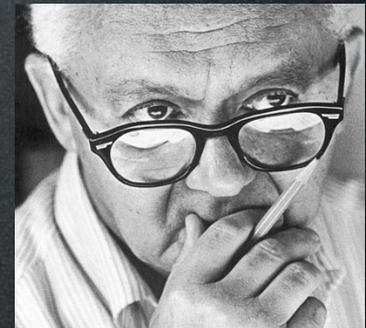
Paul Rand

Visually dynamic symbolism packs an emotional wallop in this 1940 magazine cover design.



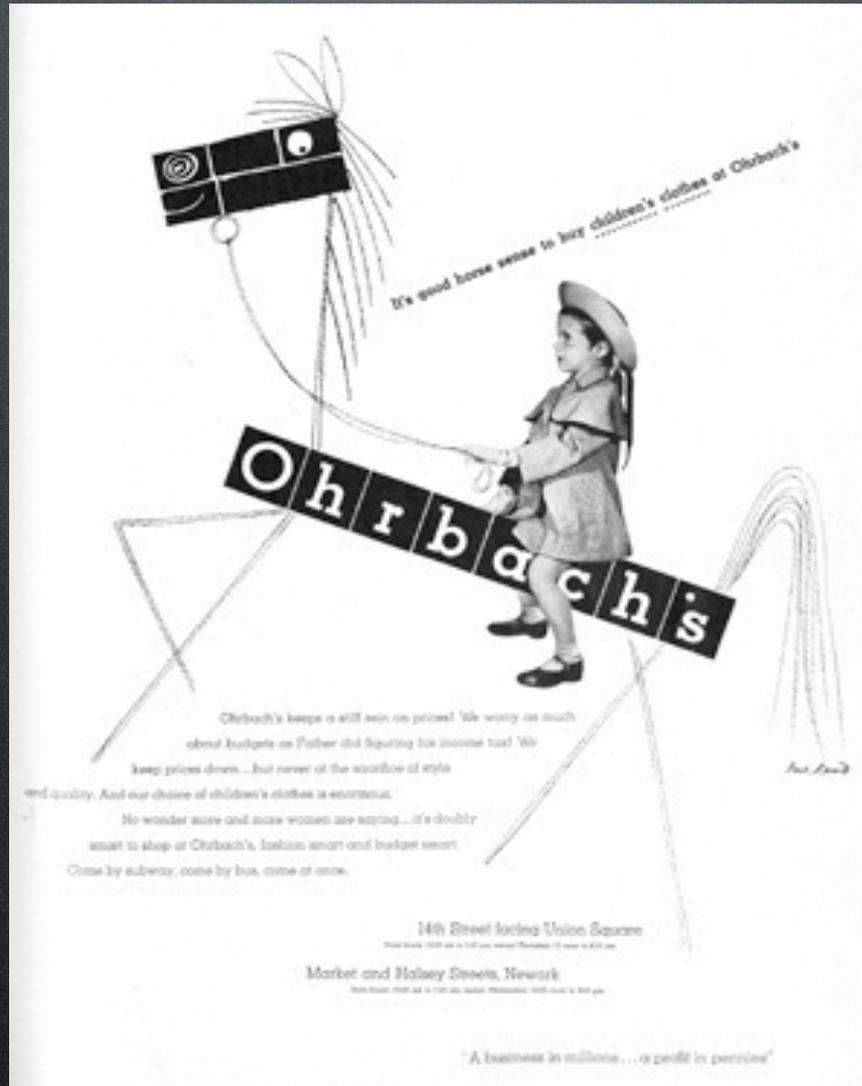
CONCEPT:

Simplified relationships between words and pictures.



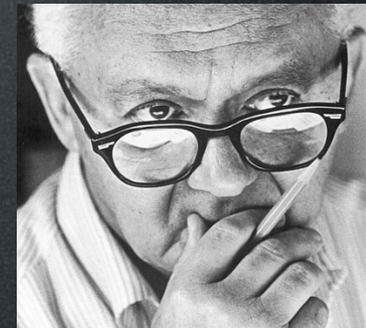
Paul Rand

Children's book design, 1957



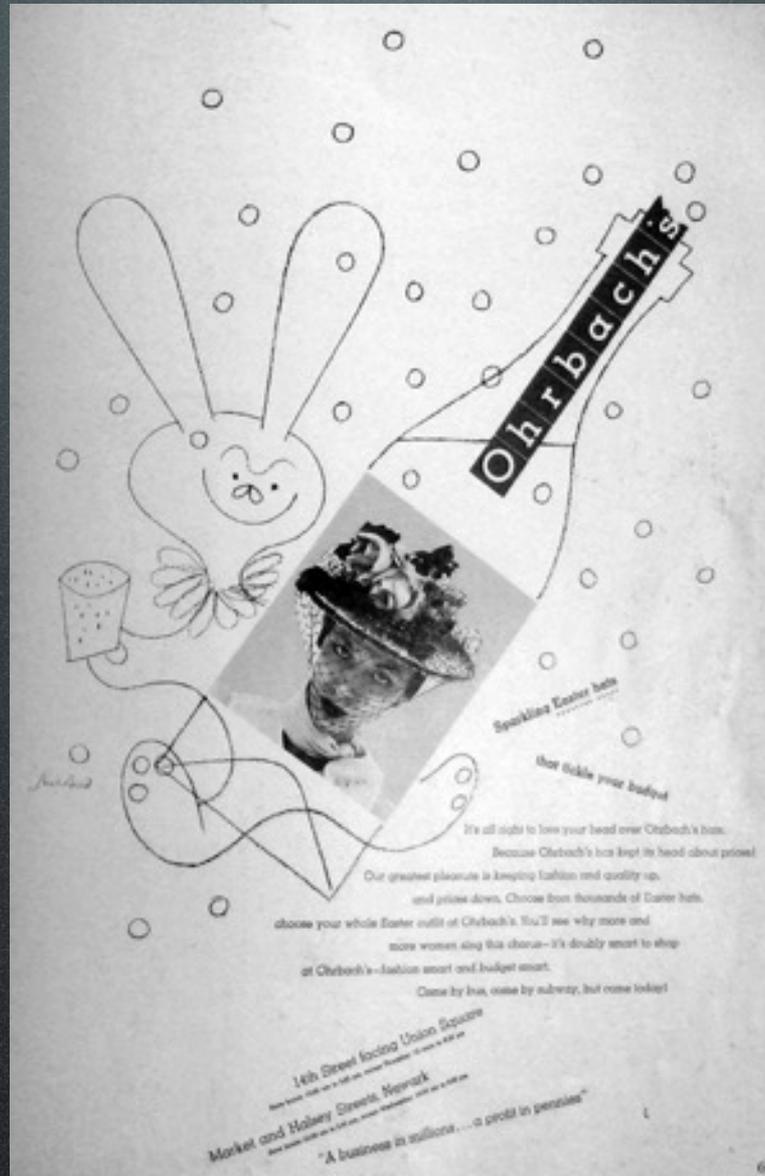
CONCEPT:

A logo, photograph and artwork are combined to create a playfully unified theme.



Paul Rand

1946 retail
advertising design



CONCEPT:

A logo, photograph and artwork are combined to create a playfully unified theme.



Paul Rand

1946 retail
advertising design



ABC



Cummins Engine



IBM



UPS



Yale University Press



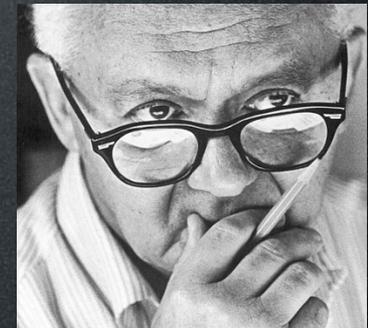
Westinghouse



NeXT

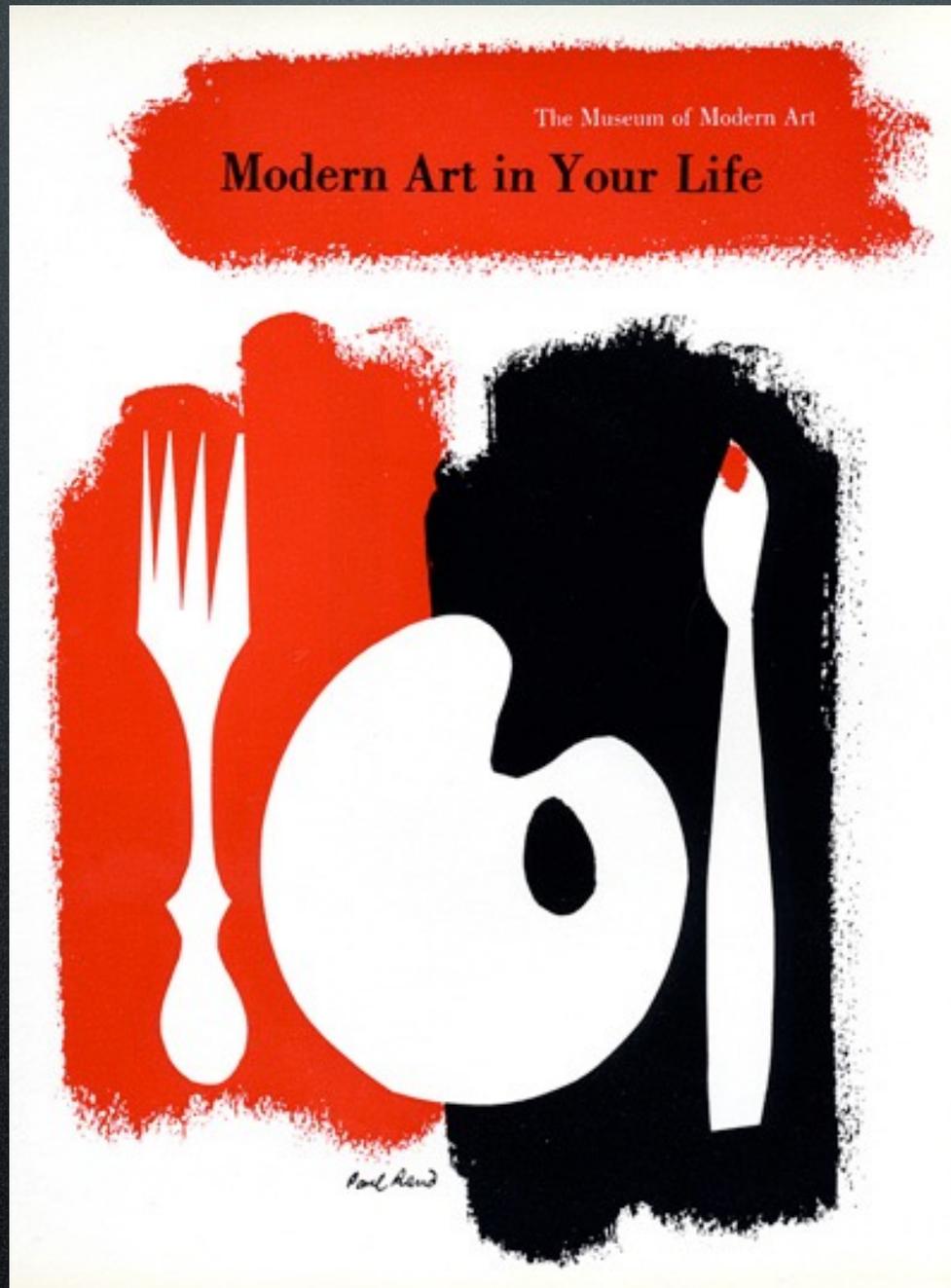


Enron



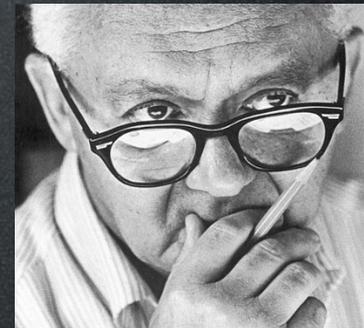
Paul Rand

Logo designs are global trademarks reduced to their essence.



CONCEPT:

Make modern art (and the MOMA) as much a part of your everyday life as eating dinner.



Paul Rand

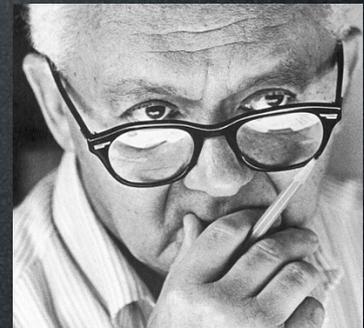
Poster design

UCLA
Extension
Winter
Quarter
begins
January 6
1990



CONCEPT:

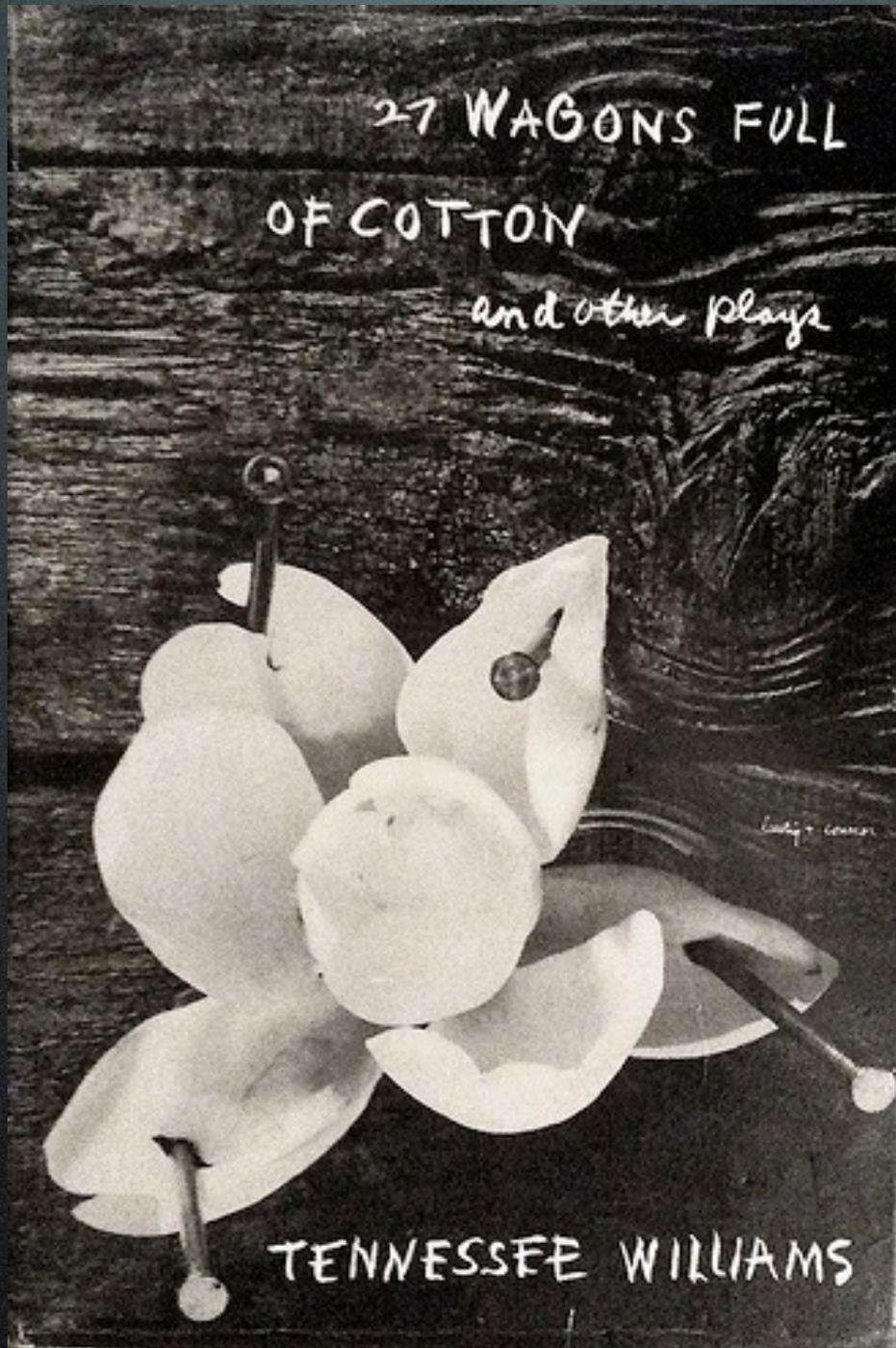
*It's the Winter
Quarter, in LA.*



Paul Rand

Catalog cover design

Paul Rand



CONCEPT:

Human spirit and brutal circumstances are symbolized in T. Williams' plays.



Alvin Lustig

Demonstrated an early genius for design with book designs that played on powerful imagery full of symbolism.



CONCEPT:

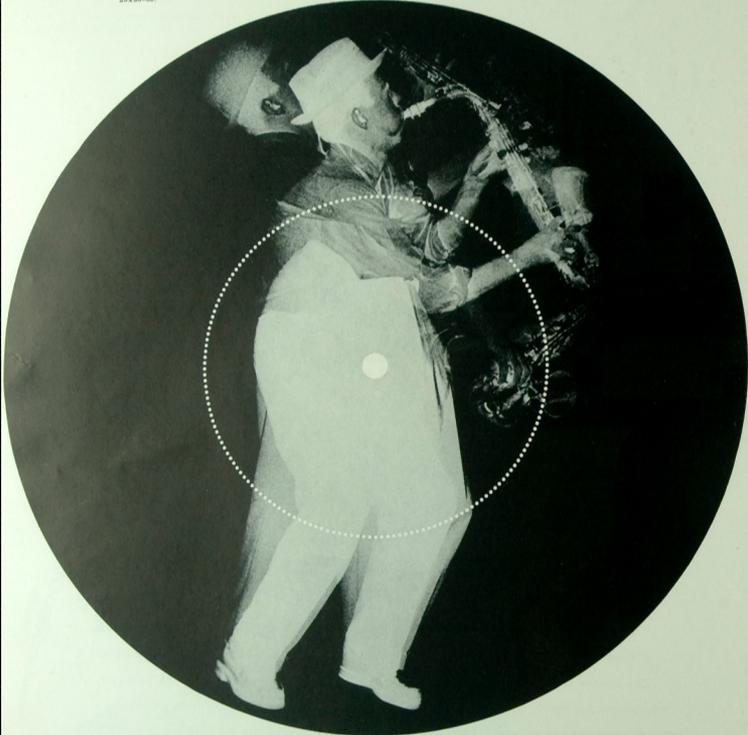
Letters move up and down like musical notes on a backdrop of harlequin triangles.



Alvin Lustig

1951 album cover for Vivaldi's Gloria.

Printed by letterpress
on Sterling Letterpress Enamel,
20 x 26-1/8"



WESTVACO INSPIRATIONS 210

Photograph: Rodie Gullit.
Engraving: Halftone, 120 line screen,
printed in three colors of ink.



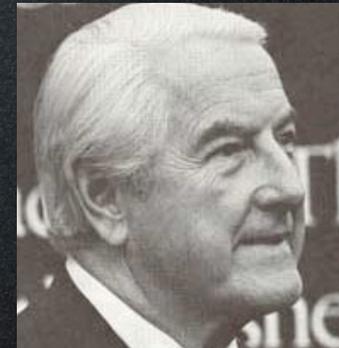
A newly issued album is the summit (that's higher than tops) because
of original photographic design. By perspective, the man's shape
is the hit. If you're a cube (a square from squaredom, that is) if you don't dig
the doing in disc-and-tungstene circles. Fact is, the cats are real gone
and paper gives with visual rhythms. • You're a cube (a square from squaredom, that is) if you don't dig
the doing in disc-and-tungstene circles. Fact is, the cats are real gone
and paper gives with visual rhythms.

START HERE

R O C K

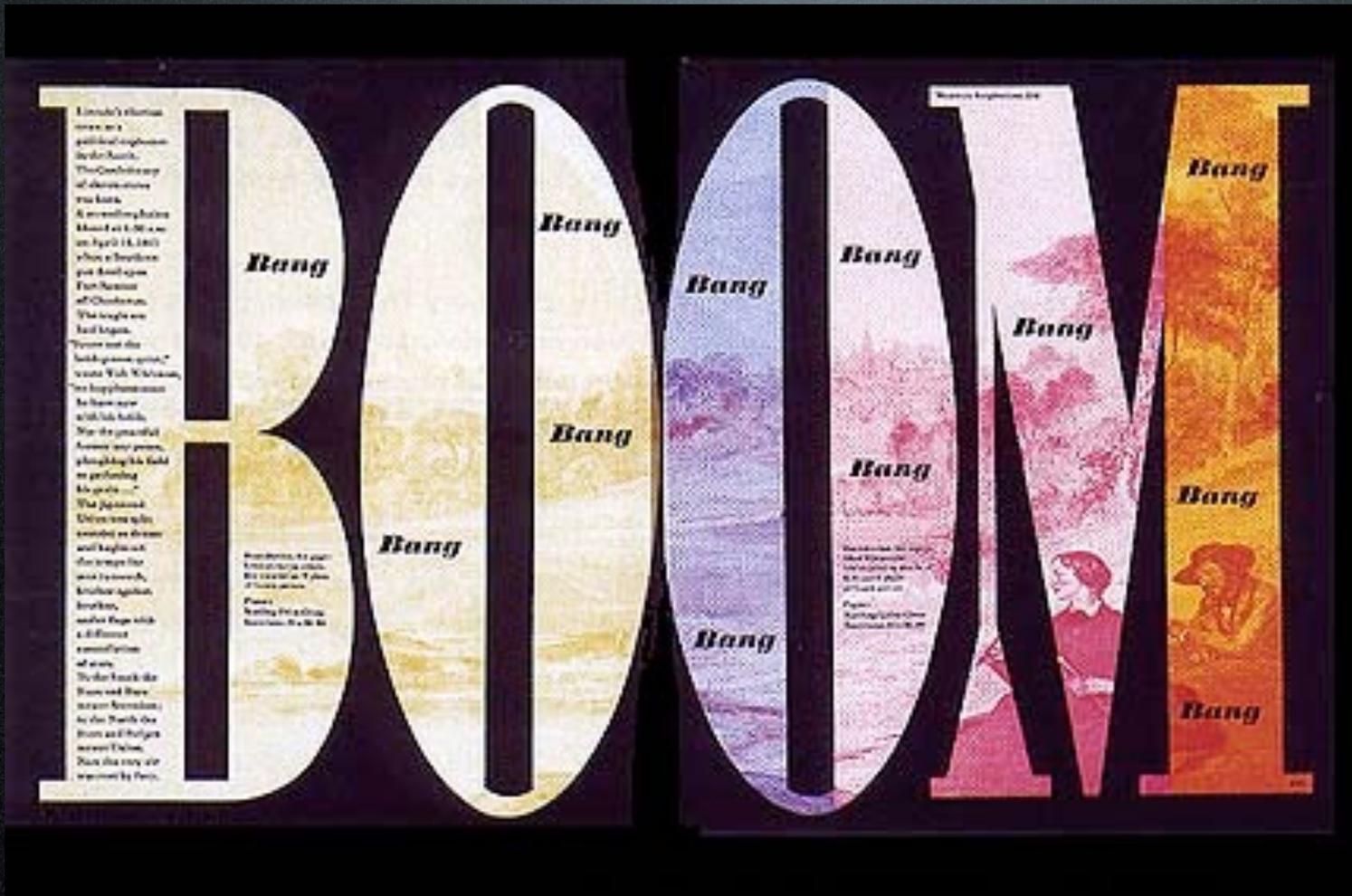
R O L L

CONCEPT:
*Images and
geometrics
create visual
movement.*

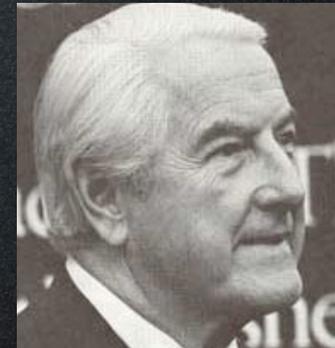


**Bradbury
Thompson**

He designed
publications
for Westvaco
to showcase
their printing
papers.



CONCEPT:
*Futuristic
 typography is
 used to depict
 the Civil War.*



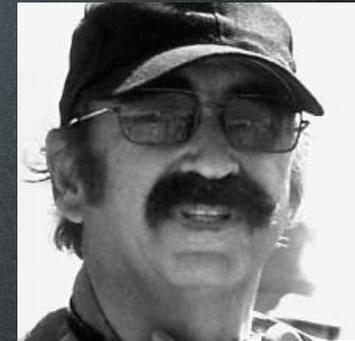
**Bradbury
 Thompson**

4-color process
 plates appear
 in the
 letterforms.



CONCEPT:

The arm symbolizes the main character's struggle with heroin addiction.



Saul Bass

Bass brought modernistic design with him to Los Angeles with powerful symbolic images that worked to unify a promotional campaign across all media.



CONCEPT:

Elegant style for women who work.



Cipe Pineles

Assistant art director for Vogue who went on to become art director at Glamour, then Charm and Seventeen magazines.



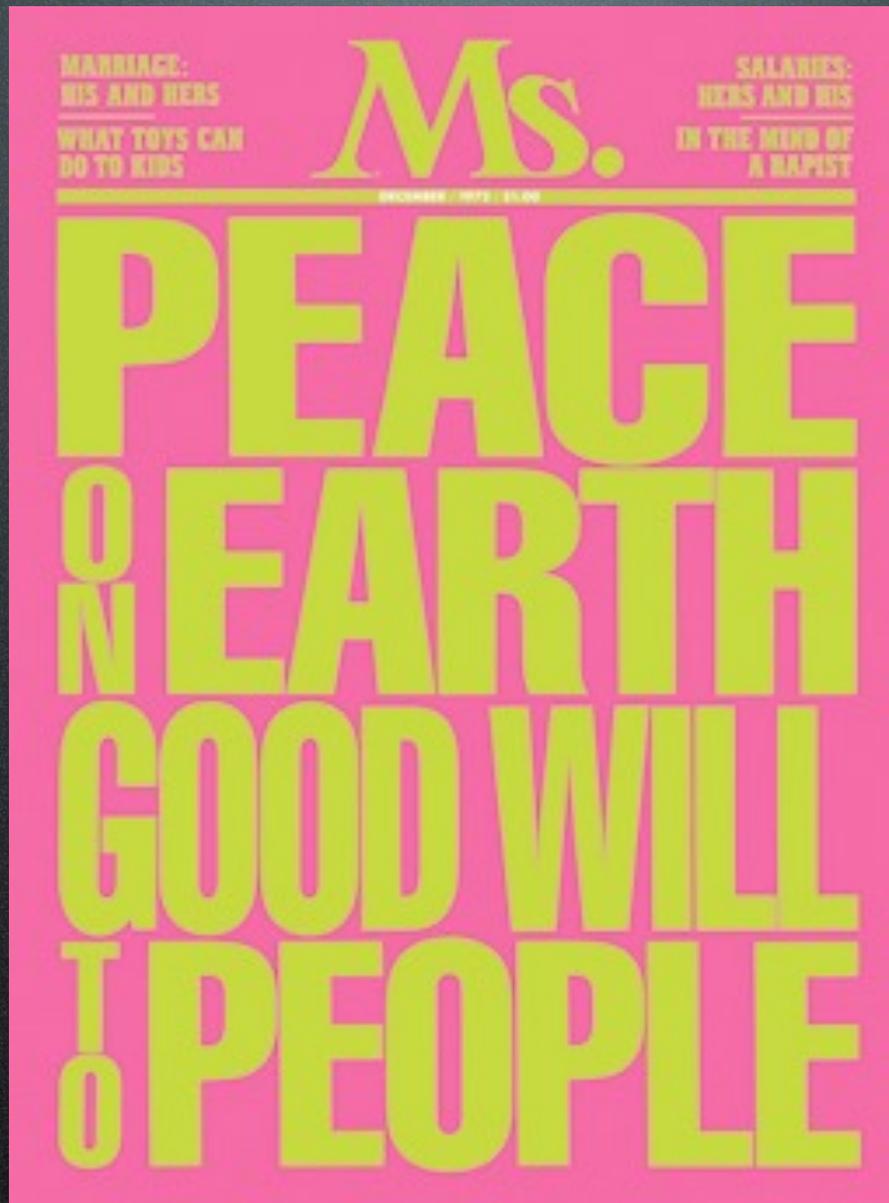
CONCEPT:

Unconventional, this mirrored illusion adds graphic vitality.



Cipe Pineles

She eventually became the first woman admitted to membership in the New York Art Directors Club.



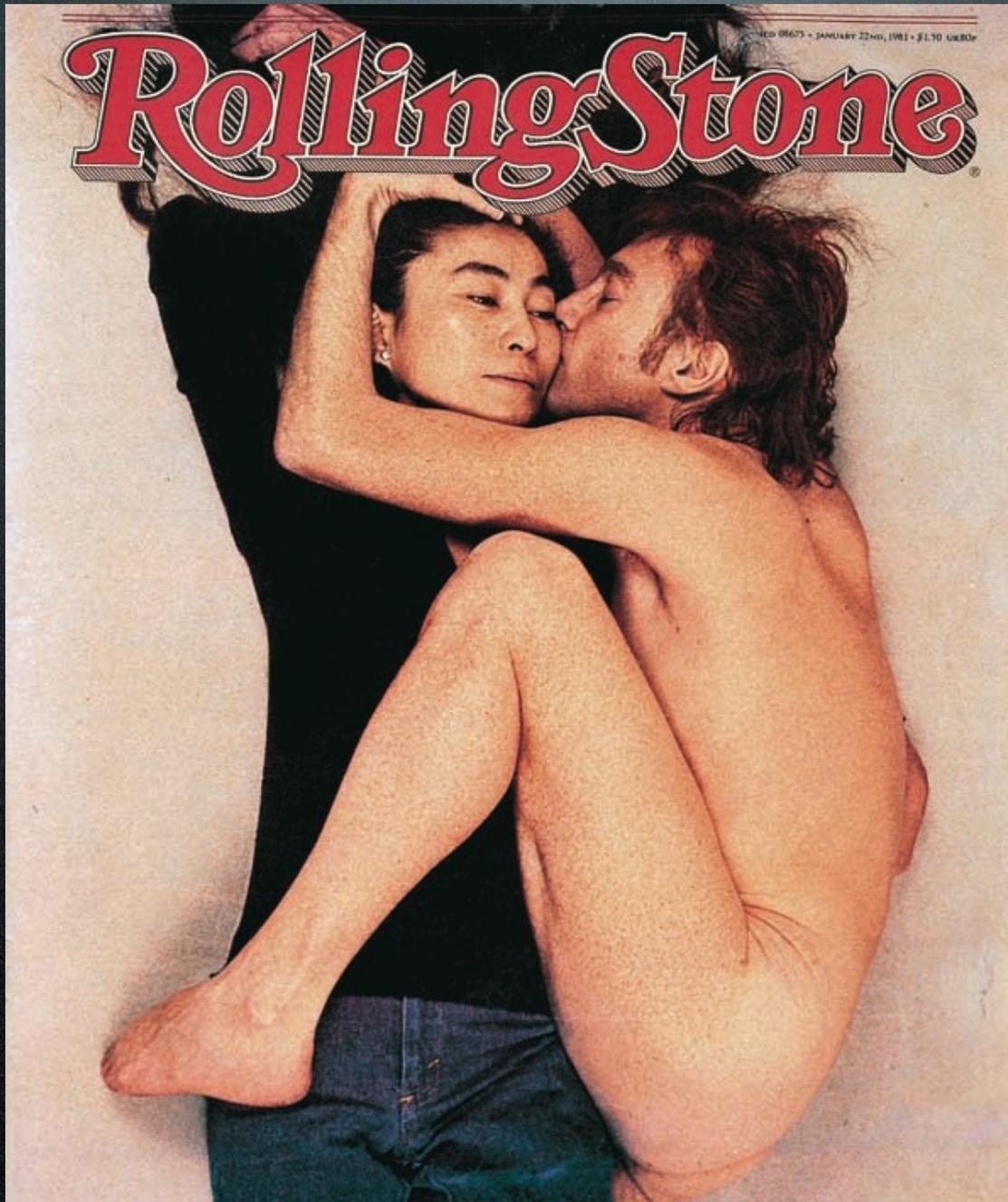
CONCEPT:

Day-Glo typography and re-wording a holiday sentiment show joyous equality.



Bea Feitler

She worked for Harper's Bazaar, Vogue, Ms. Magazine, Rolling Stone and Vanity Fair. Feitler took unprecedented risks such as this typography-only cover design.



CONCEPT:

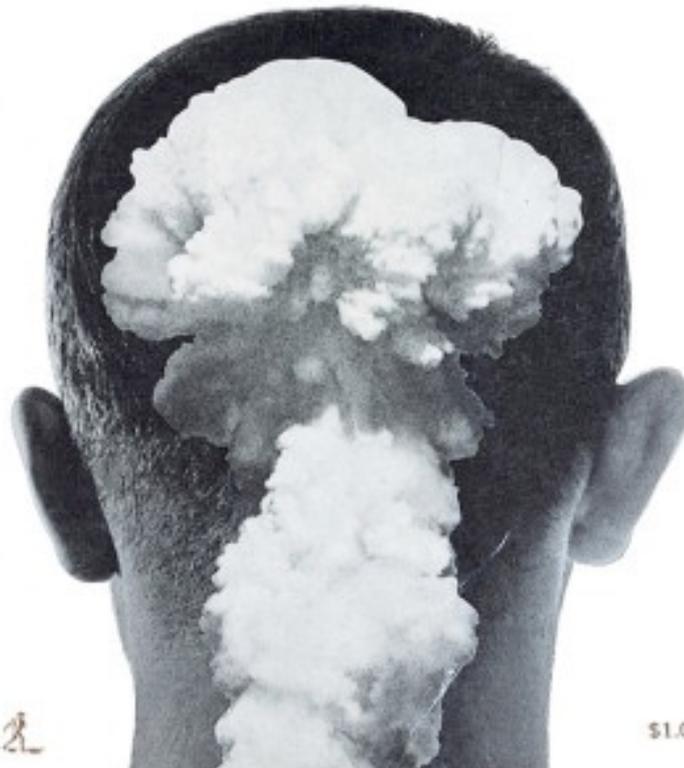
*Take risks and
make something
amazing.*



Bea Feitler

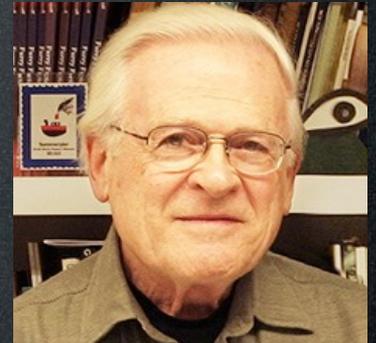
She hired acclaimed
photographer
Annie Leibovitz for
this iconic Rolling
Stone magazine
cover.

Bertrand Russell Common Sense and Nuclear Warfare



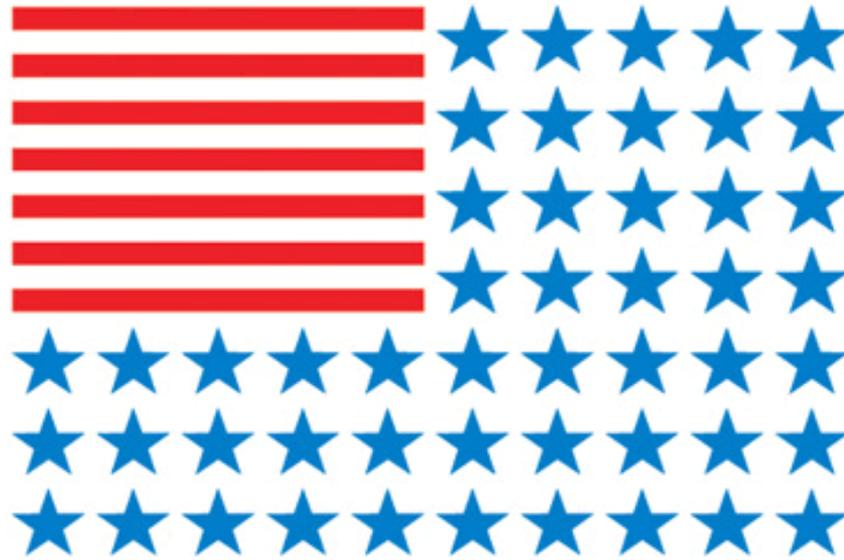
CONCEPT:

The atomic blast forms a visual metaphor for the human brain.



**Thomas H.
Geismar**

One of three young designers who formed the New York design firm of Brownjohn, Chermayoff and Geismar in 1957.



A New US!

Ivan Chermayeff '69

CONCEPT:

A new way to rebrand America (self-promotion).



Ivan Chermayeff

Son of distinguished architect-teacher Serge Chermayeff, Ivan was gifted at solving visual problems with inventive and symbolic imagery.



Mobil

The Museum of Modern Art

 NATIONAL
GEOGRAPHIC



 PanAm



SHOWTIME



WGBH



**Ivan
Chermayeff**

The firm
Chermayeff &
Geismar was a
major player in
corporate
identity and
branding.



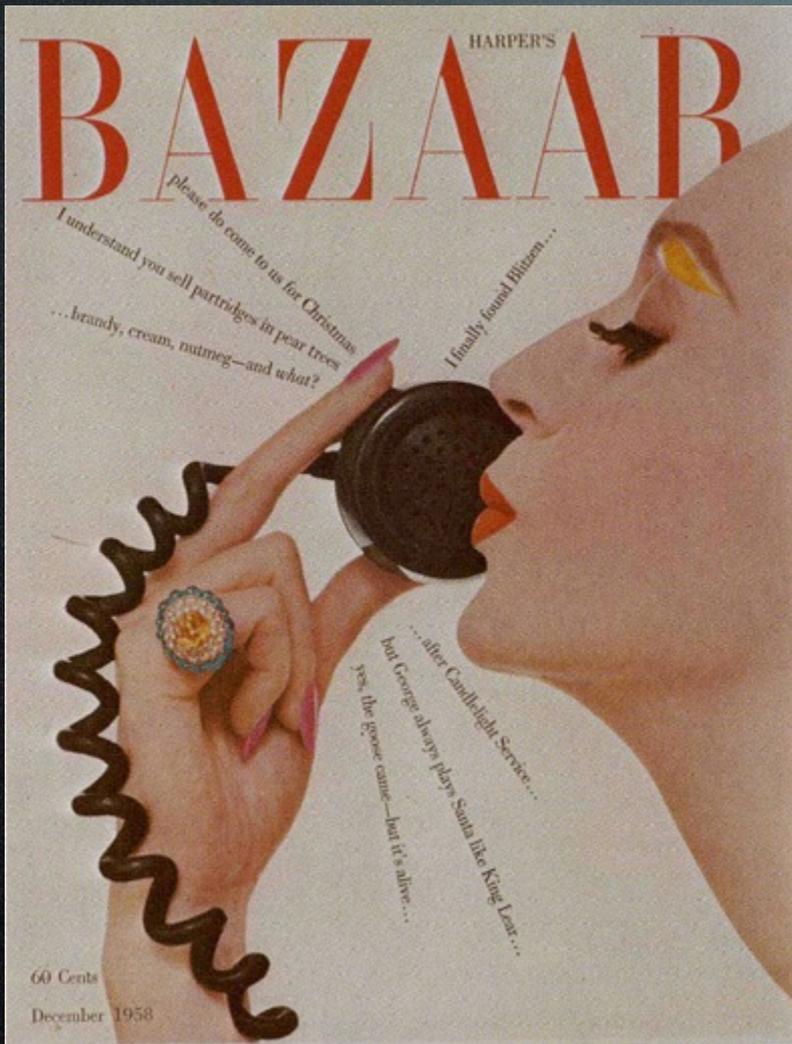
Otto Storch

The McCalls' magazine art director heralded major revolution in editorial design .



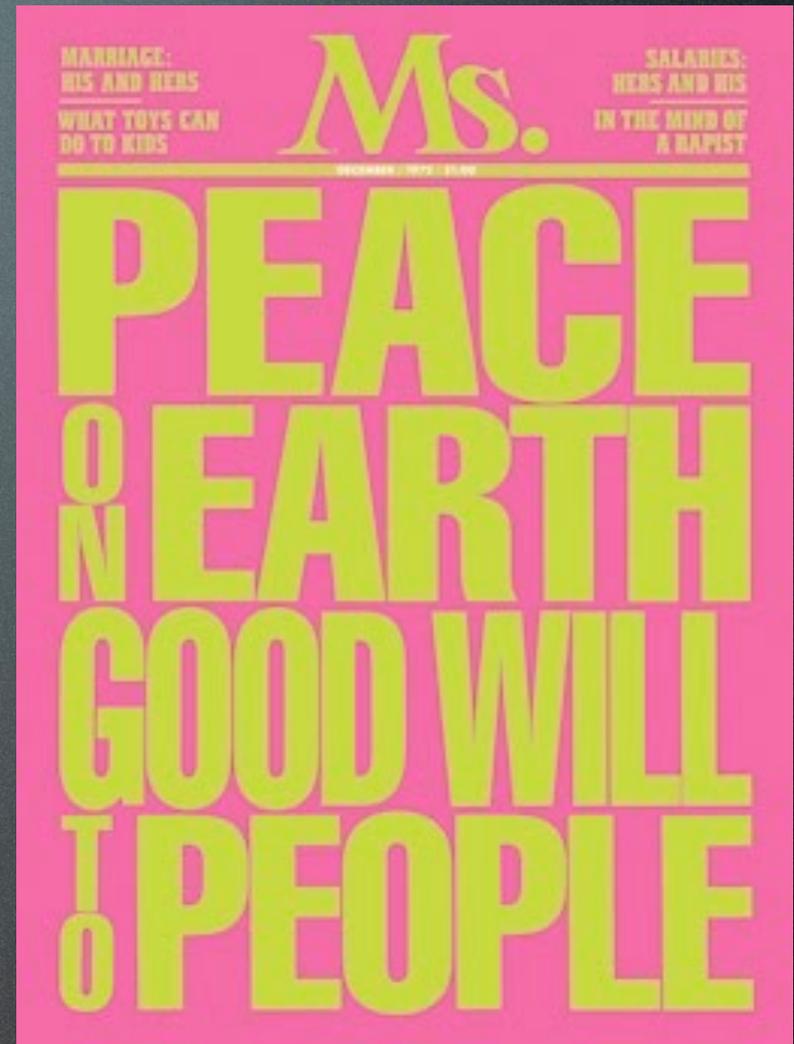
Otto Storch

Storch combined typography tightly locked into the photographic images.



Henry Wolf

As art director for Esquire and later Harper's Bazaar, Wolf's vision of the magazine cover was an exquisitely simple image conveying a visual idea.



Smaller, more specialized periodicals

The demise of large-format magazines was the result of television's popularity, escalating postal rates, paper shortages and higher printing costs.

THE PLAGUE YEARS

BY DAVID BLACK

He belonged to that race... whose ideal is marly precisely because their temperament is feminine, and who in ordinary life resemble other men in appearance only... a race upon which a curse is laid... Their love... springs not from an ideal of beauty... but from an incurable disease....

MARVIN PREUSS
Cities of the Plain

PROLOGUE: MAGNA MORTALITAS

... The period from 1346 to 1350 [the time of the Black Death in England] is an absolute black.... Most of the economic chronicles now interpreted at the same point, if there is an entry at all under the year 1349 it is for the most part merely the words magna mortalitas.

CHRISTOPHER DODDINGTON
History of Epidemics in Britain

THE CITY OF THE VICTIMS AND BIRTH OF THE NEW YORK EPIDEMIOLOGICAL SOCIETY
Gore spread his hand over my wet pad.

"You can't do this," he said.
I stepped around him and continued going down a driveway of the old, a two-
mile half-ton rail roadbed, corner of a random with a face, daily hole were and
back and at the top of the head, a single, the summer up to and with the mouth
"I said the guy put his hands on his hips, 'you can't do this'
"You can't write about me," I said. "The wrong about it" I ground at Gordon Mac.
"I don't believe you," he said.

He started to walk, trying to read the TV screen.
It was early in the winter of 1984. We were at the First Lesbian-Gay Plein's Confer-
ence, a four-day international conference attended by over 700 doctors, social workers, soci-
ologists, psychiatrists, epidemiologists, social work leaders, organizers, health-care fol-
lowers, the sick and the well, the conventional and the custom, the night, the neighborhood, from
divided by the great many one-syllable and four-syllable, industry processes.

It felt like a medieval fair. Merged together among the healthy and the sick were rep-
resentatives of the different nations: the South Sea Island - in the modern world, the hopes
of conversion, love, gay and lesbian activists, the South Sea Island - conversion and poly-
dames, and the Germans - it may be, modern or medieval, the rock and the. Also pres-
ent was the class that in a medieval fair would have been represented by the merchants and
bills - the poor, which included me.

And so at a medieval fair the sick, if that was to be so. The evening hour of the
conference was a mass attempt to come to grips with AIDS - acquired immunode-
ficiency syndrome. The mysterious disease, probably caused by a virus and trans-
mitted usually, appears to occupy the immune system, leaving the body vulnerable to

David Black has written extensively on medical topics and is also the author of such
books as "What the Hell is the Matter with Me?" and "Meds, which will be required this spring.



ILLUSTRATION BY MATT MAHURIN

Rolling Stone, March 28, 1985

Magazines such as Rolling Stone redefined their format, even reaching beyond music and entertainment topics, such as this ground-breaking report on AIDs in 1985.



© 1988 VOLKSWAGEN OF AMERICA, INC.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires. That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.



CONCEPT:

Think small – as in all the great things a small car can be: fuel efficient and affordable.

Doyle Dane Bernbach

This New York agency was known for its “creative teams” pairing writers with art directors to build strong conceptual ideas for its clients.

Perception.



Reality.



If you think a plate of homemade brownies can satisfy the munchies of a Rolling Stone reader, here's the scoop on what else it takes. Last week, Rolling Stone readers spent 290 million dollars in grocery stores, drank 40 million glasses of soda, ate 6 million cups of yogurt and polished off 4 million candy bars. And they're still hungry.

Rolling Stone

MARRIAGE

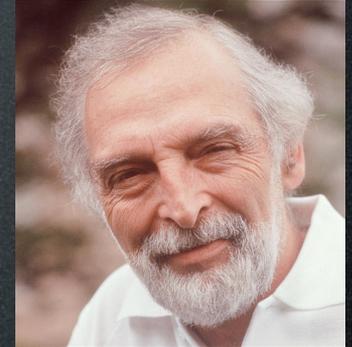
MOTHER

Families

A READER'S DIGEST
PUBLICATION

CONCEPT:

*One word says it
all.*

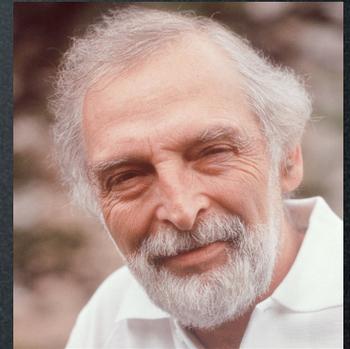


Herb Lubalin

A typographic genius who abandoned traditional typographic rules and created words and images in combination as “typograms.”

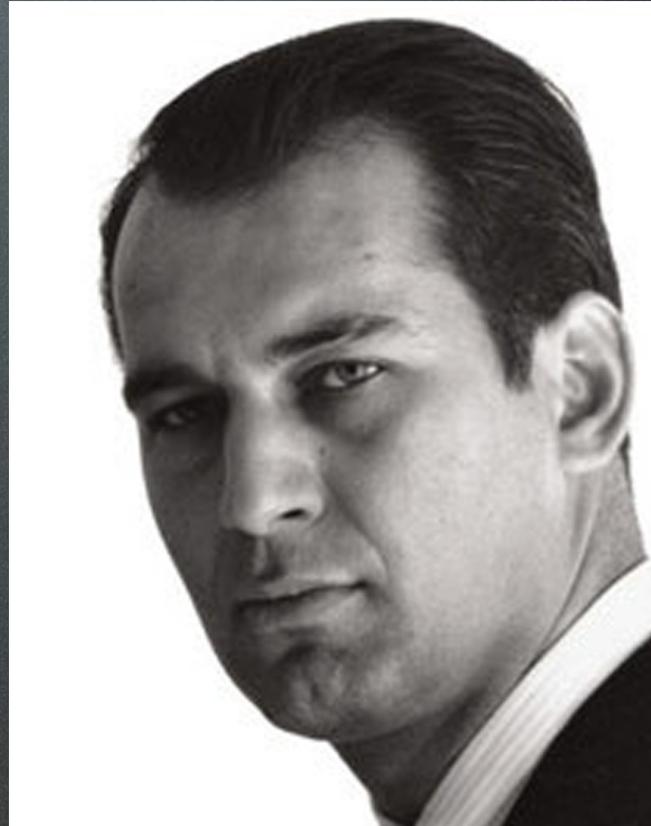
THE COOPER
UNION
SCHOOL
OF ART &
ARCHI-
TECTURE

AVANT
GARDE
GOTHIC



Herb Lubalin

He designed
the post-
modern type
ITC Avant
Garde.

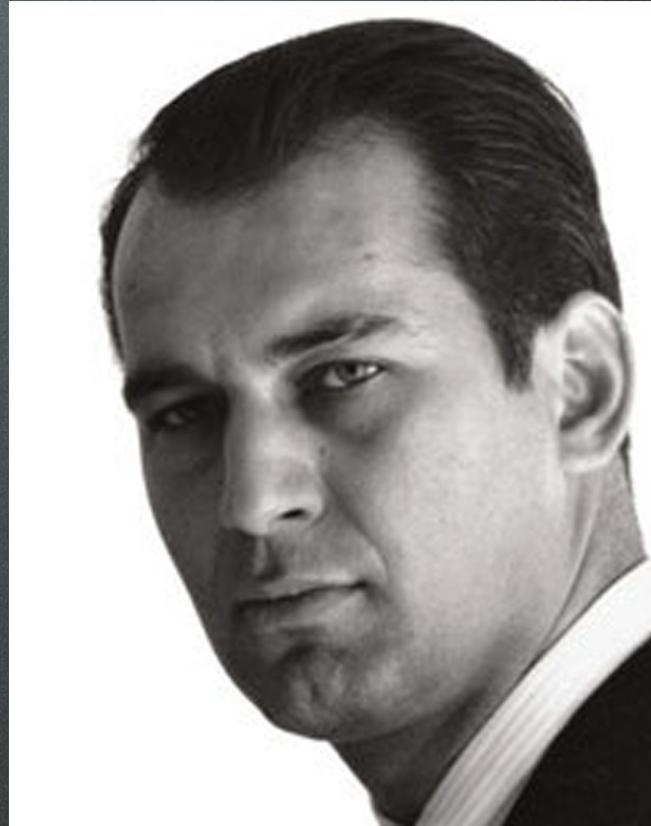


George Lois

As a young art director with Doyle Dane Bernbach, Lois had a reputation for provocative ads.

**“CREATIVITY CAN SOLVE
ALMOST ANY PROBLEM.
THE CREATIVE ACT,
THE DEFEAT OF HABIT
BY ORIGINALITY,
OVERCOMES
EVERYTHING.”**

—GEORGE LOIS



George Lois

As a young art director with Doyle Dane Bernbach, Lois had a reputation for provocative ads.

“You sweet doll, I appreciate you. I’ve got taste.
I’ll bring out the real orange in you. I’ll make you famous.
Kiss me.”

“Who was that tomato
I saw you with last week?”



Wolfschmidt Vodka has the touch of taste that marks genuine old world vodka. Wolfschmidt in a Screwdriver is an orange at its best. Wolfschmidt brings out the best in every drink. General Wine and Spirits Company, New York 22, N. Y. Made from Grain, 80 or 100 Proof. Product of U.S.A.



Nobody's perfect.

מִיֵּשֶׁר קֶסֶם



**in the best
Passover
tradition!**



George Lois

He threatened to jump off the 3rd-floor ledge of Goodman's Company office demanding that his poster got approval.

Esquire

APRIL 1968
PRICE \$1
THE MAGAZINE FOR MEN



The Passion of Muhammad Ali

George Lois
But he's best known for his visually jarring magazine covers for *Esquire* magazine.

Esquire

APRIL 1968
PRICE \$1
THE MAGAZINE FOR MEN



The Passion of Muhammad Ali

George Lois

Muhammad Ali, already controversial for converting to Islam and changing his name from Cassius Clay, had resisted the draft and become a target of ridicule from the public, the government and his sport.



George Lois

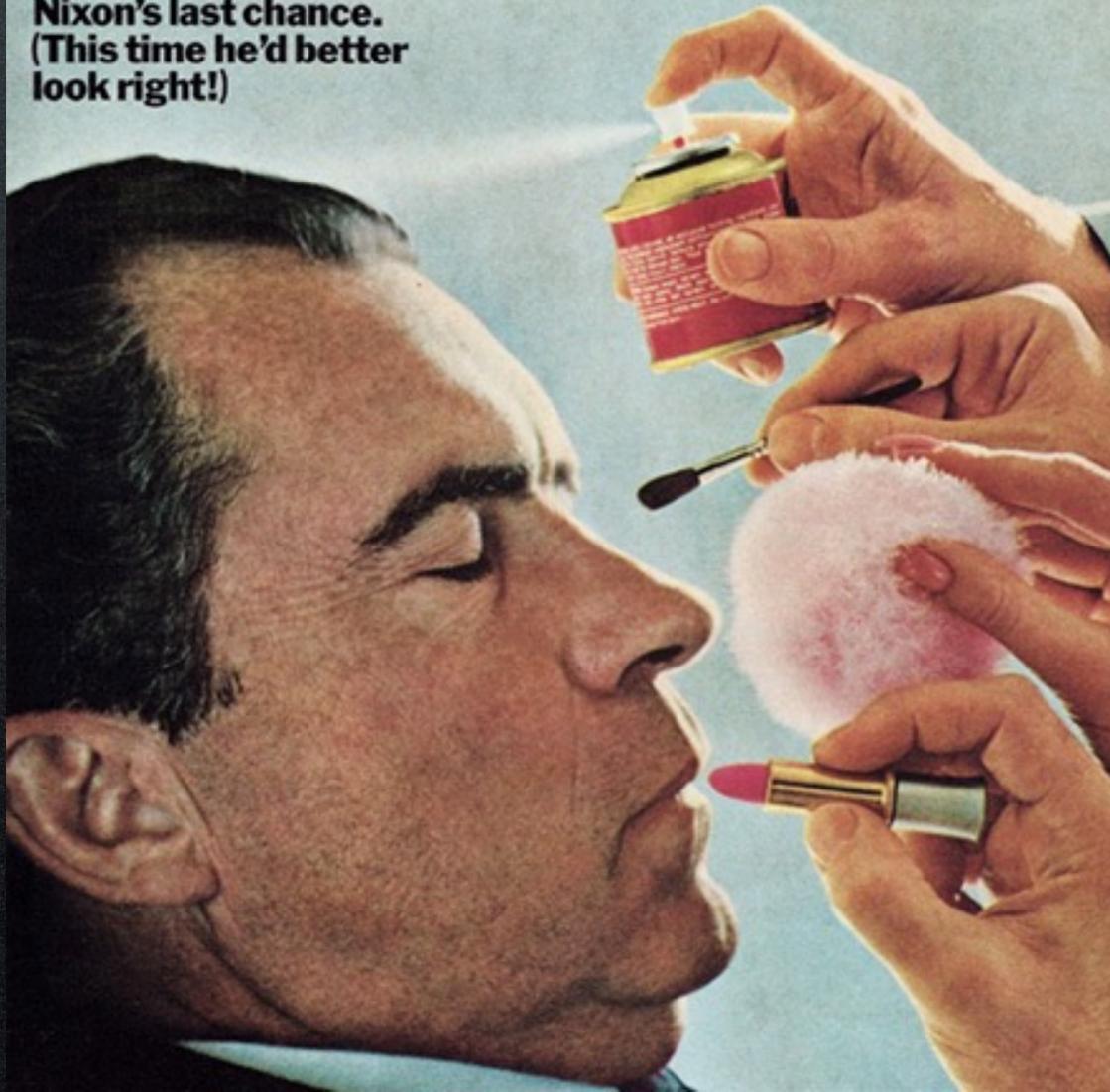
The portrayal borrows from the renaissance images of Saint Sebastian who was martyred for his Christian beliefs.

Esquire

MAY 1968
PRICE \$1

THE MAGAZINE FOR MEN

**Nixon's last chance.
(This time he'd better
look right!)**



George Lois

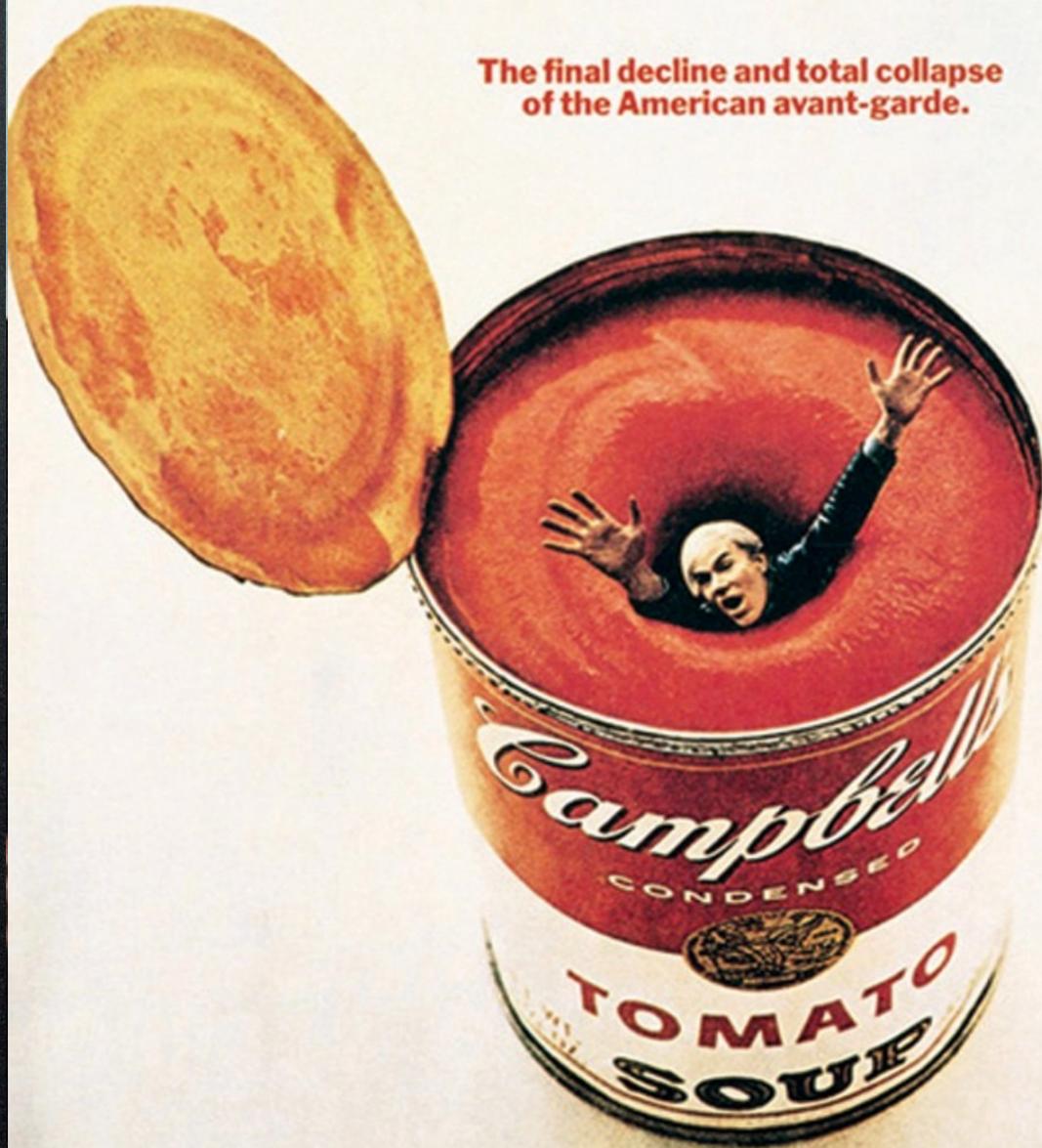
Lois' ability to persuade people to participate in photographs resulted in powerful images.

Esquire

MAY 1969
PRICE \$1

THE MAGAZINE FOR MEN

The final decline and total collapse
of the American avant-garde.



George Lois

Lois revived the magazine's flagging sales with his striking covers, but he vowed he'd quit if the editors ever turned down an idea.