**Panel Discussion Program**

**A twelve page printed program for the event.**

**Size**: 7.44” x9.68” (crown quarto)

**Binding:** Saddle Stitch

**Pages**: 12

**Typeface**: from assigned list

**Required Content**The following text must be on all posters. Additional text may be used as desired to convey the message.

**Title of the Event:**Then, Here, Now : [ exhibition sub-title with name of designer ]

The exhibition name should be informed by the designer, his words, a title of a work, or other reference. Think of what is distinctive about that designer. The title or subtitle must have the name of the designer.

**Subtitle**: should elaborate on the nature of the event.

**Time:** 7pm

**Date:** Your birthday in 2016

**Place:** The event will take place at an art/design organization in the city from the last project (zip code). You are to explore that city and find a suitable venue for this exhibition/lecture to take place.

**Your name:** Small and out of the way

**Designer Works:** 5-7 works with informative captions

**Designer Biography:** Text of life story and works

**Panelist Information:**

**Suzanna Licko**

Zuzana Licko was born in 1961 in Bratislava, Czechoslovakia, and emigrated with her parents to the U. S. in 1968. She graduated with a degree in Graphic Communications from the University of California at Berkeley in 1984.

Together with her husband, Rudy VanderLans, Licko started the design company Emigre Graphics in 1984. The company became world renowned for its self-published magazine and type foundry, which were greatly inspired by the new technical possibilities offered by the introduction of the Macintosh computer. Licko and VanderLans became early adoptors of the new technology and they used the computer to experiment and create some of the very first typeface designs and digital page layouts causing great consternation within the realm of graphic design. Eventually, exposure of the typefaces in Emigre magazine resulted in demand for the fonts, which lead to the creation of the Emigre Type foundry. This growing library of digital typefaces, both experimental and traditional, is currently the principal activity and mainstay of Emigre.

As a team, Emigre has been honored with numerous awards, including the 1994 Chrysler Award for Innovation in Design, and the 1998 Charles Nypels Award for excellence in the field of typography. Emigre is also a recipient of the 1997 American Institute of Graphic Arts Gold Medal Award, its highest honors. In October 2010 the Emigre team was inducted as Honorary members of the Society of Typographic Arts, Chicago. Licko is also the recipient of an honorary Ph.D degree from the Rhode Island School of Design (2005).

In 2011, five digital typefaces from the Emigre Type Library were acquired by The Museum of Modern Art, New York for its design and architecture collection. Complete sets of Emigre magazine are in the permanent collections of The Museum of Modern Art, New York; The Denver Art Museum; the Museum of Modern Art, San Francisco; the Museum für Gestaltung, Zurich; the Bibliothèque Nationale de France, The Bancroft Library, University of California at Berkeley; and many other institutions around the world.

**Ellen Lupton**

Ellen Lupton is a writer, curator, and graphic designer. An AIGA Gold Medalist, she is director of the Graphic Design MFA program at Maryland Institute College of Art (MICA) in Baltimore and director of the College's [Center for Design Thinking](https://www.mica.edu/About_MICA/Research_at_MICA/Center_for_Design_Thinking.html). As senior curator of contemporary design at Cooper-Hewitt, National Design Museum, she has produced numerous exhibitions and books, including *Mechanical Brides: Women and Machines from Home to Office* (1993), *Mixing Messages: Graphic Design and Contemporary Culture* (1996), *Letters from the Avant-Garde* (1996), *Skin: Surface, Substance + Design* (2002), and the National Design Triennial series. She curated the exhibition *Graphic Design: Now In Production* with Walker Art Center's Andrew Blauvelt in 2011.

She is author and editor of numerous books on design. *Thinking with Type* (2004, 2010) is a basic guide to typography that is used worldwide as a reference and textbook. Books authored and designed with MICA students include *D.I.Y.: Design It Yourself* (2006), *Indie Publishing: How to Design and Produce Your Own Book* (2008), and *Graphic Design Thinking: Beyond Brainstorming* (2011). *Graphic Design: The New Basics* (2008), co-authored with Jennifer Cole Phillips and MICA students, is illustrated with work by MICA graduate and undergraduate students.

**Leslie Savan**

Leslie Savan wrote a column about advertising and commercial culture for The Village Voice for thirteen years. She was a finalist for the Pulitzer Prize in criticism in 1991, 1992, and 1997. In 1996 she was named one of "The Top Ten Media Heroes" by the Institute for Alternative Journalism. She has been a commentator for Fresh Air and has appeared on the ABC and CBS national newscasts, NPR, and *The O’Reilly Factor*. She has written for *The New York Times*, *Time*, *The New Yorker*, *The Los Angeles Times*, Mademoiselle, and *Salon*, among other publications. Her essays have been reprinted in numerous textbooks and anthologies. Her previous book, *The Sponsored Life: Ads, TV, and American Culture*, is a collection of her columns.

**April Greiman**

April Greiman is a thinker and artist, whose transmedia projects, innovative ideas and projects, and hybrid-based approach, have been influential worldwide over the last 30 years. Her explorations of image, word and color as objects in time and space are grounded in her singular fusion of art and technology. Greiman has been instrumental in the acceptance and use of advanced technology in the arts and the design process since the early 1980s.

Greiman has had solo exhibitions at the Visual Arts Gallery at the School of Visual Arts, New York (2008) and the Pasadena Museum of California Art (2006). She has exhibited in varied cultural institutions, lectured academically and professionally, generated public artworks and participated in juries worldwide. Her ideas and work have appeared in articles, interviews, reviews and broadcasts in the media, ranging from *Newsweek* and *Time*, to *The New York Times* and *USA Today* to CNN, PBS and ESPN. Books have included *April Greiman: Floating Ideas into Time and Space*, *Hybrid Imagery: The Fusion of Technology and Graphic Arts*, *It’snotwhatAprilyouthinkitGreimanis*, and *Something from Nothing*. April Greiman was born in Metropolitan New York City and studied at the Allgemeine Kunstgewerbeschule (General Arts Trade School) in Basel, Switzerland and the Kansas City Art Institute. She moved to Los Angeles in 1976, establishing her multi-disciplinary practice, currently called Made in Space.

**Paula Scher**

Playing a major role in molding the "retro" movement of the 1980s, Paula Scher redirected her initial training as an illustrator to become a groundbreaking expert on design and typography. The advice of her teacher Stanislav Zagorski, who encouraged her to illustrate with type, has served as guidance throughout her entire career. Scher's fearless adaptation of retrospective typography and ability to cleverly fuse image and text have defined her distinct style.

Deeply influenced by and responsive to her surroundings, Scher's designs are charged with energy, reflecting the dense cacophony and diverse environment of New York City. Described as the "master conjurer of the instantly familiar," Scher straddles the line between pop culture and fine art. She relies on letterforms while simultaneously valuing the craft of painting and the irreplaceable quality of the handmade; in addition to her well-known work as an illustrator and designer, she has also created a series of large-scale paintings depicting maps with hand-drawn boundary lines and place names. Making noise with her particular mark on typography, she takes hold of her visual medium to create rhythm and affect the other senses.

A member of the Art Directors Club Hall of Fame and the Alliance Graphique Internationale, Scher has received the American Institute of Graphic Arts Medal as well as the Type Directors Club Medal. Having held the position of art director for CBS and becoming a partner in iconic design firm Pentagram in 1991, Scher has created graphic identities for companies such as Citibank and Tiffany & Co.

Katherine McCoy

Katherine McCoy is an internationally renowned graphic designer, design theoretician and educator. A few of her many accolades include the Medal of the AIGA, Election to the Alliance Graphique International and (jointly with husband Michael McCoy) the first ever Design Mind Award from the Smithsonian National Design Museum. She has held positions in the graduate design programs at Cranbrook Academy of Art and Illinois Institute of Technology’s Institute of Design; and has been the Hall Distinguished Professor at Kansas City Art Institute and Distinguished Visiting Professor at the Royal College of Art in London. Some of her past positions include president of the Industrial Design Society of America, president of the American Center for Design, vice president of the American Institute of Graphic Arts, and chair of the Design Arts Fellowships Panel for the National Endowment of the Arts.

McCoy’s influence on the world of design is significant, when she speaks or writes other design professionals take notice. She has produced a considerable body of writing that records her (sometimes controversial) opinions. We contacted her and asked her to share her thoughts on the development of design writing in the United States as well as her personal approach to the practice.

Designers

William Morris

Henri de Toulouse-Latrec

Koloman Moser

Henri Van de Velde

Frank Lloyd Wright

Peter Behrens

Lucien Bernhard

E. McKnight Kauffer

A.M. Cassandre

Eric Gill

Kazimir Malevich

Man Ray

Laslo Moholy-Nagy

Max Bill

John Heartfield

Alexander Rodchenko

El Lissitzky

Theo Van Doesburg

Walter Gropius

Herbert Bayer

Jan Tschichold

Piet Zwart

Herbert Matter

Lester Beall

Ladislav Sutnar

Paul Rand

Alvin Lustig

Charles & Ray Eames

Saul Bass

Adrian Frutiger

Bradbury Thompson

Alexey Brodovitch

Josef Muller-Brockman

Armin Hoffman

Wolfgang Weingart

Victor Moscoso

Milton Glaser

Ivan Chermayeff

Herb Lubalin

Massimo Vignelli

Ed Fella

Shigio Fukada

Neville Brody

David Carson

Tibor Kalman

Stefan Sagmeister

Wim Crouwell

Erik Spiekermann

Women

Suzanna Licko

April Greimann

Paula Scher

Katherine McCoy

Ellen Lupton