

## OVERVIEW

There is no history of graphic design. Several books claim to cover THE history of graphic design but the construction of such a master narrative requires white-washing the messy, irrational process that drives graphic design. It also weights all periods of graphic design as equally important. You know this isn't the case. For designers it is YOUR history that matters. The objects that you choose to collect and cherish inform your work. You steal from them, you argue with them. In this course we will focus on individual pieces of graphic design. We will discuss the connections these artifacts articulate about their eras

## SEQUENCE

### **January 23**

*Neue Jugend*, John Heartfield

### **January 30**

guest speaker: Mark Owens

Germes Album cover, designer unknown

### **February 6**

Portfolio, Alexey Brodovitch

### **February 13**

Esquire Magazine

### **February 20**

Push Pin Graphic,

### **February 27**

Beach Culture, David Carson

### **March 6**

Emigre

### **March 13**

Colors Magazine

### **March 20**

The New Typography,

### **March 27**

The Man With the Golden Arm, Saul Bass

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**OBJECT LESSONS —  
24 GRAPHIC DESIGN HISTORIES**

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**April 3**

The Public Theater, Paula Scher

**April 10**

The Medium is the Massage, Quentin Fiore

**April 17**

The London Underground Map

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