

50 Designers you should know about

<http://www.complex.com/style/2012/03/20-graphic-designers-you-should-know/>

<https://ashleyattwood1.wordpress.com/top-10/top-10-designers/>

<http://www.logosdesigners.com/>

Your brochure should be **4 sided**: front cover, inside spread, back cover.

Your brochure should use a **grid**.

Your brochure should be **in a style that represents your designer**

Your brochure should **include** the following information:

Who, what, when, where, why, how

Their philosophy and design aesthetic

Where they received their education

***2-3 additional interesting facts about and 1 quote from
this person***

You need to **list your sources and copyright your imagery**

The designers are...

1. Paul Rand (among today's most important graphic designers)
2. Saul Bass (undisputed master of film title design)
3. Herb Lubalin (the grandfather of typography)
4. George Lois (prolific advertiser and Art Director)
5. Alexey Brodovitch
6. Bradbury Thompson (talent for color, composition and understanding of the power of letter forms)
7. Milton Glaser (founded *New York Magazine* and among today's most important graphic designers)
8. Cipe Pineles (Iconic Art Director of *Glamour* magazine)
9. Lillian Bassman (photography and magazine art director)
10. Alvin Lustig (book design, magazines, interiors and textiles)
11. Herbert Matter (poster designer for the Swiss Tourist Office)
12. Massimo Vignelli (among today's most important graphic designers)
13. Ruth Ansel (youngest co-art director of Harper's Bazaar)
14. Jacqueline Casey (talent for depicting concepts through simple forms)
15. David Carson (The original "grunge" designer)
16. Jonathan Barnbrook (graphic design with a social conscience)
17. Michael Bierut (among today's most important graphic designers)
18. Paula Scher (among today's most important graphic designers)
19. Chip Kidd (award winning book jacket designer)
20. Stefan Sagmeister (among today's most important graphic designers)
21. Eddie Opara (multi-faceted contemporary designer)
22. Neville Brody (Art Director for Fetish and known for his untraditional views)
23. Alan Fletcher (among the most influential figures in British graphic design)

24. Josef Müller-Brockmann (modernist, constructivist style and set the standard for the use of pure geometry, mathematical systems, and the grid in visual communications.)
25. Katherine McCoy (pioneer in Design Education)
26. Michael Johnson (brings an holistic view to his branding work)
27. Yasaku Kamekura (Father of Japanese Graphic Design)
28. Otl Aicher (renowned for creating visual identities for dozens of major corporations)
29. Sven Seger (Achieved early fame by expressing the notion of democracy in his design of a new corporate identity for the unified German government.)
30. Anton Stankowski (developed an original Theory of Design and pioneered Constructive Graphic Art)
31. Lance Wyman (is known for such work as the logo of the 1968 Summer Olympic Game)
32. Robert Brownjohn (among the most innovative graphic designers in 50s New York and 60s London)
33. Jerry Kuyper (the Forrest Gump of design)
34. Joshua Davis (pioneered web design in the early 1990s)
35. Henry Steiner (world renowned graphic designer best known for his corporate identity designs. He has created designs for some of the most identifiable brands, such as IBM, Hyatt Regency, Hilton Hotels, and Dow Jones)
36. Lindon Leader (A graduate of Stanford University and Art Center College of Design, designed the FedEx logo)
37. Per Mollerup (Managing Director at Mollerup Designlab A/S in Denmark)
38. Ken Cato (Australian designer with an international reputation.)
39. Ivan Chermayeff (studied at Harvard, the Institute of Design in Chicago, and received a BFA at Yale, after graduating he worked for Alvin Lustig and CBS in New York.)
40. Morteza Momayez (renowned pioneer of graphic design in Iran)
41. Michael Peters OBE (revolutionized the role of packaging in the marketing of consumer products)
42. Miles Newlyn (one very rare designer that seems to be involved in almost every significant rebranding project across the globe.)
43. Raymond Loewy (After a brief but promising career as a fashion illustrator, Raymond Loewy dedicated his talent to the field of industrial design.)
44. Joe Finocchiaro (British graphic designer, described by The Daily Telegraph as "the most highly regarded graphic designer of his generation, and probably one of the most prolific".)
45. Tom Geismar (has designed more than a hundred corporate identity programs.)
46. Steff Geissbuhler (graphic designer, specializing in brand identity design, logos, print graphics, illustration, posters and visual communications.)
47. Gene Grossman (known worldwide as a corporate logo guru.)
48. Sagi Haviv (Called a "logo prodigy" by The New Yorker)
49. Armin Hofmann (instrumental in developing the graphic design style known as the Swiss Style)
50. Gerard Huerta (Specialized in Album covers and logos)

