



*DAVID CARSON*

*EST. 1954*

## WHO IS HE?

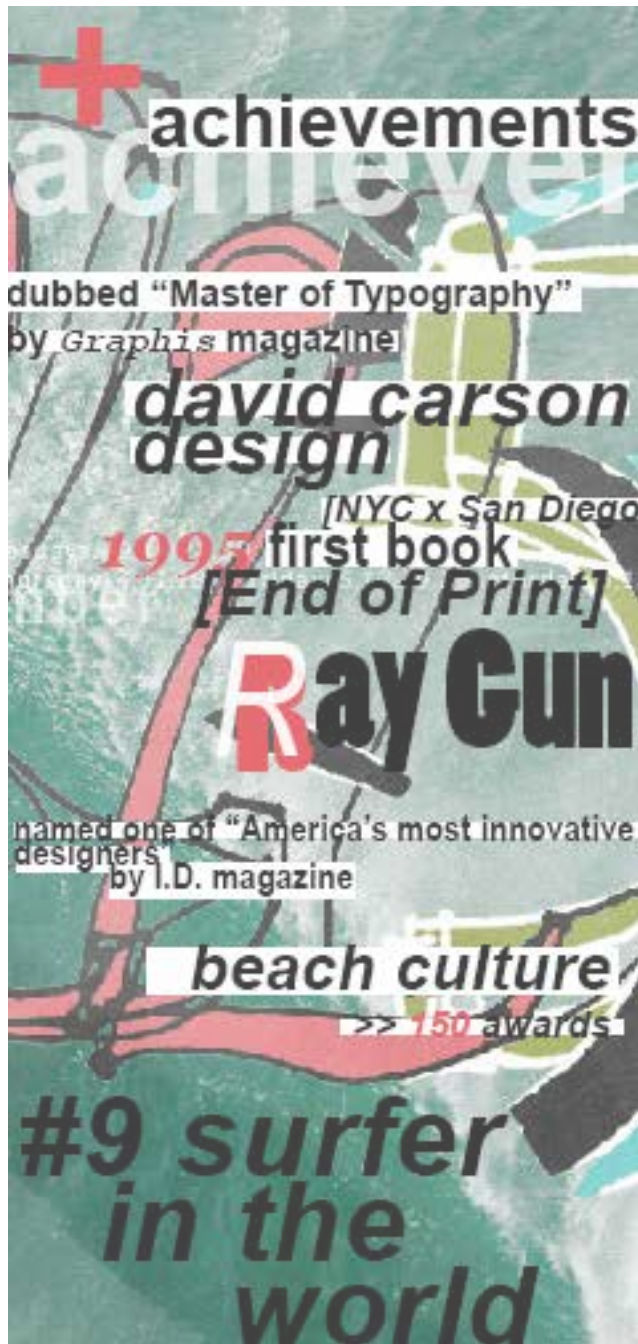
David Carson was born in Corpus Christi, Texas, in 1954. After graduating from San Diego State University with a degree in Sociology in 1980, he became a high school teacher.

Carson was first exposed to graphic design when he took a two-week graphic design course at the University of Arizona in 1980. Living in southern California, surfing was his passion, and at the peak of his surfing career, he was ranked #9 in the world. After beginning to experiment with graphic design, he took up jobs working with publications related to surfing.

His first big break was in 1989 when he became the art director of Beach Culture magazine. This marked the start of his "golden age" in graphic design. Carson's work in Beach Culture earned him 150 design awards and a lot of attention. In 1992, he was hired as art director of the publication he is most known for: Ray Gun, an alternative-music magazine. His work tripled the magazine's readership and attracted the attention of many big brands, such as Nike and Levi Strauss, who commissioned him to design print ads.

Carson left Ray Gun in 1995, and established his own design firm called David Carson Design, with offices in New York City and San Diego. Today, the firm is successful and well-known.





## **+** process

carson's style is famous for being "dirty." his unique style of mixed pictures and grunge, eccentric typography attracted lots of fame.

he says it's important to take into account your target audience [what are they seeing? what is their visual language?]

his main source of inspiration is the ocean

"He uses type the way a painter uses paint,  
to create emotion, to express ideas."

*-Photographer Albert Watson about David Carson*



design

DAVID CARSON

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CASSIDY QUILLALANG

2015

RANDOM TEXT

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write cited (1) <http://www.britannica.com/checked/topic/97120/David-Carson>

(2) [http://en.wikipedia.org/wiki/David\\_Carson\\_\(graphic\\_designer\)](http://en.wikipedia.org/wiki/David_Carson_(graphic_designer))

(3) <http://www.designhistory.com/1950/david-carson/>

(4) <http://www.davidcarsondesign.com/>