

Do Milton Glaser and Neville Brody use the terms designer design, quiet design and the plenitude in their work?

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Graphic Design

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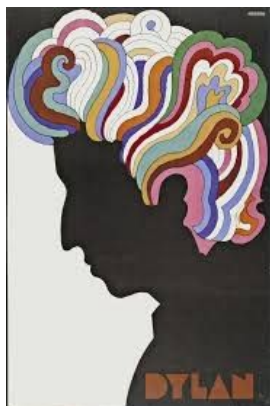
Research in Context

Question 2: Paying close attention to the terms of 'designer design', 'quiet design' and 'the plenitude', critically discuss the work of TWO practitioners within your field and ascertain how their design work adheres to one or all of the terms.

Introduction

Using terms designer design, quiet design and plenitude are used in a lot of things that have been designed. I love to see it in Graphic Design which is my study. So I will be answering the question, do Milton Glaser and Neville Brody use the terms designer design, quiet design and the plenitude in their work? In this essay I will be looking at two designers to see how the terms apply to them. I will be going deep into their work to analyse their processes. I'd like to start by looking at design principles like balance, proportion and hierarchy. I will also look at their work in particular and pick three pieces from each designer to identify if they use these terms in their work. I will also be looking at other aspects like the use of colour as well as the typography used to see if that will relate to the terms too. I will also be looking for quotes that will relate to that particular design or method. I would like to use these quotes to strengthen and back up my opinions.

Milton Glaser



I would say that most of Milton Glaser's work would be classified overall as quiet design because although the use of bright colours are very obvious the meaning behind his work is not so much. But this might not be the case completely. To the left is Milton's Album cover for Bob Dylan in 1966. It was commissioned after Bob's motorcycle accident when he was bedridden. I was inspired by Marcel Duchamp's self-portrait on how it's a side view and uses the silhouette style.

For this piece the contrast between the black of the silhouette and the bright colour of the hair enhances it making it more apparent. I find with the face that it is not so clear but it is very interesting as it takes some of the humanity out of it, also if the face was left in then it would almost be a distraction from the focus being the hair. The hair being the most noticeable bit as the text with Dylan's name is almost lost with the solid background, showing a range of colours. Normally with the use of colour you can find out the mood that character is in. At my first glance I would say the most stand out colour is the black which normally represents mystery which I find is very accurate and is why I would classify it as quiet design. This is because you have to look into it and break it down to get the meaning out of it.

Overall I agree with the quote **"Make it simple, but significant."** as it has the simplicity but there is also a deeper meaning behind it. Looking at the typography of the design, as I stated before it is in a bold font which you would relate to being obvious and in your face but because of the colour scheme it is more hidden. The placement of the text is also different as it is at the bottom when you would expect it to be at the top. As well as this normally you read the text first but personally i saw the hair which may give it a different meaning. I would say that this poster does not relate to plenitude as overall it is quite minimalistic in its design as it includes a fair amount of white space except when it comes to the hair where it has that detail which gives it more texture. But then it gives a nice contrast when you have the detail of the hair with the simplicity of the face and background.



This is a Trump vodka bottle that Milton Glaser designed in 2006. I would say that the bottle design relates to quiet design the most as it has a very subtle design as it has a cubic design which is modeled after a skyscraper. This like the piece above is quite simple which makes me think that it does relate to quiet design the most. Looking at the typography of the bottle you can see that it contains the Trump T in the centre.

Looking into the design further it actually has a very interesting feature where 3 out of the 4 sides have the gold colour then the other is clear with just the Trump T on it. Subsequently the opposite side to that has a T cut out that lines up with the other side. You can link that aspect to quiet design as I find is subtle while you really need to see it in person or on a video to notice the effect. The gold colour is what Trump is known for, by just seeing the gold colour scheme with the large T you would probably link it with Trump. Also the gold colour I would say that its target audience would be someone who is upper class and would have the money to buy such a unique bottle. I think the placement of the T logo says a lot as it is up high which almost gives it authority over other bottles it would be next to.

As it is a large bottle anyway would make it stand out. I would then relate this to designer design as in a way it is using quiet design but making it stand out with scale. The Trump brand is known to be upper class judging by the casinos and high end hotels linked to it. I think that the quote **"Design is not just what it looks like and feels like. Design is how it works"** tells the bottle well as it looks good but when getting a high end product like the Trump bottle it's about the feeling of owning it.



This is probably Milton Glaser's most famous piece. It was a campaign made to boost New York's tourism as at that time crime rate was at an all time high. The 'I Love New York logo' which is very famous, has inspired other similar designs for other places. It was made in 1975 and is still well used to this day. The most noticeable aspect of this design is the typography. This makes me think that it relates to designer design as it is very obvious of what it is trying to state. The logo uses a red heart which shows the use of semiotics and how it almost changes the feeling of the city giving it a loving and safe feeling which is a big contrast to the high crime rates of when this was created. It uses the colour red for the heart which symbolises love.

‘Identify the essential. Eliminate the rest’ describes this well as it is a very minimalistic design. I would classify it as designer design as it is very in your face and has an obvious message that it is trying to convey. This design like other two also does not relate to the plenitude too as it too is minimalist in the detail which for a high end bottle makes sense as it gives it that clean look.

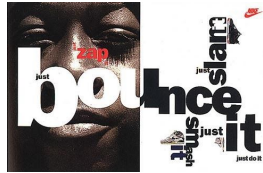
Neville Brody



Neville Brody is a British graphic designer who is famous for his typography and use of colour. This poster makes a good relationship between type and colour. The bright colouring tells me that it can be classified under ‘designer design’ due to how it really pops out to differentiate with the solid background. In addition going back to the meaning it contains lettering I would classify this as designer design because it has a clear message. This has a similar look to the Milton Glaser Bob Dylan poster as it has a black background with the subject being full of colour. This enhances the posters as it has a more noticeable disparity. Additionally going back to the meaning of colour, the variety of colours shows the multiple moods which relate to freedom. I would say that the secondary colour, after the black primary for the background, is blue which normally portrays calmness, responsibility or even sadness. But it does have a and even I would place it under designer design because it is very obvious in the name of the colour scheme what it is trying to convey.

The word ‘freedom’ in bold and large text is a major hint of what the poster is all about and what its message is. Another eye catching aspect is that the letters have been split which makes it stand out even more. As well as having the majority of the design relating to designer design there are also bits of quiet design that are hidden because of the size of the text or the colour which causes it to be hidden or lost into the background. The quote **‘Colour does not add a pleasant quality to design - it reinforces it’** describes this poster as if the text was plain white would still be of quality and pleasant to look at.

Henceforth, going back to the poster it can see both uses of designer design as well as quiet design which works well together which gets the message across that Neville Brody is getting across. I would say that this design is on the edge of relating to the plenitude as I feel that the colourful look of it gives the illusion of it being packed with colour although it contains some white space.



This is the brand strategy for Nike that was created back in 1988 by Neville Brody. It is very unique and looks almost chaotic as the text is not aligned but smashed up with different sized letters and has different orientations. The piece features a young boy who has no clear expression on his face so he could be focused which would relate well with the message that the campaign is trying to say. Also the boy's dark skin with the dark background makes a hidden look to it. The poster also contains white space which is pleasing to look at compared to the chaotic look of the typography. I would say that this piece relates to designer design because of how clear the message is. It also contains bold text that stands out which makes it legible if you were standing away or if its size was decreased.

Looking at the hierarchy and proportion of the piece I can see that the phrase 'bounce it' is the largest that indicated to me that this is the focal point. Although the other bits of text that relate to the 'bounce it' phrase are also large making it a clear secondary point to look at. This design gives me the feeling that I should not give up and whatever is in front of me I should 'smash it' however I feel that it does work in what it is trying to accomplish. **"Design is intelligence made visible."**, which is true as it does work while having that feel aspect to it. Also good graphic design needs to be able to convey these messages in a way that it works.

The colours used are black and white. Black signifies mystery which could reflect on the boy's expression. While the white can signify purity or virtue. I think the virtue signifies it well as I believe righteousness describes the campaign well. For this design I would say it does contain the plenitude purely based on the text and the placement of it which I feel gives the illusion of looking busy. Also the large text over the face gives it the effect of it being more compact.



This is my last piece that I will look at by Neville Brody. It consists of a man made almost completely out of type. It uses a range of different typefaces as well as different sizes. Words that stand out due to this include 'Ashes to Ashes, Tumbling dice and Unravel'. These words to all intents and purposes repeat themselves throughout this piece as different sizes and fonts. This poster contains a good amount of white space which gives the feeling of calmness compared to the more chaotic look of the hair.

The primary colour used is blue which signifies calmness and responsibility. Looking at the image I would say that he does look calm and even looks like he looks like he's concentrating. To the top of the head there are orange/ red colouring used. Orange can signify vitality which I can see in the image as he looks like he is in a state of being active and strong as he does look young which you would expect from a younger person. Though the text is quite clear I would say this image relates to quiet design as I felt that I really had to look into it to understand it.

When first looking at it those three phrases were the most obvious and although I saw the other words and phrases I didn't see the repeated words. I would definitely say that this image relates to the plenitude as the guy who is made out of words is filled and tightly packed. This gives the illusion and the shape of the face.

Conclusion

After looking at Neville Brody and Milton Glaser's work and researching about them I have found that they do use the terms 'designer design', 'quiet design' and 'the plenitude' in their work. I have also found that they can be used together for parts of the poster or a piece. I have enjoyed looking and analysing these two graphic designers from my practice. I also found it interesting when applying the quiet design, designer design and the plenitude to their work to see if it does apply to them. I also didn't expect that a design to apply more than one term.

Looking at the work I chose to analyse I have noticed that Neville Brody's work makes more use of the plenitude as his work. This is mostly due to the layout of the text that gives it the more chaotic look that I explained earlier. Lastly it is nice to see these terms applied to the designers from my practice I chose but after doing the research and learning about the terms 'designer design', 'quiet design' and 'the plenitude', I will apply it to future assignments and projects.

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