



NAME OF ARTIST HERE

DESIGNER'S FULL NAME: David Carson

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1955

COUNTRY IN WHICH DESIGNER BORN: America

YEAR DIED: ---

COUNTRY IN WHICH DESIGNER DIED: ---

CAUCASIAN | AMERICAN | RELIGION | POLITICAL ALIGNMENT

IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.

"None of the above qualities of the designer provided a challenge for the time."

DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD BE CONSIDERED GRAPHIC DESIGN TODAY? EXPLAIN.

Carson was not only known in the world of graphic design, but was known in the surfing community as one of the best in the world and was inducted into the east coast Surfing Hall of Fame. Design is part of graphic design, so do not include here. Please explain the typeface design in another answer.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

He was known for breaking the modern style of graphic design by his use of over lapping, bold font, and the invention of innovative type use and distinct layouts.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

His style of breaking the rules of modern graphic design with his unintentional postmodern style layout and use of fonts which irritated most graphic designers at the time.

EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

He started studying sociology at San Diego State University. He took some courses in graphic design at the University of Arizona in 1980. Carson attended Oregon college to study commercial art and studied three weeks in Switzerland.

DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

David Carson wanted his work to look interesting and provoke emotion from the viewer with is postmodern style.

WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

He started studying sociology at San Diego State University. He took some courses in graphic design at the University of Arizona in 1980. Carson attended Oregon college to study commercial art and studied three weeks in Switzerland.

IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

He was named one of the top ten surfers in the world and in 2017 was inducted into the East Coast Surfing Hall of Fame.

YOUR NAME: Joshua Kruse

GIVE YOUR EDUCATED OPINION OF THIS PERSON AND THE QUALITY/IMPORTANCE OF HIS/HER WORK. EXPLAIN WHAT INFLUENCE – OR LACK OF INFLUENCE – THIS WORK HAS HAD ON YOUR OWN.

I find that David Carson's works are inspiring. After reading biographical and critical articles covering his work, I see how he is an innovative thinker with highly critical opinions of traditional design. He is known for having said, "If you have no intuitive sense of design, then call yourself an 'information architect' and only use Helvetica." This quote demonstrates Carson's belief that as an artist, he must provoke the viewer, not pander to them. Through a visual lens, he can bring forth all the contextualization and emotion desired without directly expressing his ideas verbally.

David Carson's work stems from an unconventional educational background in graphic design. As an artist, Carson inadvertently challenged the modern style practices by breaking the rules established by other modernist designers. Not only does his work break from traditional design, but he has made his own contribution to the art community in the development of his innovative typography and distinct layouts.

Knowing David Carson's success as an AIGA (American Institute of Graphic Arts) award winner, one may assume he had a great deal of experience and training. As it turns out, David Carson took only a handful of classes directly related to graphic design. He originally went to school with the intention of getting a degree in psychology. In the study of his work, I cannot help but wonder if some of his study of psychology has influenced his style. Perhaps his understanding of the human mind provides him with an insight which is lacking in other designers. His formal training in design came from studying at University of Arizona in 1980 and a three-week work study in Switzerland. Most of the skill that he displays is pure, natural talent or was built on his experiences from time spent working for Self-Fund Musician and Transworld skateboarding magazine. Each of the articles I read about David Carson described him as being highly competitive in nature. Once David was even listed as one of the top ten surfers in all the world. The competitive side of David Carson was not only seen on the beach but could be seen in the design world as well.

David Carson's main medium that he used in his career is QuarkXpress and PageMaker. According to Carson, this tool is easy to manipulate various text in a unique way. Carson is known for having large and overlapping fonts. When confronted with David Carson's work, the first word that typically comes to mind has been "radical". Even though David Carson has proven to have his own style, he strives constantly to try something new and challenge the mainstream media. This has kept his work relevant as a designer and is the reason why his style of art and design stand out from the mass-produced, status quo.

After researching his work, I find Carson's ability to evolve and change as a designer inspiring. Also, a large part of my new-found respect for David Carson comes from his competitive nature as a person. The ability he has to not only challenge the world as an artist but as a surfer is moving and inspirational.

BIBLIOGRAPHY

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