



## Seymore Chwast

DESIGNER'S FULL NAME: Seymore Chwast

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: male

YEAR BORN: 1931

COUNTRY IN WHICH DESIGNER BORN: USA

YEAR DIED: “---”

COUNTRY IN WHICH DESIGNER DIED: “---”

RACE | ETHNICITY | 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.

He did Package Design, Printmaking, and Printing

LIST AT LEAST ONE OTHER WORK THAT IS NOT NAMED IN THIS TIMELINE FOR WHICH THIS DESIGNER IS WELL KNOWN. IF WORK CO-CREATED, LIST THE OTHERS INVOLVED.

He directed and designed the *Push Pin Graphic*.

EXPLAIN IF THIS FAME IS ONLY WITHIN DESIGN CIRCLES OR ANY OTHER SUBSET OF THE POPULATION.

This piece was published for the public view. It was a 32-page bimonthly by Push Pin Studio that was published until 1980.

Ken Robbins did the featured articles and fiction edited them.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

This magazine exemplifies his belief in using your imagination and doing by hand.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

He is most noted for doing humorous designs by using imagination and humor. He is also known for helping to create the Push Pin Studio and its influential style. He was well known for doing political satires and humors.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

His artwork was against Swiss Style. He was often fired because people thought that he wasn't meeting their needs, despite this he was still persistent to do things his way.

WHAT MATERIALS WERE MOST OFTEN USED BY THIS DESIGNER IN THE CREATION AND PRODUCTION OF WORK?

Seymour Chwast liked to work with traditional medias such as screen printing, wood printing, collage, montage, paint, ink, charcoal, pencil, burin, and graver.

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

He has attended many art school because he couldn't find his art style. In high school, his teacher Leon Friend taught him to appreciate type, graphic images and commercial art. He learned about type from the head of the New York Times department, George Krikorian. He was influenced by Walt Disney and Sunday Funnies from the newspapers.

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

He is pre-postmodern artist because he was about making art his way instead of listening to society. In his work, he uses traditional materials with digital. His work was not structured instead they were humorous.

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

Seymore Chwast is iconic because he was the co-founder of Push Pin Studio with Milton Glaser and Edward Sorel. He changed graphic design by going back to traditional media.

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

Chwast has been vice-president of the American Institute of Graphic Arts and a member of the Alliance Graphique Internationale. He is married to Paula Scher who is also a Graphic Designer.

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YOUR NAME: Xing Grubbs

GIVE YOUR EDUCATED OPINION OF THIS DESIGNER AND HIS/HER WORK. ALSO EXPLAIN WHAT INFLUENCE, IF ANY, THIS WORK HAS HAD ON YOUR OWN. A LACK OF INFLUENCE MUST BE EXPLAINED.

I like Seymour Chwast's idea about how design is about going being creative and using your youthful imagination. This idea has led him to the success of making and selling many children's books. I think it is important for designers to think back as a child because children have big imaginations that enhance their creativity. I respect Seymour Chwast for doing things his way instead of letting the society tell him what to do. He thought out of the box, which led him to becoming successful in the graphic design world. I like how he makes designs in traditional ways, such as screen printing, because I like to do things by hand more than on the computer. I believe that designing things by hand makes it more personal.

As far as his design, I do not like his art style, but I do like the colors he uses. His art style has not influenced my art style because I don't do illustrations like his. However, I do like a few of his works such as *The Muzeum Plakatu W Wilanowie* book cover. I like how the words form the shape of the man's face. It gives the face dimension and also gives the artwork movement and rhythm. There is a high contrast in colors because there is warm and cold color along with black and white outlines. The sandy background and the black and white outlines make the red and blue pop. Chwast made the figure the main focus. I like how he made the white outlines for the light reflect around his glasses, ears, and nose, as well as shadows on the clothing which gives the figure some

dimension. I like how simple and clean his suit and hat is with solid color.

Another illustrations that I like from Chwast is the chicken with suit and bow-tie on the cover from *The Push Pin Graphic: A Quarter Century of Innovative Design and Illustration*. The illustration in this book reminds of comic books especially the blue dots in the background and red dots on the beak. The background makes the chicken stand out. In comparison to the *Muzeum Plakatu W Wilanowie* book cover, this one is more two-dimensional. There is no shading, nor highlights. This book looks more humorous because there is a chicken wearing a suit.

I do see a similarity with the two books, which is both the main figures are in profile and are in primary colors. I agree with his thinking of doing things by hands and having hard copy books rather than digital books. I like e-books, but the hard copy books have a distinct smell and touch the books. For me, the distinct smell and touch experience of the physical copy of the book makes me feel nostalgic and enhance my memory. It helps me remember the story of the book better.

Chwast has influenced me by his persistence to keep going and not give up no matter how many times he failed. After reading and researching about him, I learned that he was very experimental and this is good because it allows him to find his own style.

#### BIBLIOGRAPHY

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