



## Milton Glaser

**Designer's full name:** His name was Milton Glaser.

**Designer's pseudonym/nickname:** N/A

**Gender:** His gender was male.

**Year Born:** He was born in 1929.

**Country Born:** He grew up in New York City, United States.

**Year Died:** He died in 2020.

**Country Died:** He died in the United States.

**Religion | Political Alignment:** His religion was Jewish.

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**How did any of the above affect either his/her life experience or work because it/they provided a challenge at the time?**

He was referred to as a renowned graphic designer.

**Did this designer do notable work in fields other than what would TODAY be considered graphic design?**

No, graphic design and advertisement design were his only fields.

**For what is this designer most noted in relation to design? EXPLAIN.**

Glaser is noted for two things which would be Pushpin Studios and his ethics, mostly Pushpin Studios. Pushpin Studio was created with Glaser along with there other designers. People reacted harshly to what Pushpin was doing because it was the opposite of modernism.

**Is there anything controversial about this designer? Explain.**

Yes, Glaser was involed in Pushpin Studio's which was looked down on because it wasn't the trend.

**Explain this designer's education/training, including academic, apprenticeships, and /or mentorships.**

He studied in New York for the most part, but he also traveled to Italy to study as well.

**Did this designer promote a specific ideology in his/her work? Explain.**

Milton Glaser was about the ethics in design. He taught students about ethics and even did a piece on ethics.

**Why is this designer viewed as iconic in the history of graphic design?**

He was viewed as iconic because of his ethics in design.

**Is there any other important information to know about this designer?**

He co-founded New-York magazine.

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**Student:** William Neal Coleman

**State and explain the one most important effect that your assigned artist and the quality/importance of his/her work had on the history of graphic design.**

Milton Glaser changed the design community in multiple ways over the course of his life. In 1954, Glaser co-founded Pushpin Studios. The studio went against the common Swiss Style, which made it gain attraction. Glaser also taught design ethics for at least half a century at SVA. His ethics were used to improve the relation between the designer and the consumer. Glaser helped start the Late-Modernism movement while also teaching important ethics to future designers. The creation of Pushpin Studios help kick off the start of the Late Modernism movement.

Before Pushpin Studios, there was Swiss Style which is also referred to as International Typographic Style. Swiss Style was built on the fact that less is more. Swiss Style is also a complex grid based system and used mainly sans serif font. Paul Rand was at the head of the Swiss Style and was heavily against the Late Modernism Style. In 1954, Pushpin Studios was founded by Milton Glaser, Reynold Ruffins, Seymour Chwast, and Edwar Sorel. Pushpin Studios helped push design in a more conceptual direction. Pushpin used a mixture of illustration, photography, collage and typography for the conceptual designs. Eventually Pushpin began to publish other designers' work and allowed the designer to have freedom within their work. Around the same time Pushpin was being founded, Glaser started teaching design.

Glaser taught about ethics to change the community for the better. He graduated from Cooper Union, then went to Italy and studied with Giorgio Morandi. He then went to co-found Pushpin Studios. Afterwards, Glaser started teaching design ethics at the School of Visual Arts or SVA and taught here for over fifty five years. His ethics went over multiple areas which were aesthetics of design, thought put in design, truthfulness of the seller, and the designers action.

The first ethic was aesthetics of design. In 1980, Glaser put a questionnaire while at a conference on the back of a poster so attendees could reflect on the relationship of business to their art. After the questionnaires were turned in, Glaser then pointed out the new AIGA code of ethics. In the AIGA code, there is a significant amount of information about appropriate behavior towards clients and other designers. But in the code, there was not a word about the designer's relationship to the public. Glaser pointed this out, and sparked a movement that helped the designers and the clients' relationships.

The next ethic is how thoughtful a design is. This matter of fulfilling the commission to the best of one's judgment. It is shown that people take medication wrong sixty percent of the time because of incorrect labeling. This ethic states that no matter what the job is, the design needs to do the job at the best professional level that it can be done at. These are the ethics that have to do with craft, and the next ethics have to do with someone's actions.

Another one of his ethics is truthfulness. Glaser uses an example of a person who sells bad meat to a consumer then the consumer will not go back to the butcher. In design, there is licensing that protects the public, but not designers or clients. Glaser uses this example to show that if a consumer gets a product that they did not pay for, they will go to another buyer. Glaser is saying to be truthful to the buyer and to not give them the short end of the stick and the buyer might come back for another sale.

The last of Glaser's ethics is the designer's action. Glaser and a group of influencers spoke in front of a crowd about an issue about designers' dependence on economics. Glaser is showing that a designer with ethics can help move the design community in the right direction.

Glaser is known for setting an ethical standard for the graphic design community. His ethics are in craftsmanship, actions and truthfulness. He was also known for co-founding Pushpin Studios. The company began at the start of Late Modernism and helped push design forward.

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