



April Greiman

DESIGNER'S FULL NAME: April Greiman

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Female

YEAR BORN: 1948

COUNTRY IN WHICH DESIGNER BORN: U.S.

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 TODAY BE CONSIDERED GRAPHIC DESIGN? EXPLAIN.

Notable work from this artist has only been classified as graphic design.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Greiman's notoriety mostly stems from her welcoming of digital methods of design where most graphic designers shied away from it during the 1970's. Her embracement of digital design was something that was constant throughout her career as a designer.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

Her usage of computers to create designs could be considered controversial at first, but was quickly celebrated by designers and companies alike.

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

She attended Kansas City Institute where she first studied graphic design, then in the early 1970's moved to Basel, Switzerland. There she studied at the Allgemeine Kunstgewerschule under renowned designers Armin Hofmann and Wolfgang Weingart.

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

Her work contained an ideology that accepted every aspect of digital design, including the mistakes that come with it like the pixilation of images.

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

She is iconic for her work in digital design, and for being one of the first designers to embrace the new technology. Her knowledge has been passed down to newer generations as she has taught the subject in many universities during her lifetime. Greiman established how digital design can be used to create pieces that are similar to work previously created using lithographs and other physical media.

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

No.

YOUR NAME: Triston Harlan

STATE 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.

April Greiman's work in the field of graphic design represents how bravery and talent can change the way that design is understood. Without her embracing of advancing computer technologies in the 1970s, design may not be companioned with computers the way it is today. To me, Greiman is someone who inspires me more so than Paul Rand. While she also studied European design like Rand, she also welcomed new technologies and new methods of designing, and was appointed head of the design department at The California Institute of Art as early as 1981. She played a crucial role in defining what digital design is, which has been built upon ever since. I admire her bravery in trying new technologies, even when her contemporaries shied away from computers and ridiculed them.

Her artwork, on the other hand, does not have a particular influence on my own work (aside from the obvious use of digital design). I do, however, find her artwork fascinating and innovative. I love the fact that Greiman embraced every aspect of digital art, even its limitations and occasional errors. One of her earlier works, a fold-out page for issue 133 of publication *Design Quarterly* in 1986 titled "Does It Make Senes?", contains images that are unapologetically pixelated, utilizing the limitations of digital picture quality to establish a unique style. This design was just an early taste of what digital design could be. Another work from Greiman that fascinates me is her "Drive-by Shooting" series from 2006. The concept was to capture photographs of plant life from the window of a moving car, creating blurred, streaky images with lots of movement. Once again, she was using the limitations of technology to create compelling artworks.

Altogether, I think very highly of April Greiman. She definitely is an inspirational figure in the world of graphic design, and encourages me to not limit myself to the methods of designing shared by most of my contemporaries. I have a great deal of respect for Greiman as she perfected the medium of early digital design while being one of the first true digital designers. I also respect her for teaching her methods for years in various colleges around the U.S., which no doubt shaped how the field is understood and taught to this day. Her artwork also made me reconsider certain aspects of my process when designing digitally. Though digital design has come a long way since some of Greiman's celebrated works, she inspired me to embrace some of the limitations of digital design in today's computer programs. For example, pixelated type or images could perhaps be an effective choice under the right context. Or exploiting the limitations of smartphone cameras could potentially lead to compelling pieces of photography. Her philosophy of understanding a medium to then use its restraints to create compelling work has the potential to influence my work in the future.

BIBLIOGRAPHY

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Greiman, April. "Drive-by Shooting: April Greiman Digital Photography." AprilGreiman.com. Accessed October 28, 2019. <http://aprilgreiman.com/?page=drive-byshooting&id=driveby-shooting-april-greiman-digital-photography>.