



GEORGE LOIS

DESIGNER'S FULL NAME: George Lois

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1931

COUNTRY IN WHICH DESIGNER BORN: United States

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.

From what I've researched, Lois has stayed within the realm of advertising throughout the longevity of his career, including CBS and Braniff International Airway.

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.

The MTV "I Want My MTV" ad campaign.

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

The fame of this piece is known far beyond the design circles. This campaign is known all over the world and has become synonymous with the MTV television network.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

Yes. Lois made his indelible mark on the world of advertising and the MTV ad campaign is the tip of the iceberg.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Lois is most widely known for his *Esquire* magazine covers, which he designed and created for ten years (1962 to 1972) with 92 covers. The designs and outspoken nature of the images in which Lois conveyed so much subtextual meaning was groundbreaking and brought a new kind of edge to the advertising and magazine industries.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

Lois has thrived on controversy throughout his career. Many of his *Esquire* covers were drenched with controversy. In fact, one of his most infamous pieces involved an image of famed boxer Muhammad Ali with arrows protruding from numerous areas on the front of his body. This image sparked a lot of criticism, especially within the secular parts of the world. Representing St. Sebastian, this of course caused a substantial amount of backlash within the religious communities.

Lois has also started some controversy of his own with his devout hatred for the AMC show Mad Men. The reasoning for this, at least from Lois's perspective, is that the show completely ignored the revolution in ad campaigning during the 60s and that it's completely oblivious to the issues of the times during that day and age. Of course, to this, employees of Mad Men have clapped back with basically their own personal way of saying to Lois, "Fuck you."

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

Photographs and the usual manipulation tools associated with most arts and crafts.

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

Lois's early education came from the High School of Music and Art, from which he earned a basketball scholarship to Syracuse University. He attended Pratt instead, which didn't last but one year. He then went to work for Reba Sochis, where he remained until he was drafted into the Korean War (famousgraphicdesigners.org).

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

From what I've researched, it seems as though Lois was simply driven to make his mark on the world. With his controversial magazine covers and being heavily outspoken, he was making the point that he's here and he's here to stay. Many of his images were directly to the point surrounding the subject/s in which they were supposed to create a symbolic message for. Outspoken, blunt and no beating around the bush.

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

Lois is viewed as being famously outspoken when it comes to what he viewed as good design. The images which he created were renowned the world over for their simplicity and blunt point that they conveyed to the reader. He's simply been unapologetic throughout his entire career.

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

No.

YOUR NAME: Michael Ring

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.

My personal opinion of George Lois first and foremost is the fact that his influence and style has become synonymous among ad agencies and his designs have become known templates for numerous covers long after his genius *Esquire* covers graced newsstands and racks worldwide. The template with which he became iconic was profoundly simple and straightforward or, in other words; short, sweet and to the point. These types of ad campaigns often times get the message across faster without hitting the audience

over the head. Lois has mastered this technique to a T. His magazine covers conveyed a message and they were absorbed into the English lexicon as part of our popular culture each time.

As far as his influence on my works, they really haven't had any. To be honest, I've never really known anything about Mr. Lois until this assignment. But upon studying him, I have attained a fondness for his work and style. I look to incorporate certain elements of the templates and styles he used in my future works. Modernism is one of my favorite styles due to its simplicity and use of space, as well as getting a point across without having to cram everything onto the paper so Lois's works really speak to me from a creative and artistic point of view. From Mr. Lois, I've taken his ethics and formed a summary sentence of what I truly believe he's had in his head ever since he really started in the industry: If you pussyfoot around the main idea, it can be staring you right in the face and you'd never truly know. Simplicity and being blunt sells.

Of course, that fact is also true about controversy. So he's caused some controversy. Who hasn't that's been truly great? It's what makes these people all the more interesting. The fearlessness of not caring at all what anyone has to say or what they think. In the world of business it's the only way to survive: by growing a thick skin and being cut off mentally from all the melodramatic bullshit. George Lois has epitomized this work ethic and formula. I do honestly believe.

All in all, I feel bad on the one hand that I had never heard of George Lois before this assignment, but on the other, I'm also glad because it made researching him all the more interesting. I look forward to reading and researching more about him as the semester winds down and within my future studies.

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