



NAME OF ARTIST HERE

DESIGNER'S FULL NAME: Stefan Sagmeister

DESIGNER'S PSEUDONYM/NICKNAME: Sagmeister

GENDER: Male

YEAR BORN: 1962

COUNTRY IN WHICH DESIGNER BORN: Austria

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.

Sagmeister didn't really face much adversity personally or professionally (that we know of) due to his personal characteristics. He's a white male, which automatically comes with privilege.

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

Sagmeister's fame stretches beyond design circles and goes into the mainstream because he has constantly upset the "norms" of design throughout his career by challenging what design is and how it's executed. Sagmeister is also no stranger to controversy which always draws a lot of attention.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Sagmeister is highly noted for his provocative design work, such as the self inflicted typographic carvings he put on his body. He also co-founded the famous design firm Sagmeister & Walsh.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

Sagmeister is no stranger to controversy. He always pushes the edge of the envelope on how type and designs are seen. He challenges what purpose design should serve and how it should be presented. He also has made a specific lewd joke at several conferences which embarrassed sign language interpreters. He ended up having to issue an apology on social media for the joke.

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

Sagmeister studied graphic design at the University of Applied Arts Vienna and then received a scholarship to study at the Pratt Institute in New York.

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

Sagmeister thinks that design should be functional above all else. However, he believes that the way in which the message is conveyed should always be challenged and evolving.

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

Sagmeister is viewed as an icon in the history of graphic design for his provocative and inventive beliefs on design itself and how design is presented to the viewer.

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

Sagmeister is also well known for taking a year long sabbatical every seven years to relax and reflect personally and creatively.

YOUR NAME: Emma Hidy

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.

Explain here (keep the blank line above after the question) and remove this explanation text. Remember this MUST be 500 (-520) words. CHECK YOUR GRAMMAR if you want a high grade. Do a spell check if you don't want an F on this portion of your grade, which would significantly affect your entire Timeline Project grade. Try to avoid widows (one word on a line). Though this InDesign document that I built will automatically add pages, I have add 500 words below to give you an idea of the space.

REMEMBER TO BREAK YOUR PARAGRAPHS!!!!

Do so by having no indent and one space between the paragraphs, as shown below:

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Nunc commodo bibendum tempus. Morbi eget tincidunt ante, vitae semper enim. Ut finibus sed erat a scelerisque. Sed vitae maximus quam, finibus cursus lectus. Nullam molestie nisl mi, id iaculis arcu fringilla et. Nullam non ipsum lacus. Sed nisi nisi, tempor id odio in, pharetra varius odio. Aliquam posuere viverra ex quis placerat.

Pellentesque vitae aliquam ligula. Mauris imperdiet vulputate lacus eu ornare. Nulla erat lacus, bibendum eu odio nec, accumsan aliquet quam. Nunc sagittis tellus augue, viverra pulvinar tortor lacinia id. Quisque rhoncus rutrum dui sodales malesuada. Nam libero lacus, dapibus quis est nec, eleifend commodo sem. Sed tristique, sem placerat malesuada pellentesque, lacus ligula luctus enim, non ultrices risus ante quis risus. Suspendisse accumsan magna ac purus facilisis convallis. Pellentesque id eros id erat eleifend consectetur eu vitae turpis. Fusce eleifend, nunc ac vestibulum pretium, augue eros consectetur turpis, et suscipit diam

magna eget lacus.

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