



Stefan Sagmeister  
+  
Lester Beall

# Outline

-  Who are the designers
-  Styles
-  Typefaces
-  Use of Color
-  The Image

# Beall

"must work with one goal in mind—to integrate the elements in such a manner that they will combine to produce a result that will convey not merely a static commercial message, but an emotional reaction as well. If we can produce the kind of art which harnesses the power of the human instinct for that harmony of form, beauty and cleanliness that seems inevitable when you see it? then I think we may be doing a job for our clients."

From **Kansas City, MI** to **New York City**



Lester Beall  
1903 - 1969

Most Important years: **1930's & 1940's**

Best known for poster designs for the **REA** 1937-1941

Important Exhibition & Awards



# Sagmeister

“Receiving a piece of graphic design is like going on a date. If my date turns out to be dressed very well (has style) I am most certainly happy. And if she is beautiful (great form) well, all the better. But if it turns out she has nothing to say (bad content, no concept) or has a mean heart, it is going to be a short relationship anyway.”

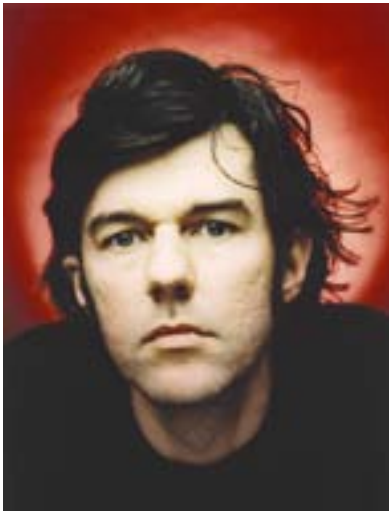
## **Austrian, 1962 to NYC**

Sagmeister Inc-formed in 1993

“Made You Look” - 2009

“Things I Have Learned in My Life So Far” - 2008

Grammy Award in 2005 & 2010



# Style Beall

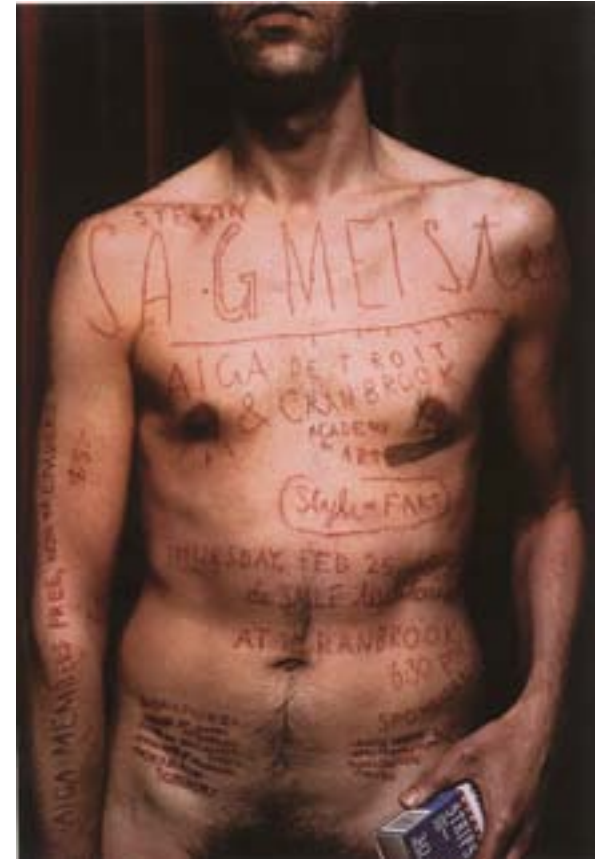
Angled Elements  
Iconic arrows  
Silhouetted photographs  
Dynamic shapes  
Bold  
Imaginative  
Primary Color usage



# Style

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home-made look  
collage  
the process & meaning  
humor



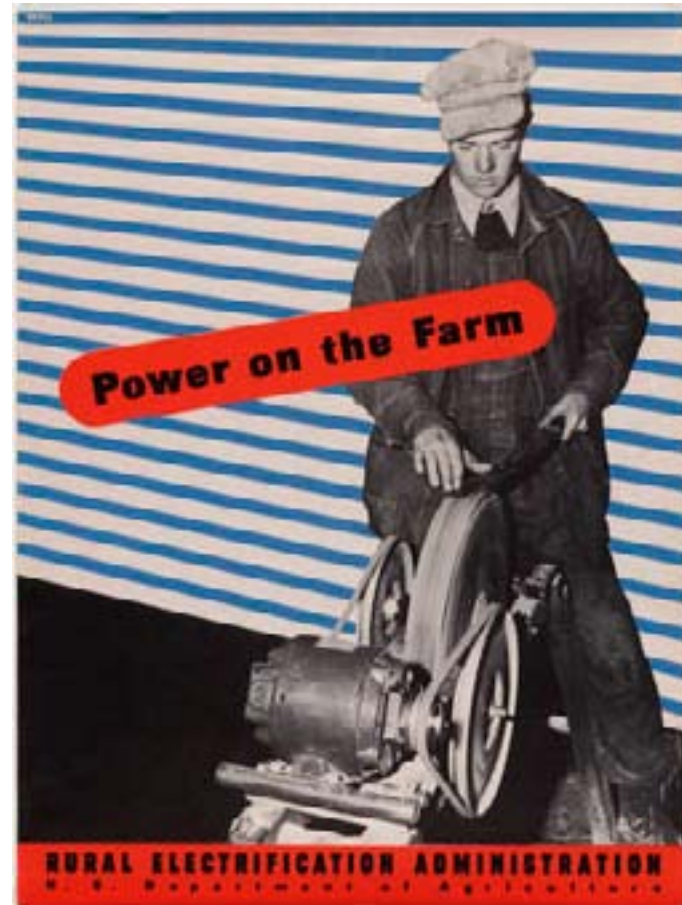


# Typesfaces

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## Serif VS. San Serif

Typeface in realltion to shapes & objects



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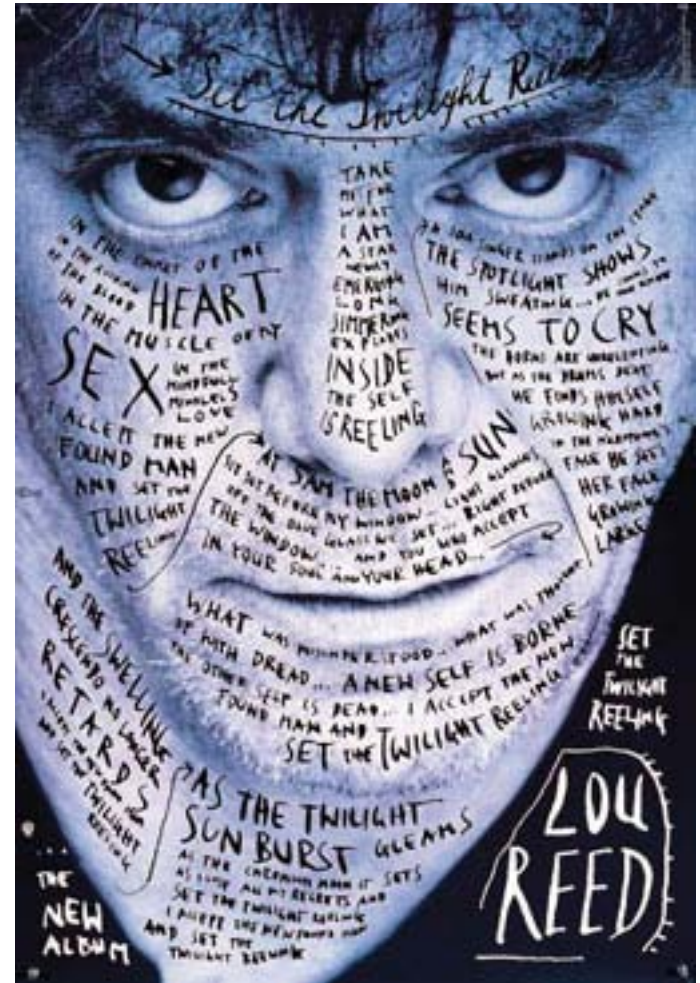
Beall



# Typesfaces

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use of handwriting  
handmade-looking typefaces  
simple

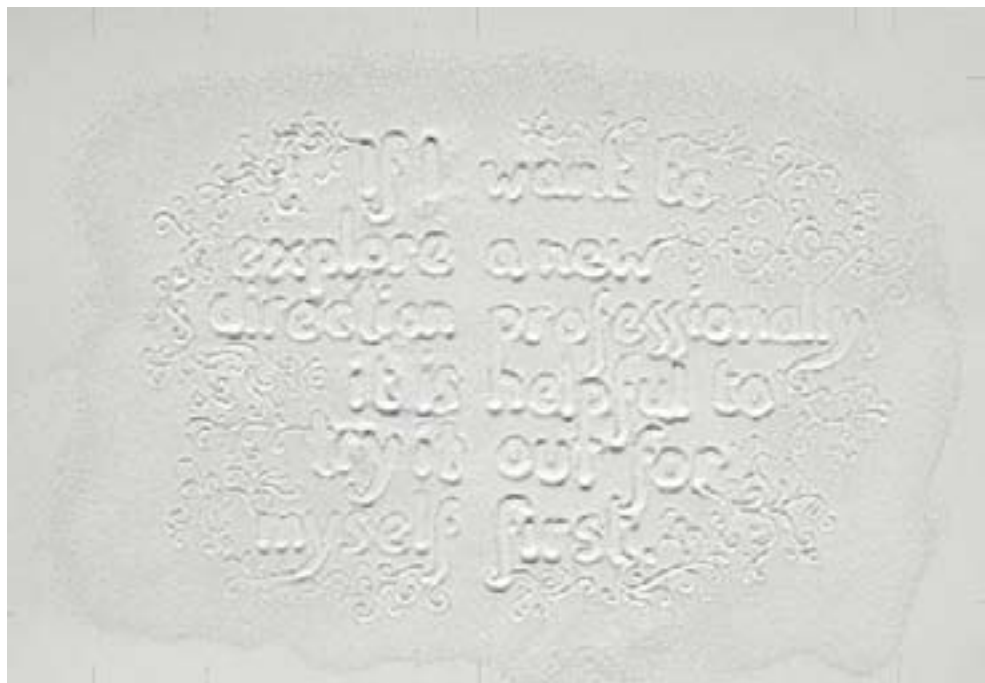


# Sagmeister





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# Color

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## **Bold Primary colors**

shades of blue, red, yellow, & burnt orange

use of 2 colors at most





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# Color

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mostly primary colors  
blues and yellows



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# Image

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Silhouetted photographs

Intergrates photo into background

Keeps image in its original form





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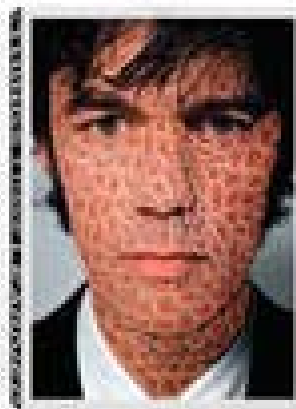
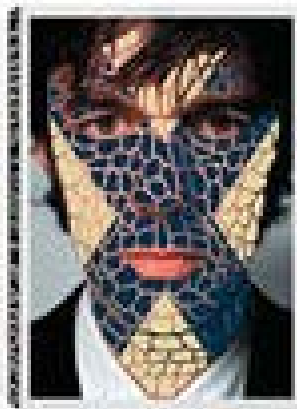
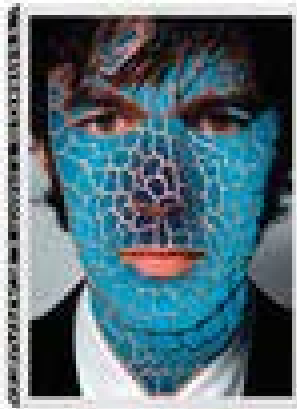
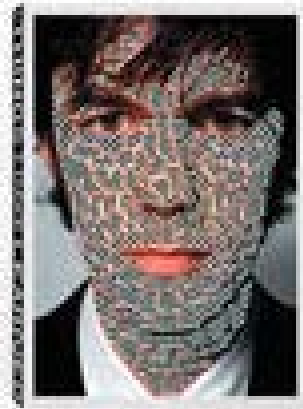
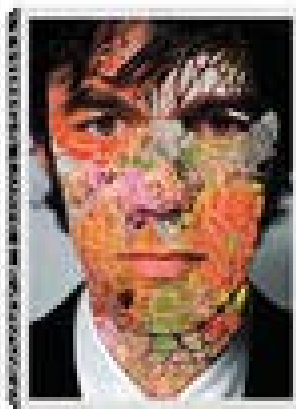
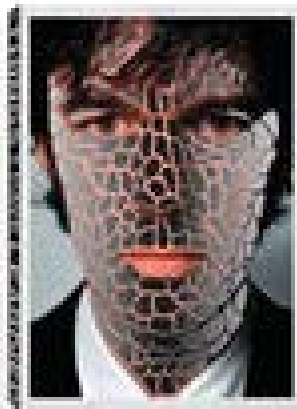
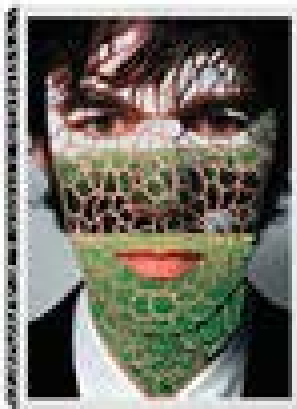
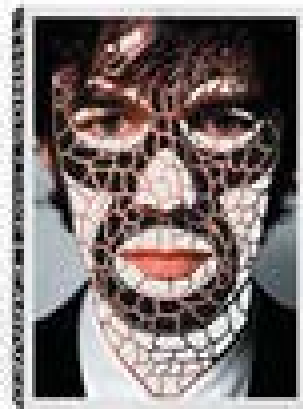
# Image

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collage  
real images, fabricated background  
coloring changes  
dual image



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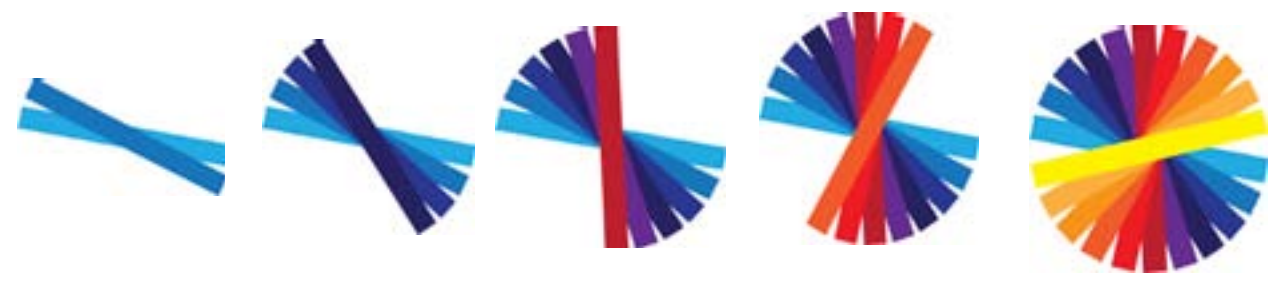


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Thanks



# Credits

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