CONTEMPORARY ARTI

CONTEMPORARY ARTS MUSEUM HOUSTON

book by celeste mouledoux

Graphic Design-Now in Production

Graphic design gives shape to thousands of artifacts we encounter each day-from posters, magazines, and books to film titles, Web sites, and digital interfaces. Graphic designers employ words, images, and a vast array of materials and processes to produce the visual messages that surround us.

Graphic Design-Now in Production focuses on recent innovations in the way designers work. Over the past fifteen years, graphic design has expanded from a specialized profession to a broadly understood practice and a widely deployed tool. Embracing this shift, many designers have become producers, utilizing their skills as authors, publishers, instigators, and entrepreneurs.

Presented in partnership with the Contemporary Arts Museum Houston, *Graphic Design- Now in Production* shows how contemporary designers are broadening the field by generating new tools, methods, vocabularies, and content.



CONTEMPORARY ARTS MUSEUM HOUSTON

Located in Houston's Museum District

5216 Montrose Boulevard

Houston, TX 77006

Tel 713 284 8250

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MUSEUM HOURS

Tuesday 10 AM - 7PM

Wednesday 10AM - 7PM

Thursday 10AM – 9PM

Friday 10AM – 7PM

Saturday 10AM – 6PM

Sunday 12PM – 6PM

ADMISSION

Free

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The personal-computer revolution of the 1980s introduced typography to the general public. In the 1990s, software for producing fonts became widely available to graphic designers, and the obscure and often arcane practice of the typographer grew more accessible. Today, designers are making, distributing, and using digital fonts at an astonishing rate, with hundreds

Typography is the art of creating let- Designers are also producing custom letterterforms and arranging type. This forms for posters, magazines, branding projdesign concept assumes passive, ects, packaging, books, and other media. Conalmost automatic - subconscious visual temporary typography includes fluid scripts, experience. It counts on rationality of both, handcrafted lettering, and soft organic forms as graphic designer/producer of the mes- well as severe geometric shapes and reserved, sage and the audience that is receiving nearly anonymous sans-serif typefaces. Digital tools allow designers to customize their lettering on the fly, often to a dramatic effect.



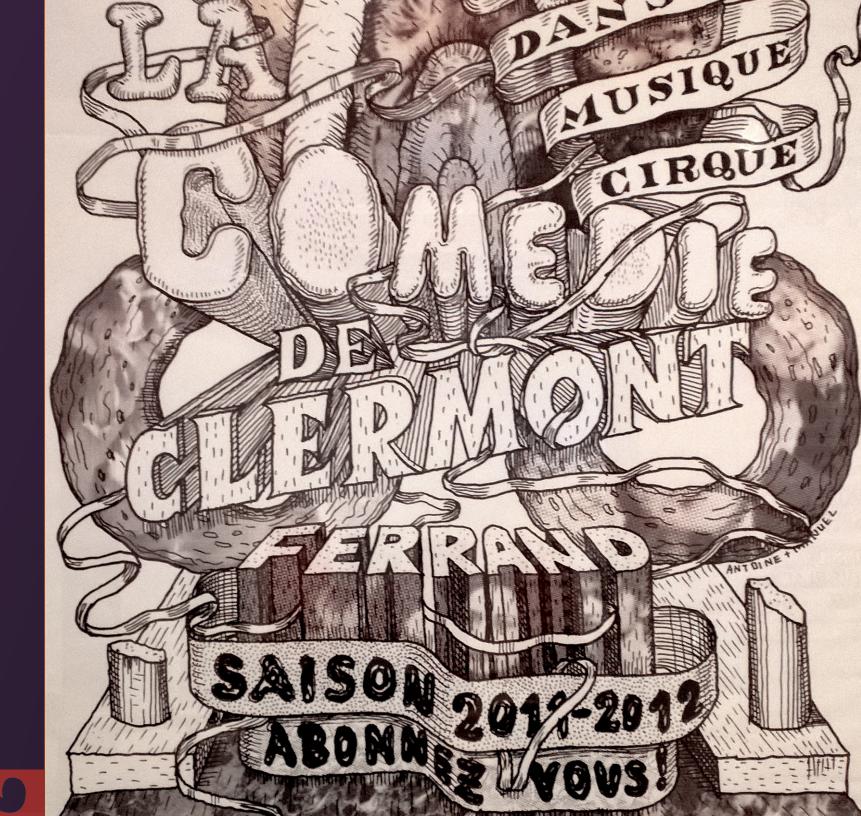
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ing merchandise or the brand behind the papers to customized, digitally printed murals. product, many graphic designers are using their skills, experience, and energy to conceive of sellable goods of their own. This growing marketplace of designer-created products includes wall paper, T-shirts, tote bags, notebooks, and gift wrap as well as such offbeat merchandise as custom

torefront design refers to applicabirdhouses, tools, and hand-painted chairs. tion of design concepts to sell- Graphic design has become decor in wall covable goods. No longer satisfied erings produced by Knoll, Maharam, and Potwith merely creating packaging for exist- tok, whose products range from hand-printed

















































rands help distinguish products in An Identity describes the visual devices used to

branding is most often associated tity systems are a visual components package with businesses and corporations, it oc- that is paired with style guidelines and used as curs throughout society, from secret mili- a framework to ensure the overall image is cotary groups to heavy metal bands. More hesive and consistent. Some of the visual dethan just a logo, a brand consists of a vices that leverage the brand elements and style larger visual and verbal identity as well as guidelines are as follows: stationery, marketing

the perceived values that both define and collateral, packaging, signage, messaging, and

programs, particularly for cultural organi- A Logo is the central, identifiable visual element zations, have evolved from static marks that helps others discover, share and remember

set apart an organization, a community, or digital projects, among others.

represent a company, group, or individual. Iden-

a specific brand. Usually it's in the form of an icon (mark or symbol), logotype, or combination

a crowded market-place. Although

even an individual. Innovative branding

branding by documenting lost logos of the past, turning themselves into brands,

or scrutinizing the latest corporate makeovers in online forums. Blogs and social media have stimulated public conversations about branding campaigns, bringing individual consumers closer to companies

Designers have taken on the subject of of the two.

into flexible and variable systems.

and organizations.









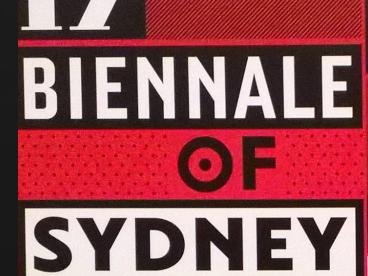














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