

Introduction:

‘It is not about Me, It is about We: Art makes us better’

Milton Glaser was a graphic designer who blended commercial and fine art to create a new visual language. He has many famous pieces and is celebrated for his influence and impact on society. His work has been featured in exhibits and is part of the permanent collections of many museums around the world. He was the first graphic designer to receive the National Medal of Arts from President Barack Obama. Glaser is best known among designers for his illustrated posters and album covers. In 1996, he created a poster of Bob Dylan, and it became one of the most iconic works and represented peak Push Pin style. He then became cofounder of the revolutionary Push Pin Studios.

Milton Glaser introduced new ideas, methods and theories, which changed the design world for the better. His work continues to inspire many young graphic designers, his eclectic style and creative conception allowed him to create unique pieces and many of them are timeless. The designer demonstrated that graphical elements could convey verbal communications and substitute textual messages. His posters and logos touch upon many social, political, and cultural issues that have made an influence on the modern community. Milton is a recipient of The Society of Illustrators Gold Medal. He recognises women, and his work reflected his lifelong commitment to justice, equality and humankind. His political posters championed issues such as civil and women’s rights, peace, climate protection and the fight against AIDS. Glaser mentioned the idea that a poster’s purpose is to spread a message.

In this essay I will write how Milton Glaser made a difference to society and the positive impact he has made. I will include how he was influential and how he achieved this title.

“I LOVE NY CAMPAIGN”

In the 1970s, graphic designer Milton Glaser designed the ubiquitous logo for a tourism campaign. The message resonated with New Yorkers and people from around the world. It was a love letter to New York, a city unlike any other in the world.

The I LOVE NY campaign is very simplistic but effective, simple colours and design layout. Bold, bright and innovative red heart. The red heart stands out and conveys a message to the eyes. This logo has unity and creates a sense of wholeness and comes together nicely. **“Fail more often in order to find out what you’re capable of learning.”**

It signals importance and is still ubiquitous today, it is to be treated representationally and spreads awareness. Milton Glaser has influenced other designs; memes with many different concepts. Furthermore, following in the wake of the attacks of September 11,

2001, Glaser added the words “more than ever” and a bruised heart to the logo. This represents the community within New York coming together. It also represents the love and pride we feel for New York City. Glaser’s message extends beyond the city limits and is a symbol for our nation’s determination and resilience, now and then.

The use of the typeface American Typewriter makes Milton Glaser’s message stand out and it changed the way we view the logo today and its impact. However, due to its chunky nature, the typeface had to be redesigned for aesthetic appeal and to give it a perfect match with the heart shape. The heart symbol was the masterpiece of the logo idea and marked the start of an era where the use of emoticons is employed to express how we feel. Currently, typographers have incorporated the heart to some typefaces used today. The logo is seen on merchandise all around the world.

The process of the campaign stems from Milton Glaser heading to one of the campaign meetings in the back of a yellow taxi in Manhattan in 1977 when he conceived the idea on the back of an envelope that would place his name in stone in history books. He originally designed the logo arranged in a line, but as he developed the idea, he decided to stack the letters to the way they are today, stacked squarely. After the COVID 19 pandemic, it was decided to change Glaser’s design, from the individual “I” to the collective “We”. The main objective of the campaign is to mobilise all those who love New York to showcase the city’s uniqueness and revitalise it in every way. The I LOVE NY logo allows us to convey feelings about life and the world we live in and creates community. The piece is bold but quiet and simple despite the many messages behind it. It gets the audience thinking about what it represents in their life. **On “I ♥ NY” imitations: “I like them all... you do work because you want to affect the world. I did something that a lot of people were affected by.”** Proving his uniqueness and good-hearted nature.

The I LOVE NY campaign links with another piece created by Milton Glaser: TOGETHER, linking to the idea that we are all in this together. In the sense that we are not alone, linking to “WE LOVE NY”. The TOGETHER campaign also represents the whole world and not just New York representing its importance and significance. Despite the separation of the pandemic, “We still have something in common”. Ultimately, his design of I LOVE NY holds huge significance, past, present and future. Even with development, it still stems back to his fame and influence, even after his passing. **“If we realize we are all related and we need one another, that would be the best thing that could happen,”**He had an outsized impact on the visual landscape of New York, the city he loved with both its energy and eclecticism informing his renowned body of work.

To conclude, I believe Milton Glaser has made an impact and difference to design and the world we live in. Bringing communities closer together and the idea of shared norms and values.

“Eye Magazine”. ‘Aretha Franklin’

Milton Glaser's rendition of legendary singer Aretha Franklin, featuring The Beach Boys. Glaser created the poster for the November 1968 issue of the youth culture-focused Eye Magazine, published by the Hearst Corporation.

The Aretha Poster is very bold, vivid and effective. The small portrait shows the Queen of Soul mid-song – mouth open, eyes closed. Bright, captivating colour pallet to draw your eyes in. It has a simplistic design, but its reds, blues, purples and golds are about as rich and multifarious as Franklin's legendary voice was. "Her music, it had a message".

The portrait glorifies Aretha and creates a symbol of remembrance. This way, individuals can hold onto this in remembrance and how the powerful image serves to reminisce her and reflect on the legacy of Franklin and her outstanding voice. Milton isn't allowing us to forget but to look back and remember the 'Queen of Soul'. Milton Glaser conveys the creative energy of Franklin's performances, using his characteristic kaleidoscope palette and innovative geometric forms. The lithographic poster is displayed at The National Portrait Gallery in Washington, allowing individuals to gather and share in an emotion. The day the poster went on view, crowds rose due to the Franklin portrait. Admirers spanned all ages, genders and backgrounds, many took photos and selfies and reminisced on what Aretha meant to them. Two complete strangers scrolled through their playlists to share their favourite Franklin songs with each other. "She left a legacy. And her music, it had a message", said a woman named Hilda. At that moment in time, Milton influenced the importance and reflection of togetherness and created a sense of community.

The use of block letters, Baby Teeth, at the bottom of the poster allows the eyes to cast towards it. Making Aretha's name stand out. Simplistic font but bold and reflective. Glaser created the font Baby Teeth and used it in other posters, the iconic Bob Dylan Poster. Milton's design is printed on a variety of merchandise, showing remembrance and importance. Glaser has influenced many individuals with his designs and taught interconnectedness within our societies. The poster is still in our minds today and is still being sold across the globe.

Celebrated graphic designer Milton Glaser was commissioned to create the special poster. Suggesting the audience trust him to make a reflective and powerful piece. Glaser created a lithographic poster; a type of print created through the lithographic process, where an image is drawn or etched onto a flat surface and then printed onto paper. Showing creativity in his artwork. Franklin's poster is still famous today and symbolises remembrance.

Overall, Milton Glaser has changed our outlook on life and has impacted a difference in the design world and the world we live in. Bringing communities closer together.

School of Visual Arts

School of Visual Arts presents Milton Glaser's SVA: A legacy of Graphic Design. A 50-year retrospective of nearly 100 works. Milton taught at the School of Visual Arts for over 50 years and was Chairman of the Board. Through the years, the school has developed an enviable reputation for being one of the best art schools in the world. "I feel better when I'm teaching than when I'm not, I think through teaching I have taught my students not to believe what anyone tells you, including me, but to instead learn to understand the world by observing it. That may be the most significant thing I have done". Suggesting his influence on his students and how they have their own minds and free will. "Whose eclecticism and humanism continually shaped American design over his 65-year-career". Milton donated his work to the school, this aided into the formation of SVA archives. It presents the art world in one place and the difference within generations. The SVA archives is the primary repository for Glaser's vast body of work.

Milton Glaser offered a rare opportunity to study with him, Workshop with Milton Glaser. For one week (five full days and evenings), Mr. Glaser conducted an intensive, personal graphic design workshop for professionals in applied arts. Showing his passion for the industry and how he wanted to influence his students lives.

SVA continuing education salutes the design titan and the extraordinary work he produced. The SVA proves Milton Glaser to be a great designer, teacher and role model and had an influence on many lives, then and now.

Cooperstown Music Festival

In his early career he designed festival posters with recurring themes, cows and violins. Progressing with each festival, two decades worth of posters. Milton Glaser's posters are powerful, and they spread a message that recycling is important and sometimes a necessary means for discovery. Combining the old with the new. The festival is honoured that Milton Glaser continued to offer his unique and varied talents to give us a visual legacy as well as musical legacy.

The posters include cows and violins in an illustrated form. Each poster is very different and can convey several messages to the reader. The posters display minimalistic colours and clever illustrations. Showing Glaser's skills and efforts. He had a positive impact on the festival and would have drawn more people in. Initially it may not look like a festival poster and gets the audience thinking about the representation. "I love the idea of doing things that encourage cultural events" and "Its continuing a thematic idea I've been working on for 20 or 30 years, said Glaser. The festival is a cow with an outline of a somewhat violin, and it is very catchy but simplistic.

To conclude, the posters are very well thought out and effective. Mixing the design industry and the music industry. Making a difference.

Conclusion

'The whole point of design is to inform and delight'

After researching the designer Milton Glaser I truly believe he made a difference with his uniqueness. In his documentary 'To Inform and Delight', he mentioned how he wanted his work to be public for people to see, to spread his messages and make a change. Ralph Caplan highlighted the significance of his influence; he developed his initial skills into powerful pieces and affected the way we get information; the way we buy things and what we buy. Furthermore, even though the 60's wasn't his generation he was able to understand and respond to societies problems in his Bob Dylan poster. His closeness to our culture and civilisation allowed him to change the world. Glaser's voice is always wanted. Milton earned no profit for the I LOVE NYC campaign and that's what him proud and brought the community further together, we love NY. He and Jean Michel Folon created a book called 'Conversation'; it represents how even though they spoke different languages they still communicated for hours. The book stems from Milton's drawing and then Jean continues it on, to show miscommunication. Proving that design can convey messages.

Glaser's typeface also represents importance and stems from a sign he saw with the letter E, presented in the shape of stairs. The Baby Teeth phototype creates powerful messages by its blocky variations. His work is very strong within its portrayal of messages, with limited words, it shows just how impactful design is.

To conclude, Milton has influenced society with his impressive nature. Even though society still has its issues I'd like to think he made some kind of impact to some generations. Therefore, he did make a difference and made a positive effect on the world and communities.