

# Comparative Study by Tiffany Gorski

## Comparison of design.

As people developed products and services, they strived to find ways to advertise what they were bringing to the table. This created an art form of design. My work is influenced by the design of making connection, influencing, and communicating through design. I compare the old fashion of the design world to the current of the design world. Two artists, one international and one local with three pieces of artworks. Both artists are creating a form of communication and a message for the viewer to see. Lucian's work paved the path for the modern design Rebecca is making today.

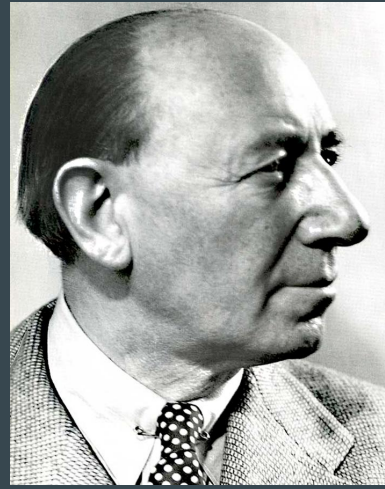


Lucian Bernhard, "Stillman", 1908.

# Graphic Designer: Lucian Bernhard

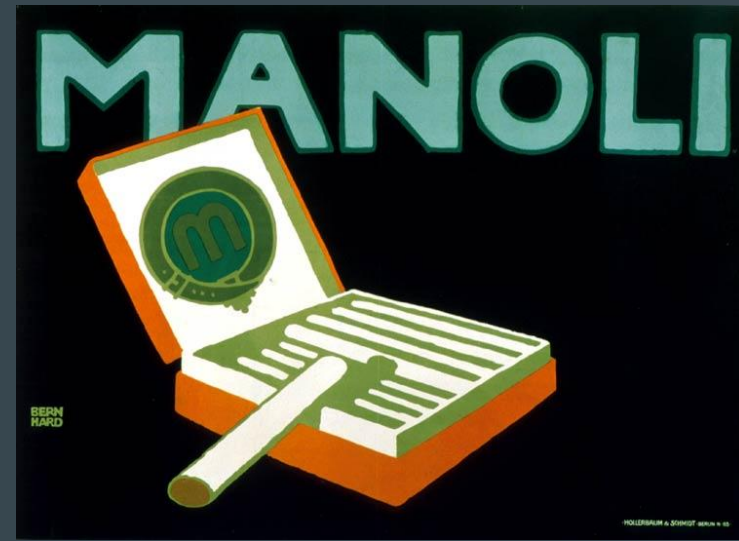
A German graphic designer, type designer, professor, and interior designer. Born in Stuttgart, Germany, on March 15th, 1883. He emigrated from Berlin to America in 1923. He design posters, typefaces, interiors, and packaging. Lucian's father, Ruth Bernhard was a well known photographer in Germany. He went to Akademie in Munich for a brief period but, was primarily self taught. He worked mainly for Deutsche Werkstätten Dresden-Hellerau between the years 1910 through 1920.

Lucian shaped the path of modern day advertising posters. He used large, bold type of a company or brand, over a solid background. He features the product of the company on the poster and creates perfect forms of hierarchy. In 1920, Lucian became the first professor ever for poster art at the "Akademie der Künste" in Berlin. Three years after that he moved to New York. He then had a studio in New York and still ran his studio in Berlin. Lucian's main accomplishment in the US was creating about 36 type scripts. He also worked as an architect but, around 1930, he turned all his attention to painting and sculpting. He passed away May 29, 1972.



# Art Techniques and Styles.

Lucian Bernhard uses perfect forms of hierarchy to create his posters of products and branding. His hierarchy in his pieces are mostly focused on the product he is advertising. Then his second step in hierarchy is the title of the product usually, behind the product. He uses solid backgrounds to make the product and type pop off of the page. Bernhard uses his own typefaces in his works which are primarily bold and thick. He can portray lots of detail within the product with just outlines of solid color. Which is particularly a modern day technique. His typefaces resemble Helvetica and are used in similar ways modern day design uses Helvetica. In comparison to the Starbucks logo, you can see a logo/brand/product in the center. Surrounded by the title of the product and uses bold colors and not much detail. Both designs are simplistic.



# Graphic Designer: Rebecca Mader

Rebecca graduated from the Milwaukee Institute of Art and Design in May of 2014. She worked at Olson in Minneapolis, Minnesota and now currently works at CK, in Milwaukee, Wisconsin. She is a talented designer who has worked with Best Buy, Johnsonville, and Ronald McDonald foundation. Rebecca frequently volunteers for an organization called Islands of Brilliance where mentors teach children and young adults with autism spectrum disorder how to use Photoshop and Illustrator.

I met Rebecca over the summer when she came and spoke to my advanced pre-college graphic design course. She told us about a day in the life of a graphic designer and her job at CK. She talked about how she loves doing design and loves creating things but, she doesn't mix up home with work. She doesn't like to do design at home in her free time. At home she cooks and watches Netflix and just everyday activities. She doesn't want to burn out her creativity and it makes it more excited to go to work everyday. She is such a pleasant person.



# Art Techniques and Styles.

Rebecca Mader uses modern techniques and concepts to create advertisements and communicates design. By using programs like Photoshop and Illustrator, she makes bold and colorful designs. Her style of hierarchy makes the viewer flow through the design. She uses light backgrounds with bold text to caught a viewer's attention. She shows very vivid connections to modern day design. She uses solid colors and simple details to create logos. She uses a lot of white within solid colored shapes to draw a viewer's attention and make her designs memorable.

Rebecca's designs are great examples of modern day design. She works in the modern day design world. She works with clients and makes works to impact today's audience.



# Style Comparison.

Rebecca

Use of computer software.  
Use of Photoshop and Illustrator to create design.

Lucian

Hand made Design.  
Use of paints for posters ect.

Modernized design.  
Bold text.  
Bold and vivid color.  
Forms of hierarchy is similar.  
Simple designs.  
Restricted amounts of colors used.

# CK Race for the Cure.

Rebecca Mader made this design for CK's race for the cure in 2014. It uses the ever so classic Helvetica typeface. The boxed in illustrations with simple bold outlines. This piece by Rebecca Mader is a perfect example of a modern day design. By using a very loud pink as the background and a perfect white it makes this design loud and attention drawing. She uses simple shapes to create vivid images. By using little detail. It makes it a memorable design. The order of hierarchy of this piece is pretty simple but, it well constructed. I first see the title "Breasts:". Then I see the same illustrations that are bordered within boxes that shape them to be important. The squares are the only harsh lines within the design which makes them stick out. It also gives a feeling of protection which is the meaning of the whole design and why it was created.

## Breasts:

see also: boobs, bosom, chest, knockers, hooters, the girls



HANDLE WITH CARE



HAND WASH ONLY



ACTUAL SIZE MAY VARY



# Belgian Hare

Rebecca Mader created the Belgian Hare Beer brand during her time at MIAD. It is a packaging and branding piece created in May of 2013. She uses a limited amount of colors to create a simplistic packaging. The order of hierarchy is clear. The black title is the first form of hierarchy. It is a thin typeface but, contrasts against the soft orange and the white hare to pop of the packaging. The next hierarchy is the hare and you look in a diagonal point with the hare. Then I notice the darker orange stripes in the background that are almost parallel with the hare. The base orange contrasts very well with the brown of the bottle.





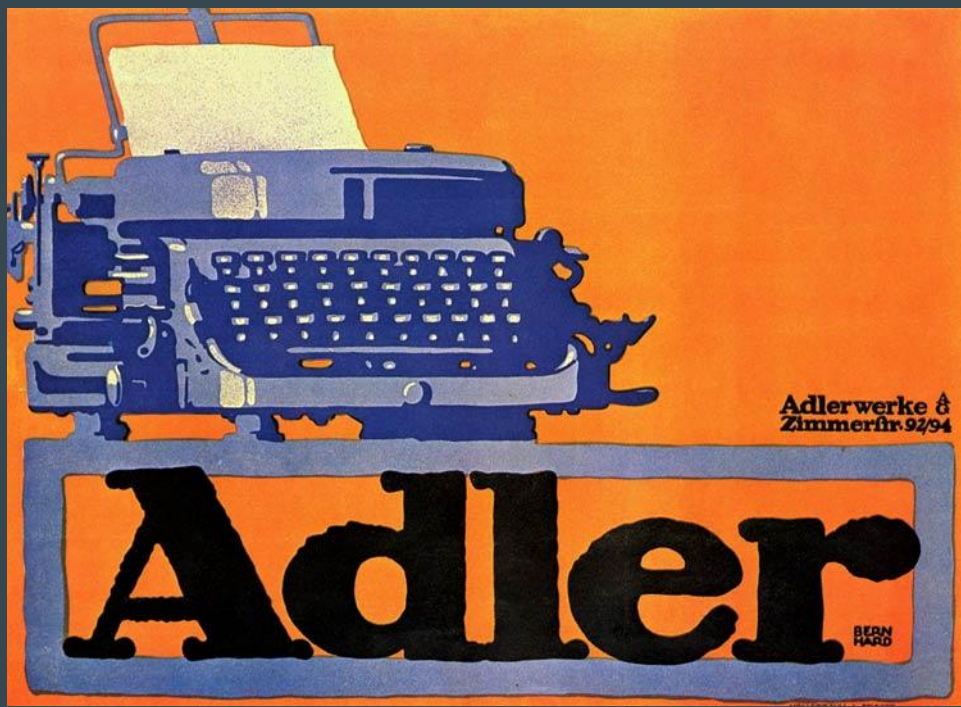
# Bosch.



Created in 1914, Bernhard created this poster for Bosch. It features a simplified spark plug with a very white spark. This white spark is my first place of hierarchy. This is where my eye is drawn first. Then the hierarchy flows down the plug to the Bosch title below. This typeface used is very similar to the very popular modern day type of Helvetica. This shows the path Lucian Bernhard was creating to create modern day design.

# Adler Typewriter.

The Adler Typewriter by Lucian Bernhard in 1908. This piece was created by a color lithograph. At the time, the typewriter was revolutionizing the world of communication. Lucian's design of the Adler typewriter modernizes and emphasises the technology advancement the typewriter brought to the world. The style he used to create this piece makes the typewriter feel very modern and appealing for consumers.



# Similarities.

## Breasts:

see also: boobs, bosom, chest, knockers, hooters, the girls



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ACTUAL SIZE MAY VARY

Both of these pieces have pretty similar forms of hierarchy to draw the attention of the viewer. Both using the color white to draw the eye through each design. Both have bold titles. The use solid, bright colors in the background to make the rest of the design pop off the page. The use solid forms of hierarchy to prioritize the aspects of the designs.



# Differences.

## Breasts:

see also: boobs, bosom, chest, knockers, hooters, the girls



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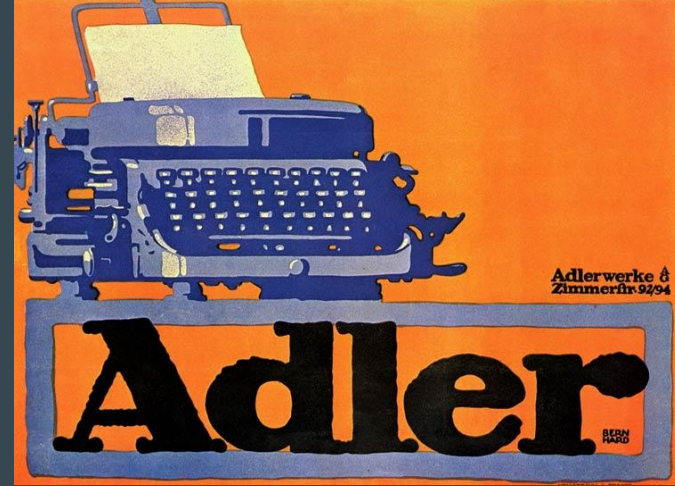


ACTUAL SIZE MAY VARY

The first obvious difference from these two pieces is the creation of them. They were made in two different generations. Lucian's piece, Bosch, is a color lithograph. Rebecca uses digital design. Which makes her design look cleaner and more precise. Lucian has put more detail into the design of the spark plug. Rebecca's design are very generalized and if there wasn't wording on the piece, you probably couldn't identify what they were.

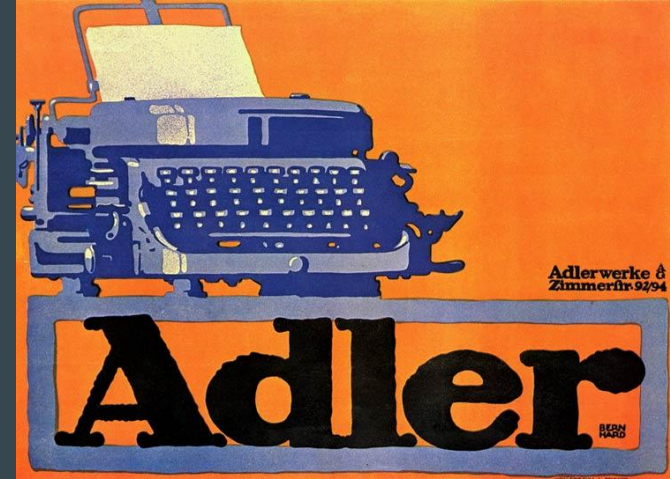


# Similarities.



The use of color between Lucian and Rebecca is similar. They use vivid, bright colors in the background to emphasise the main focal points of the design. In these two pieces, you can see the strong contrast of the titles. They both use bright orange colors as the background. Then black as the title to make it the first form of hierarchy. Both designers use a small addition of white to draw attention around the piece. Rebecca uses the hare in the background and Lucian has the white sheet of paper in the typewriter. Both designs don't go into significant detail in either design. Not going into extreme detail modernizes the design.

# Differences



There are differences between these two designs. The obvious difference is the technique used to create them. Lucian's design is used with a color lithograph. Rebecca uses digital technology to create her design. Because of the time period, Rebecca's design looks cleaner. Rebecca's design uses more connected color scheme. She uses tones of oranges and the black and white. Lucian uses complementary colors in his Adler design.