

Abstract for Patron Saints of Graphic Design

Introduction

Everyone knows the famous artists of the world, but ask someone on the street who is a famous graphic designer, and they'll likely look back at you with a blank stare. Because graphic design is a fairly new area/profession compared to the fine arts, many of the more famous graphic designers are still alive. So, when we use the term "Patron Saints," we are not limiting this term to only those who are deceased like you might find in the Church.

Methods

The Patron Saints of Graphic Design is a visual display of 3-D tributes/shrines focusing on individual graphic designers. Each display will be created by the individual students of the Graphic Design II course (ART 2130). Almost all of the students in this class are in their last semester at NWC and will be graduating in May. Each presentation will include a legend explaining their creation and a take-away information card (i.e., "Holy Card") about their chosen graphic designer.

Results

Apart from whatever impact the actual tributes on display have on the audience in attendance, the take-away cards will reinforce a sense of importance to these "below-the-radar" individuals who are typically not known by the general public.

Discussion

We believe that bringing attention to these influential graphic designers, a greater general awareness of such individuals and the profession will result.