

Society for History and Graphics (SHAG)

Wednesday, May 21, 7:00pm - 9:00pm

MICA, Bunting Center, Room 410

(1401 Mt Royal Ave / Baltimore)



The Invisible Art

Presentation: Helen Armstrong

From the start of the profession, the work of graphic designers has been textured with two possibilities: acknowledged authorship (often associated with fine arts) and/or anonymity. The avant-garde put us on the road to anonymity at the beginning of the twentieth century. We've been struggling between maintaining presence and maintaining absence ever since. This presentation will discuss that struggle and suggest future possibilities for the profession.



Discussion: Persuasion—Design in the Service of Control and Influence

Facilitator: Joe Augustyniak

Graphic design is a communication tool. Often that design is used to persuade. Our Discussion/Show & Tell will explore that role. Bring examples of graphic design that implicitly or explicitly demonstrate some aspect of persuasion (i.e., propaganda is a form of persuasion, but so is advertising and political protest...). We'll examine a range of persuasive design. Thought-provoking reading on the subject can be found in the Introduction and 'Persuasion' section of *DESIGN LITERACY: Understanding Graphic Design* by Steven Heller and Karen Pomeroy. Also read "Art and Propaganda" by Milton Glaser posted 4/7/09 in the Comments section of our website.