

Design 3.1 Research

ERIK NITSCHKE



Nitsche was a Swiss-born American graphic designer who mainly worked in the 1950s and 1960s. Nitsche was originally trained as an illustrator and decided to move to the Hollywood to pursue opportunities in different media such as advertising and film. Nitsche was renowned for being very private and averse to talking to the media about his works, as he believed his work should speak for itself.

The work seen above was commissioned by General Dynamics and is usually seen accompanied by the slogan 'Atoms For Peace'. This work remains one of Nitsche's more famous works as it was designed to fit in with General Dynamic's controversial atomic-powered submarine project. The poster's slogan was translated in to several languages and released around the world.

The work usually seen in a portrait orientation depicts the atomic symbol at the top of the page with a multi-coloured spire reaching towards it. The several different colours and shapes were designed to represent innovation and integration to help people become accustomed to the idea of nuclear power. At a time when most people still viewed it as a weapon. Nitsche created this piece initially by hand drawing it and then using the design tools of the time to add colour and ensure the lines were precise. 1

Nitsche adopted an unfaltering ultra-modern aesthetic throughout his works with sharp lines and vivid colours always featuring prominently. He also often incorporated engineering practices in his works, including examples of hydraulics, sound waves and aerodynamics. His work remains valued by the design world as it uses conventions that were revolutionary at the time and showed colour and line techniques beyond the times. Nitsche's works are still valued due to their remarkably modern aesthetics. They also show a different and more artful approach to the marketing for a mundane subject like engineering. 2

The work is important historically as it shows a time when companies were trying to humanize the idea of nuclear power and make it easier to swallow as an everyday alternative. The subject remains taboo to this day but Nitsche's works remain the most important to the early days of nuclear power and trying to convince the public about it. 3

MILES NEWLYN



Newlyn started his professional foray into design after completing an art degree in London in the 90s. After creating typefaces for a number of years he diverted his attention to corporate logo design.

1 - The work seen above is Newlyn's design for high-end audio company **Bang & Olufsen's** reimagining only four years ago. The company approached Newlyn as their sales were suffering through the economic downturn. They asked him to create a simple design for their new sub-brand B&O Play that was designed to appeal to the younger market. Newlyn responded with this simple brand modeled of the crafted aluminum used in B&O's products, which is simple, recognizable and modern.

Newlyn ended with this logo after experimenting a lot with different logos based on Bang & Olufsen products styling cues. This logo is valued by the modern audience as it features modern lines and colours but also features a retro art-deco font which will always be in style. The use of this font is reminiscent of an audio product of yesteryear.

2- **Unilever**, the Anglo Dutch company with a portfolio of well-known brands within nutrition, hygiene, and personal care. The logo consists of twenty six icons intricately woven together to form a U, replacing the old logo that had been used since 1970.

Here the solution tries to link the existing branding of the company with contemporary ideas. All the different icons relate to the different activities of the company – by having them work together than effect communicates the idea of uniformity (of quality) and diversity (of service). The clean edges, simple forms, and blue/white colouring all give the effect of precision and hygiene.

3 –**The Humane Society of the United States** (HSUS) logo consist of a great use of positive and negative space. To fit all the animals into a map of the United State must have taken some time to work out. The name of the organization is bold, clean, clear, and larger. It jumps out at you. While the words “of the United States” smaller and not bold, they become less important, but the art of the logo is the map of the United States make the text less necessary. This logo causes us to think of all the animals affected.

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The cut out shapes are similar to those of Henri Matisse.

