



Albrecht Dürer, sometimes spelt in English as Durer or Duerer, without umlaut, was a German painter, printmaker, and theorist of the German Renaissance. Born in Nuremberg, Dürer established his reputation and influence across Europe when he was in his twenties due to his high-quality woodcut prints. He was in communication with the major Italian artists of his time, including Raphael, Giovanni Bellini and Leonardo da Vinci, and from 1512 he was patronized by Emperor Maximilian I. Dürer is commemorated by both the Lutheran and Episcopal Churches.

Dürer's introduction of classical motifs into Northern art, through his knowledge of Italian artists and German humanists, has secured his reputation as one of the most important figures of the Northern Renaissance. This is reinforced by his theoretical treatises, which involve principles of mathematics, perspective, and ideal proportions.

Albrecht Dürer has been credited with inventing the basic principle of ray tracing, a technique used in modern computer graphics.

Albrecht Dürer



Saul Bass was an American graphic designer and Oscar-winning filmmaker, best known for his design of motion-picture title sequences, film posters, and corporate logos.

During his 40-year career, Bass worked for some of Hollywood's most prominent filmmakers, including Alfred Hitchcock, Otto Preminger, Billy Wilder, Stanley Kubrick and Martin Scorsese. Among his most famous title sequences are the animated paper cut-out of a heroin addict's arm for Preminger's *The Man with the Golden Arm*, the credits racing up and down

a high-angle shot of a skyscraper in Hitchcock's *North by Northwest*, and the disjointed text that races together and apart in *Psycho*.

Bass designed some of the most iconic corporate logos in North America, including the Bell System logo in 1969, as well as AT&T's globe logo in 1983 after the breakup of the Bell System. He also designed Continental Airlines' 1968 jet stream logo and United Airlines' 1974 tulip logo, which became some of the most recognized airline industry logos of the era. He died from non-Hodgkin's lymphoma in Los Angeles on April 25, 1996,

Saul Bass



Cassandre, pseudonym of Adolphe Jean-Marie Mouron[1] (24 January 1901 - 17 June 1968) was a French painter, commercial poster artist, and typeface designer.

He was born Adolphe Jean-Marie Mouron in Kharkiv, Ukraine,[4][5] to French parents. As a young man, Cassandre moved to Paris, where he studied at the École des Beaux-Arts and at the Académie Julian. The popularity of posters as advertising afforded him an opportunity to work for a Parisian printing house. Inspired by cubism as well as surrealism, he earned a reputation with works such

as Bûcheron (Woodcutter), a poster created for a cabinetmaker that won first prize at the 1925 Exposition Internationale des Arts Décoratifs et Industriels Modernes.

Cassandre became successful enough that with the help of partners he was able to set up his own advertising agency called Alliance Graphique, serving a wide variety of clients during the 1930s. He is perhaps best known for his posters advertising travel, for clients such as the Compagnie Internationale des Wagons-Lits.[6] He was a pioneer on airbrush arts.

Cassandre

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Jessica **W**alsh

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Stefan Sagmeister is a New York-based graphic designer, storyteller, and typographer. Sagmeister co-founded a design firm called Sagmeister & Walsh Inc. with Jessica Walsh in New York City. He has designed album covers for Lou Reed, OK Go, The Rolling Stones, David Byrne, Jay Z, Aerosmith and Pat Metheny.

Sagmeister studied graphic design at the University of Applied Arts Vienna. He later received a Fulbright scholarship to study at the Pratt Institute in New York. He began his design career at the age of 15 at "Alphorn", an Austrian Youth magazine, which is

named after the traditional Alpine musical instrument.

Stefan Sagmeister proceeded to form the New York-based Sagmeister Inc. in 1993 and has since designed branding, graphics, and packaging for clients as diverse as the Rolling Stones, HBO, the Guggenheim Museum and Time Warner. Sagmeister Inc. has employed designers including Martin Woodtli, and Hjalti Karlsson and Jan Wilker, who later formed Karlssonwilker.

S Stefan Sagmeister



Susan Kare is an artist and graphic designer best known for her interface elements and typeface contributions to the first Apple Macintosh in the 1980s. She was also Creative Director (and one of the original employees) at NeXT, the company formed by Steve Jobs after he left Apple in 1985 and has since worked for Microsoft, IBM, Facebook, and Pinterest.

Kare joined Apple Computer in the early 1980s. A member of the original Apple Macintosh design team, she worked at Apple starting in 1982. Kare was originally hired into the Macintosh software group

to design user interface graphics and fonts; her business cards read “Hi Macintosh Artist”. Later, she was a Creative Director in Apple Creative Services.

She is the designer of many typefaces, icons, and original marketing material for the original Macintosh operating system. Descendants of her groundbreaking work can still be seen in many computer graphics tools and accessories, especially icons such as the Lasso, the Grabber, and the Paint Bucket. These designs created the first visual language for Apple’s new point-and-click computing.

Susan
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