

# Michael Bierut: A Master of Graphic Design

Michael Bierut is one of the most influential graphic designers of our time. He is known for his work with Pentagram, where he has created iconic designs for clients such as Nike, the New York Times, and IBM. Bierut's work is characterized by its simplicity, clarity, and wit. He is a master of typography and color, and his designs are always visually stunning.



**How to** by Michael Bierut

★★★★☆ 4.6 out of 5

Language : English

File size : 158441 KB

Screen Reader: Supported

Print length : 321 pages

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## Early Life and Career

Michael Bierut was born in Cleveland, Ohio, in 1957. He studied graphic design at the Rhode Island School of Design, where he graduated in 1980. After graduating, Bierut worked for several design firms in New York City before joining Pentagram in 1990.

## Work at Pentagram

At Pentagram, Bierut has created a wide range of design work, including logos, branding, packaging, and environmental graphics. He is known for his ability to create designs that are both visually appealing and effective. Bierut's work has been recognized with numerous awards, including the

National Design Award from the Cooper-Hewitt, Smithsonian Design Museum.

### **Some of Bierut's most notable designs include:**

- The logo for the New York Times
- The branding for Nike
- The packaging for IBM's ThinkPad laptops
- The environmental graphics for the American Museum of Natural History

### **Teaching and Writing**

In addition to his work as a graphic designer, Bierut is also a professor at Yale University and the author of several books on design. He is a passionate advocate for the importance of design, and he believes that design can make a positive impact on the world.

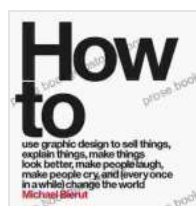
### **Legacy**

Michael Bierut is one of the most influential graphic designers of our time. His work has had a profound impact on the field of design, and he continues to inspire and challenge designers around the world.





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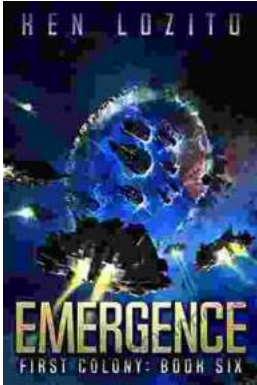
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