PROJECT 7: Technology Magazine Sidebar Design/Layout

PROBLEM:
A sidebar can consist of text and a graphic, to support the feature story — enhancing and providing a unique slant to a feature’s editorial content. Pioneering designer Lester Beall experimented with revolutionary imaging and photographic technologies, for his cutting-edge corporate clients. Design a sidebar to support the technology theme. Select text from one of the following Beall quotations; and write an original headline. Combine your text and headline with the graphic which you will create for the sidebar (Project 8: Technology Magazine Sidebar Spot-Graphic).

SOFTWARE: Quark XPress or Adobe PageMaker

“... the fast rate of change in today’s industrial and marketing technology is the result of dynamic forces never before experienced with such violence. The first requirement of the designer ... in today’s competitive confusion, is thought. Since business identities, ideas and information are predominantly perceptual — existing first and often only as applied design — this requirement of design intelligence in a time of violent change, confused values and blatant, imitative recognition-seeking, is a matter of major consequence to administrative management. This is no time for confusion. It is a time for clear thinking — for self-realization — for a fine understanding of essential values, be it those of an individual, a company, a cause or a country.” — 1962

“With the search for individuality comes responsibility — a responsibility that must be shared by business, the designer and the citizen — a responsibility that embraces the fact that applied good taste is a mark of good citizenship.” — 1962

“Since the designer’s problems are never static he must constantly search for variants in the usage of his basic elements; but he must also search for newer and fresher elements. These new elements, I do not believe, will grow out of traditional concepts, but instead will and must be closely related to the technological and psychological factors of the designer’s regional culture.”

“Directness in graphic design is the quality of the intended projection to make itself most quickly apprehended. There are many occasions when the message to be transmitted cannot and should not be simplified — occasions when a complexity of graphic elements within a given space, will more quickly and thereby more directly perform the visual function ... If this grouping for new means and areas of communication results in further breaks with traditional concepts, let it be so. And whether we eventually end up with picture symbols and no words, or whether the printed page disappears in some areas of graphic communication is irrelevant. As graphic designers of today’s printed page — a long depended upon means of communication — we should envision ourselves as the inevitable architects of future revolutionary systems of communication.”

“We are not content to present a page of printed matter that, because of its meekness, goes unread. We want a living, dynamic entity that is both an expression of today and a working machine ... For what is graphic design but a highly geared visual machine? One, if perfectly oiled, greased and geared to the proper pitch can invoke in the visual recipient any varying degree of emotional reaction. And emotional reaction, we most certainly desire, for how can the buyer be made to buy without it?” — June 7, 1939
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**BACKGROUND:**

- *Lester Beall: American Graphic Design Visionary & Pioneer*

  Lester Beall is considered one of the major shapers of contemporary design theory and practice. Lester Beall Studio’s major clients included retailers, department stores, magazines, and successful industrial entities such as International Paper Corporation and Caterpillar Tractor Company (now Caterpillar Inc.). He died in 1965, shortly before the implementation of the Caterpillar Tractor Co. corporate identity system, which he designed in concert with his colleagues at Lester Beall Studio. This design system was significant both then and today, because:
  - it was the first comprehensive corporate identity for that particular company;
  - it presented copyright and trademark legal issues in its adoption and usage;
  - it was a classic case of client control vs. professional design recommendations; and
  - as one of his last projects, the results were a culmination of a lifetime of experience.

  Lester Beall was educated at Lane Technical High School, Chicago, Illinois — and completed his undergraduate degree in Art History at the University of Chicago. As a youth, he collected advertisements and illustrations in a scrapbook. He began his professional career as a graphic designer during the 1940s in Chicago. Later, he moved his studio to the east coast, within commuting distance of New York City. He was a contemporary of other progressive designers, such as Paul Rand, who designed the IBM logo. During the 1960s and 1970s, most American designers were influenced by “Swiss Design”, a graphic design philosophy and style which eliminated excessive ornamentation and decorative elements. While it emphasized photography and sans-serif typography, this style de-emphasized illustration. Examples of this design style include: the former Caterpillar Tractor Co. corporate identity system (Lester Beall Studio); the current Caterpillar Inc. corporate identity system (Landor Associates); and the current J.C. Penney corporate identity system (Unimark).

  After his death, Beall’s life work was donated by his widow Dorothy, to the Graphic Design Archives at Rochester Institute of Technology, New York. Included are: thumbnail sketches, speeches, experimental design and photography, client billing records, design comprehensives for clients, correspondence with client corporate leaders, and private journals and diaries.

**RESEARCH:**

*Lester Beall: A Creative Genius* (designer of Caterpillar and International Paper logos)

- [www.aiga.org/content.cfm?contentalias=lesterbeall](http://www.aiga.org/content.cfm?contentalias=lesterbeall)

*Design Archive Online, R.I.T.*

- [www.design.rit.edu/](http://www.design.rit.edu/)

*Lester Beall Collection, R.I.T.*

- [www.wally.rit.edu/depts/ref/specoll/#beall](http://www.wally.rit.edu/depts/ref/specoll/#beall)

*Eisner Museum of Advertising & Design*

- [www.eisnermuseum.org/exhibits/index.shtm](http://www.eisnermuseum.org/exhibits/index.shtm)
- [www.eisnermuseum.org/_artzybashoff/magazine.html](http://www.eisnermuseum.org/_artzybashoff/magazine.html)

**TUTORIALS:**

*Adobe Xchange*, for free downloadable files:


*Adobe Illustrator Expert Center*, for free downloadable Tutorials:


*Adobe Photoshop Expert Center*, for free downloadable Tutorials: