Graphic Design Legends:

Chip Kidd

Read the article and answer the questions below (NOTE: some of the questions may require you to do some extra digging/research):

1. When was he born? _____

2. What type of graphic design is he known for?
   a. Print Design:
      o Book and Publishing Design
      o Marketing and Advertising Design
      o Brand and Logo Design
      o Packaging Design
      o Typography and Typeface Design
      o Illustration:
   b. Digital Design:
      o Web Design
      o App Design
      o Animation

3. What is one of his most important/influential designs (paste it here if possible)? Why do you think that it was so important?

4. What is your favorite work that he has done (paste it here if possible)? Why do you like it?

5. What did you find **most interesting** about him?

6. What roll has the DC comics had in Kidd's life?