



Teacher Resource 2.3

## Answer Key: Which Slides Are Graphic Designs?

Slide	Graphic Design?	Key Clues
	Yes	<i>The apple logo together with the “Think different” advertising slogan was used for famous TV commercials and print ads. It has an idea behind it, and a client, and it is focusing on the brand image more than the product. On the original billboards, this image was probably first introduced with text identifying Apple (or at least an Apple logo). It’s an example of how an image becomes an icon.</i>
	No	<i>This is controversial street graffiti by the artist Banksy, whose identity has not officially been confirmed. There is an idea behind it but there is no client behind it. The stencils feature striking and humorous images occasionally combined with slogans. The message is usually antiwar, anti capitalist, or anti-establishment.</i>
	Yes	<i>The “I love New York” logo is a rebus created by Milton Glaser. The logo and advertising campaign have been used since the mid-1970s to promote tourism in New York City.</i>
	No	<i>Addison Scurlock photography.</i>
	Yes	<i>Paul Rand–designed logo for Volkswagen. A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations, and even individuals to aid and promote instant public recognition. This is another example of an image becoming an icon.</i>
	Yes	<i>The Velvet Underground &amp; Nico album cover designed by Andy Warhol, who was also the band’s manager. There is a client, and the idea behind it is to have a yellow banana with “Peel slowly and see” printed near a perforated tab.</i>
	No	<i>This Pablo Picasso drawing is a portrait of Igor Stravinsky</i>

	Yes	<i>McDonalds is the client. Even though no logo is on this graphic design, it is recognizable as a McDonalds ad. The product, the Sausage &amp; Egg McMuffin is one of the most popular items sold at the chain.</i>
	Yes	<i>Poster to recruit for the US army. Painted by James Montgomery Flagg. This is from before computers, but it's a graphic design with a combination of text and image, a message, a client and a driving idea.</i>
	No	<i>Photo by Dorothea Lange (May 26, 1895–October 11, 1965), who was an influential American documentary photographer and photojournalist. No text, no client.</i>
	Yes	<i>Logotype for MUNI, San Francisco's public transportation. It is stylized type and has a client behind it. The idea: Abstraction of bus and cable car lines, tracks. Designed by San Francisco-based graphic designer Walter Landor.</i>
	No	<i>The Vitruvian Man is a world-renowned drawing created by Leonardo da Vinci around the year 1487. It is about the proportions of man and is a blend of art and science. No client.</i>
	Yes	<i>Opening crawl (also known as a roll-up) of text that provides an explanation of the backstory and context of the film. Combination of text and image, content heavy, used repetitively in each Star Wars film.</i>
	Yes	<i>Even though this album cover has no type, we can consider it graphic design. The artist is showing the band, the Beatles, crossing Abbey Road, which is where their recording studio was and which is also the name of the album. There is an idea behind it, and it is recognizable.</i>