



# COOPER HEWITT

## Design Brief

### A NEW TAKE ON THE OLD



#### INDIVIDUAL CHALLENGE:

You have seen many examples of posters using the techniques at the Cooper Hewitt, Smithsonian Design Museum. Sometimes design means taking the old and making it new, for a new generation.

Decide on 1 of the examples below to create a new poster for the same idea.

How might we make an old poster new?

Put it into today's context?

Who was the user when the poster was made?

Who is the user now?

You might think about changing the technique/s that are used or recreate the poster with new and relevant images for this generation of users, that is, 21<sup>st</sup> Century users.

Think about the message of the poster, is it still relevant to today's user? If not, how can you change it? Perhaps you could apply the opposite technique? i.e. overwhelmed to simplified.

<p>Lucian Bernhard (German, 1883–1972) for Adler (Germany). <i>Adler</i>, 1909–10. Focus the eye.</p>	<p>José Bardasano Baos (Spanish, 1910–1979) for Army Health Service (Spain). Focus the eye.</p>	<p>Michael Bierut (American, b. 1957) for Architectural League of New York (New York, New York, USA). <i>LIGHT/YEARS</i>, 1999. Use text as an image.</p>
<p>Josef Müller-Brockmann (Swiss, 1914–1996). <i>Schützt das Kind!</i> [Protect the Child!], 1953. Manipulate scale</p>	<p>Frederick Siebel (American, Austrian, and Czech, 1913–1991). <i>Someone Talked!</i>, 1942. Tell a story.</p>	<p>Shiro Shita Saori (Japanese, b. 1990) for The Watari Museum of Contemporary Art (Shibuya, Japan). <i>Solo Exhibition. Overwhelm the eye.</i></p>