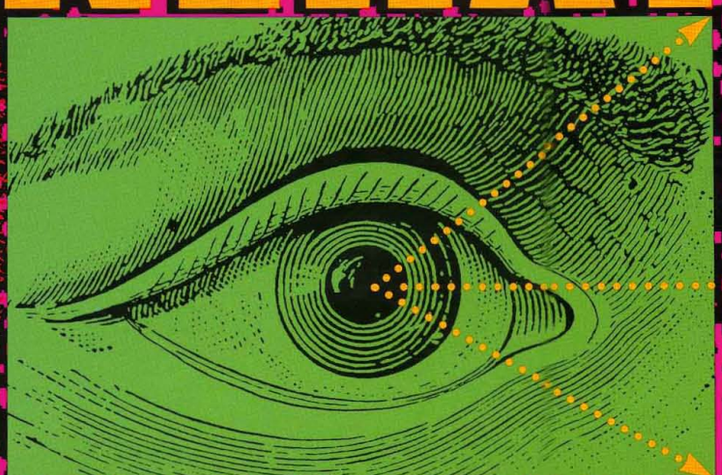
COMPUTER GENERATION



How Designers View Today's Technology

Supon Design Group

With commentaries by Jack Anderson, of Hornall Anderson Design Works, and Clement Mok, of Clement Mok Designs.

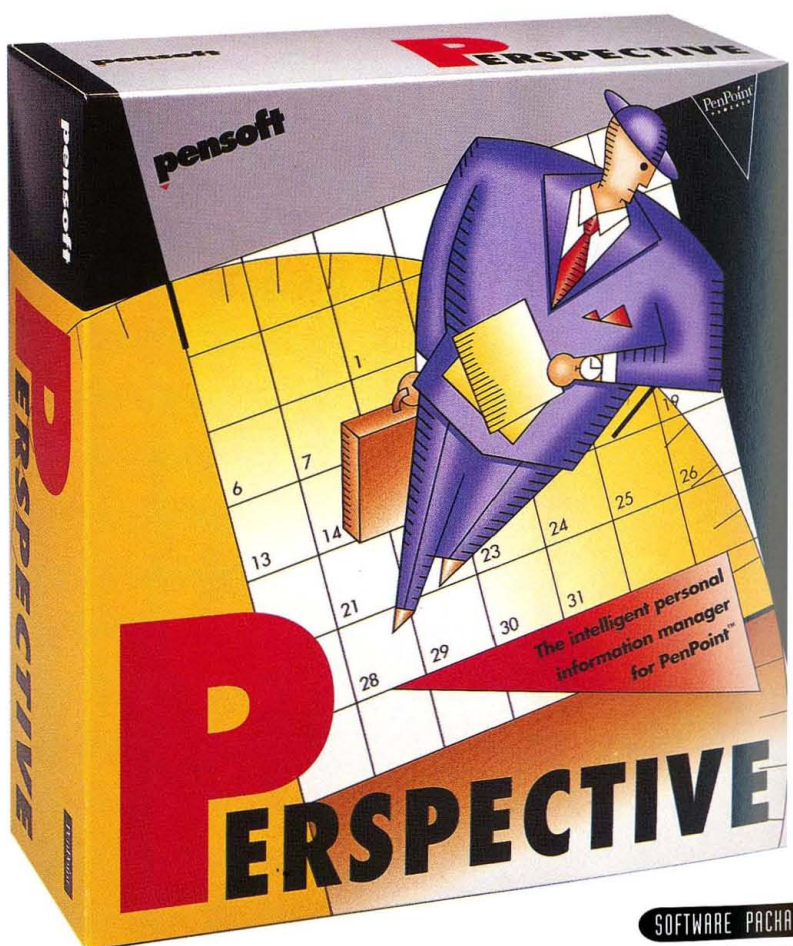
Lat

Earl Gee Design

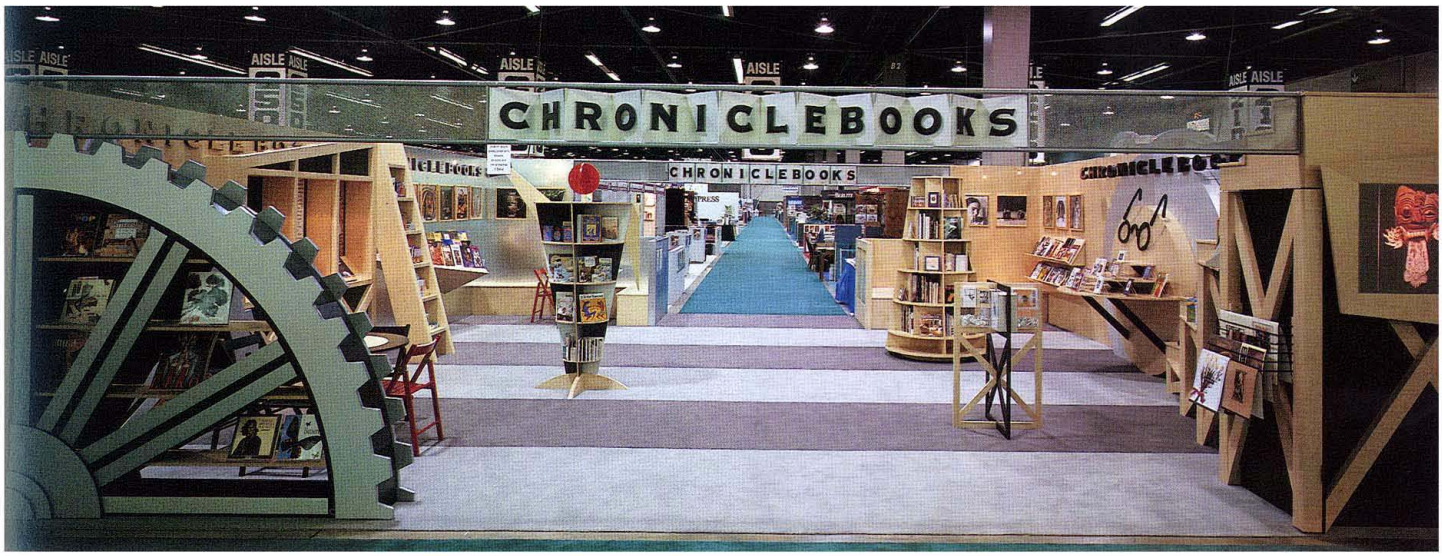
San Francisco, California, USA

Earl Gee and Fani Chung

Earl Gee established his communication design firm in 1990, providing corporate identity programs, marketing and sales collateral, annual reports, product packaging, and environmental design. His clients include high-technology, medical, publishing, financial, and arts organizations. He received his degree from Art Center College of Design in California. Fani Chung, his partner, received her education at the University of Washington and earned an MFA at Yale. The firm's work has won awards from publications such as *Graphis, Communication Arts,* and *Print;* organizations including the AIGA, American Center for Design, and Type Directors Club; and is represented in the permanent collection of the Library of Congress.



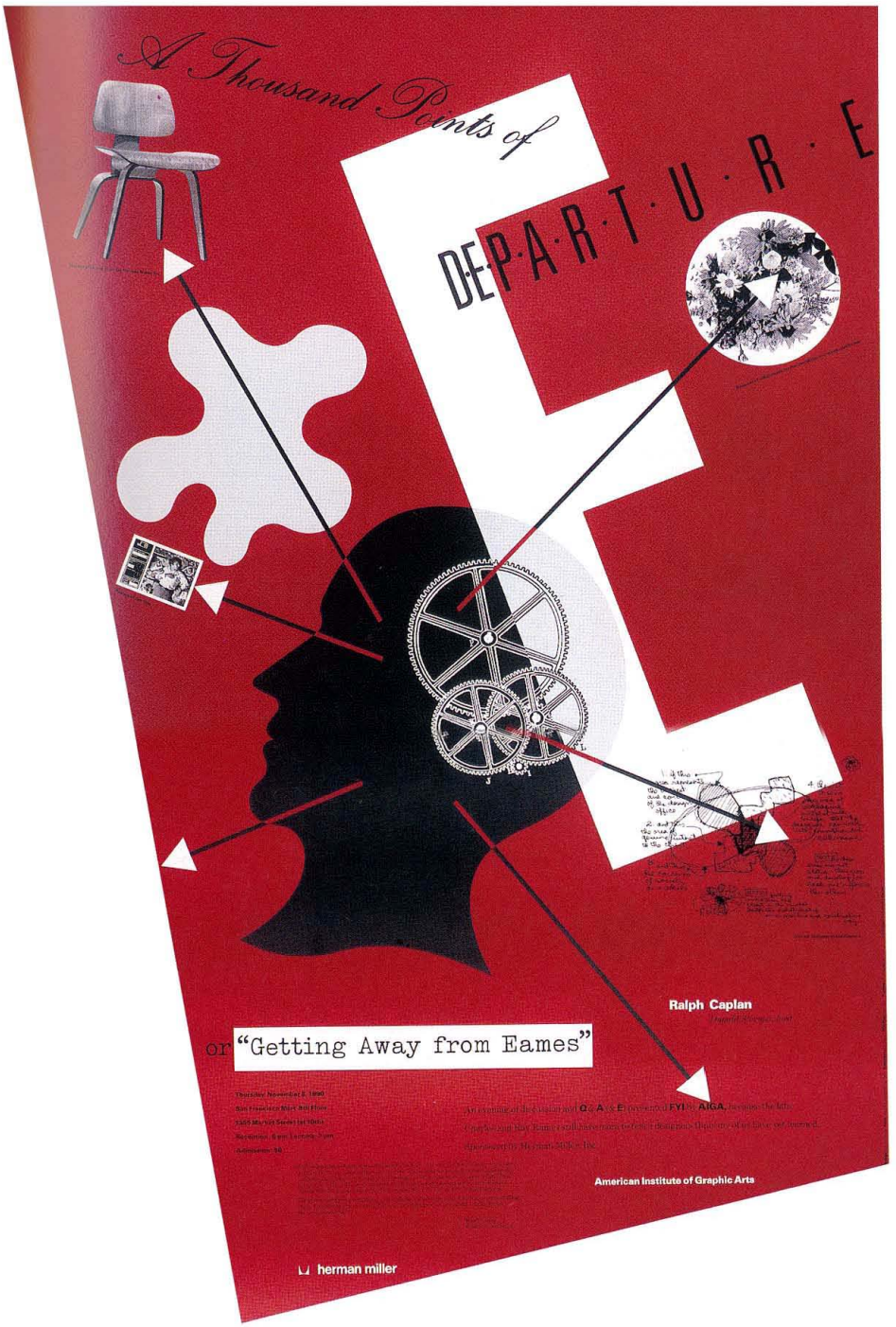
SOFTWARE PACKAGE
Perspective



TRADESHOW EXHIBIT
Chronicle Books

ANNOUNCEMENT POSTER
Implosion Gallery

SOFTWARE PACKAGING
BrushStrokes, Retrieve It!



POSTER

Eames Lecture: "A Thousand Points of Departure . . . "

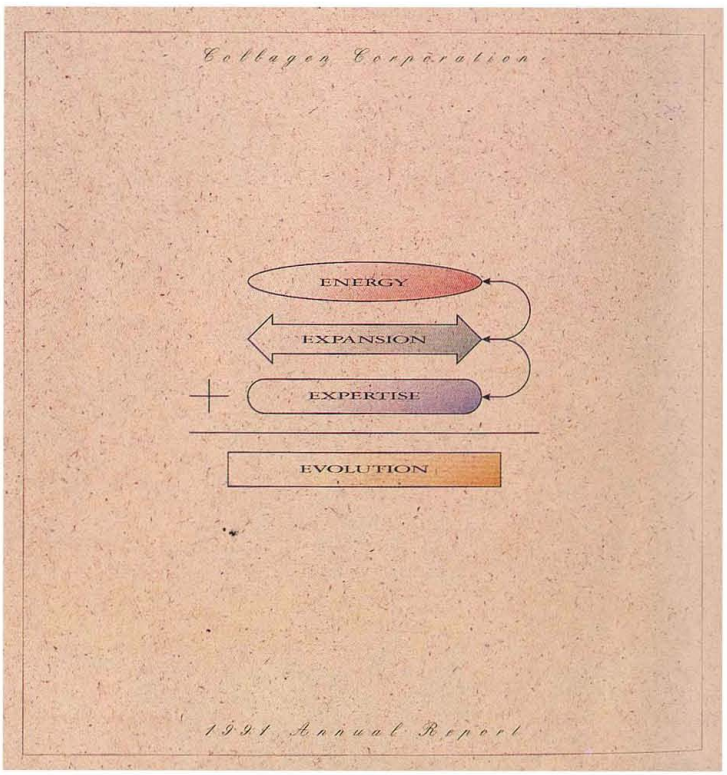
"As a designer," says Earl Gee, "my overall consideration regarding the computer is whether it is used to enhance communication. Does it help present the message more coherently, forcefully, or beautifully? Is it appropriate for the task? The answer is an emphatic 'yes' when the computer is used to its fullest potential. But the computer does design a disservice if it fails to make a message clear, does not communicate effectively, or creates images with little aesthetic value. It's the responsibility of the user to harness the power of the computer.

"As 1983 graduates, Fani and I were members of the last design school classes without computer training. We learned classic hand and eye training, drawing and hand lettering, and worked with ruling pens and brushes. But we feel we've been successful in combining an 'old school' aesthetic and attention to craft while embracing the future. We're basically self-taught on the computer. Fortunately, the technology isn't difficult to learn.

"Just as 'matte black high-tech' in product design and 'modernism' in architecture have run their course, it is actually possible for something to be too perfect. One of the effects computers cannot achieve (as of yet) is the human touch or rough look that I sometimes see missing in today's work. I don't mind a technological look as long as it has some human element, whether it's conveyed through humor or by speaking directly to the viewer, since all this technology is for the use and enjoyment of *people*, isn't it?

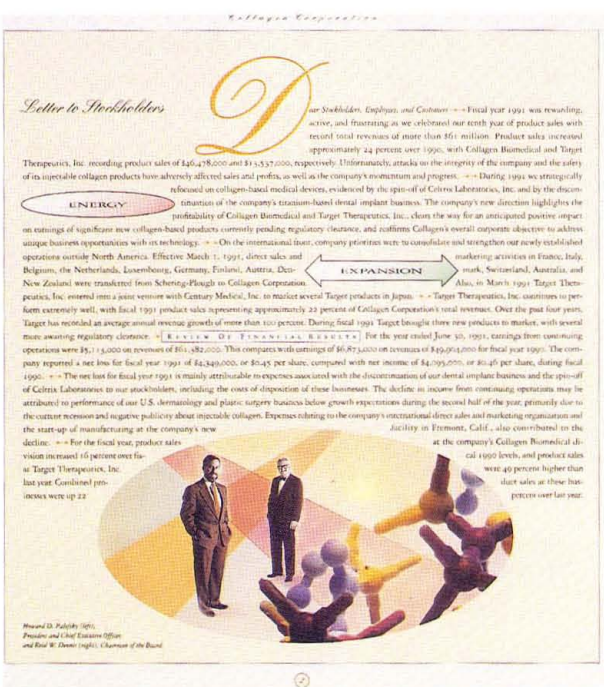
"We often provide our clients with electronic files for final production, allowing for easy manipulation when their products need to be localized for international markets. Our half-scale comps are done by hand, as we have found that what concerns the client most at this stage is our ideas rather than our execution.

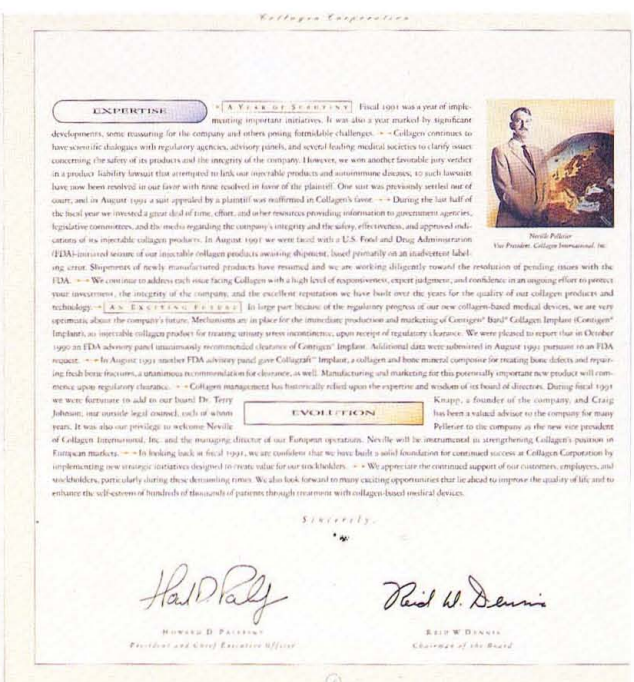
"The computer does not act as a filtering device, the way your mind does; it can show 10,000 ways how *not* to do something as well as 10,000 ways how to do it." It's up to you, asserts Gee, to figure out which is which.

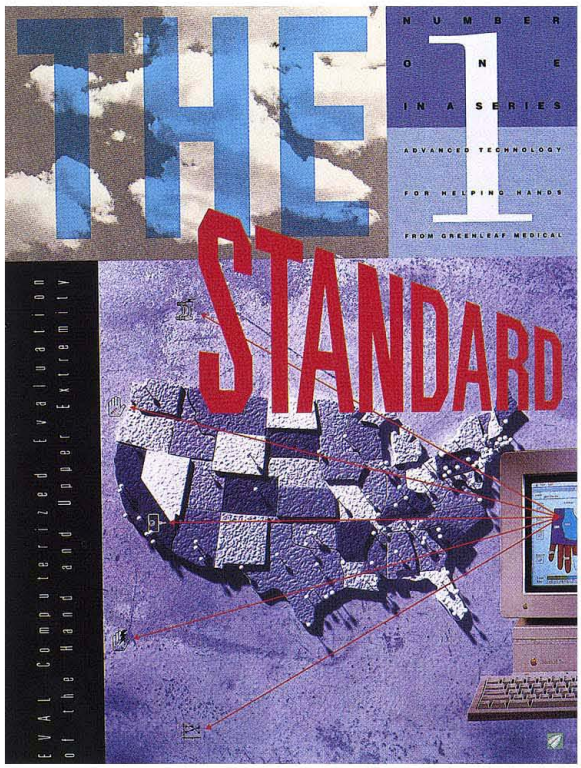


ANNUAL REPORT

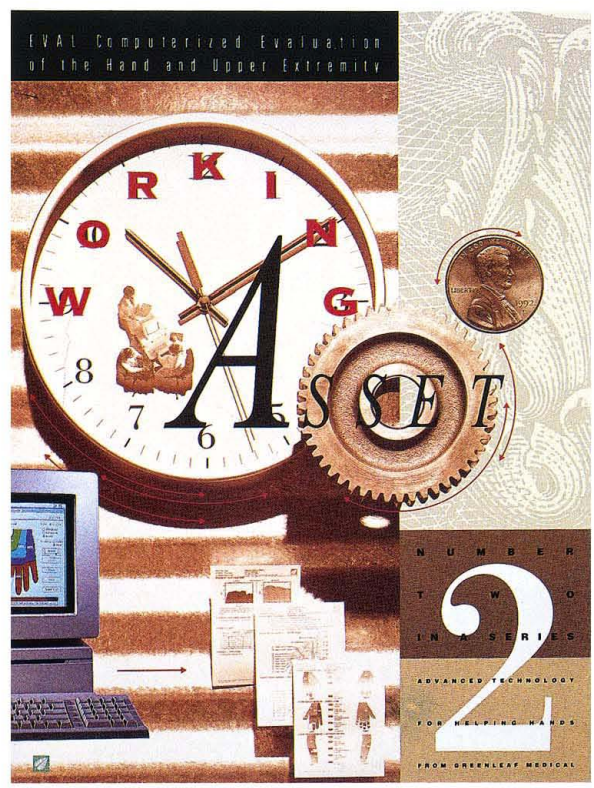
Energy + Expansion + Expertise = Evolution



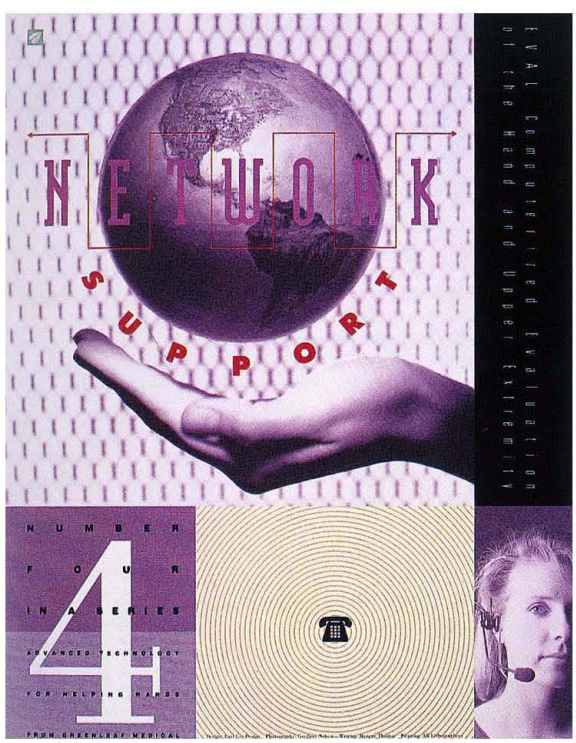




TRADE AD
The Standard



TRADE AD
Working Asset



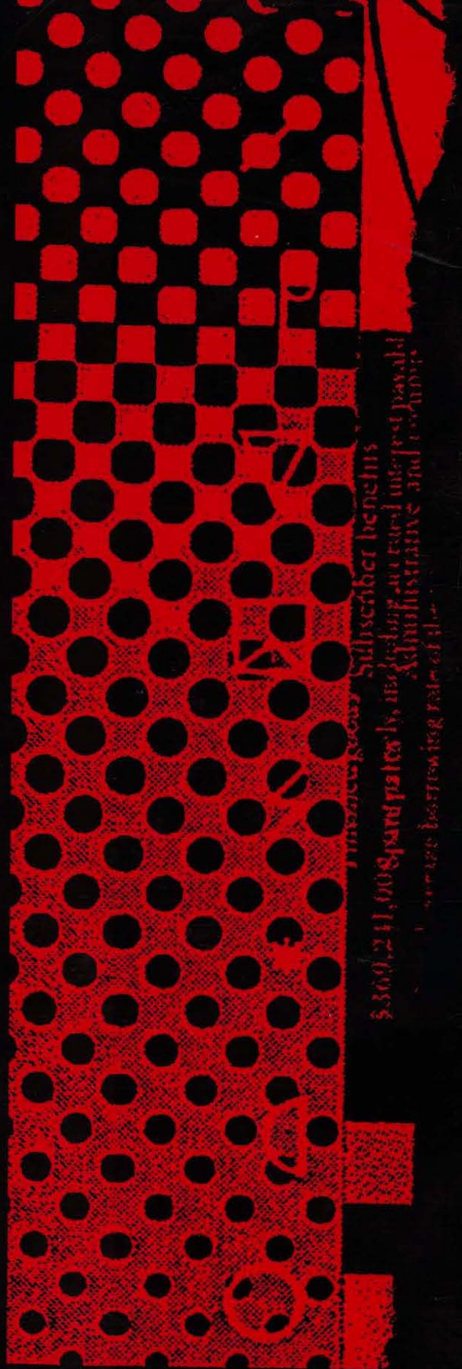
TRADE AD
Network Support

Computer Generation presents the work of the world's leading designers and offers their practical, often penetrating ideas about the new role computers have played in graphic design. Nearly 300 design projects are showcased in this exciting, full-color volume.

Works from these twenty-six design firms from seven countries are featured:

April Greiman, Inc.
Brigham Young University/Graphics
Bright & Associates
Bruce Yelaska Design
Cato Design Inc. Pty. Ltd.
The Discovery Communications/The Discovery Channel
Earl Gee Design
Evenson Design Group
FHA Design
Kinetik Communication Graphics
KROG
Modern Dog
Neville Brody Design
Pat Taylor, Inc.
PeterHaythornthwaiteDesign
Pinkhaus Design Corp.
Planet Design Company
Quod Diseño y Marketing
Reactor Art & Design
Signals Design Group
Siobhan Keaney Design
Spatchurst Design Associates
Steven R. Gilmore Design
Studio M D
Studio Seireeni
Tharp Did It

Also included are commentaries by Jack Anderson, of Hornall Anderson Design Works, and Clement Mok, of Clement Mok Designs.



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