Proposal

Title – Historical Influence Project: Georg Olden

Program of Study – Graphic Design

Presentation Type – PowerPoint

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Category – Creative and Artistic

Abstract: This project is a music album cover that has been inspired by the life and work of Georg Olden, an influential graphic designer from the mid-twentieth century. It was created with the intent of letting Olden’s body of work directly influence the design. Olden was a pioneer in the field of broadcast graphics. He worked for CBS as the head of their on-air promotions from 1945 to 1960. While there, he created the graphics for many of the network’s top television programs. These shows include black and white classics such as The Alfred Hitchcock Show, Gun Smoke, and I Love Lucy. To start the process of designing my album art, I did some research on Olden’s early life, career, and the lasting influence of his work. Next, I reviewed numerous design examples from Olden’s body of work. In the execution of my final design, I kept Olden’s personal artistic style in mind, modeling my work in such a way that it reflects elements of Olden’s. I also incorporated details from Georg Olden’s life (such as his career with CBS) into my album art’s composition. This resulted in a design that honors Olden’s legacy in both a conceptual and visual way.