

Proposal

Title – Historical Influence Project: Georg Olden

Program of Study – Graphic Design

Presentation Type – PowerPoint

Mentor – Monique Maloney (mamaloney@liberty.edu)

Student Name – Steven Sherlin (srsherlinii@liberty.edu)

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.