GREYSON SMITH
graphic design portfolio

Greyson Smith is a student at Loyola University Chicago, currently pursuing a B.A. in both Theatre and Film and Media Production with a minor in Visual Communication.

FRIEND ART
theatrical poster

Friend Art was produced in July of 2018 by Arizona Young Actors' Alliance in the Fusebox Theatre in Mesa, Arizona.

FRIEND ART

by Sofia Alvarez

JULY 26ᵀᴴ & 28ᵀᴴ
7:30 PM

Lone Tree Golf Club
6262 S Mountain Blvd

contains adult language and alcohol- and drug-related content

CHAPARRAL

type specimen poster

This poster was created as an exercise to showcase the
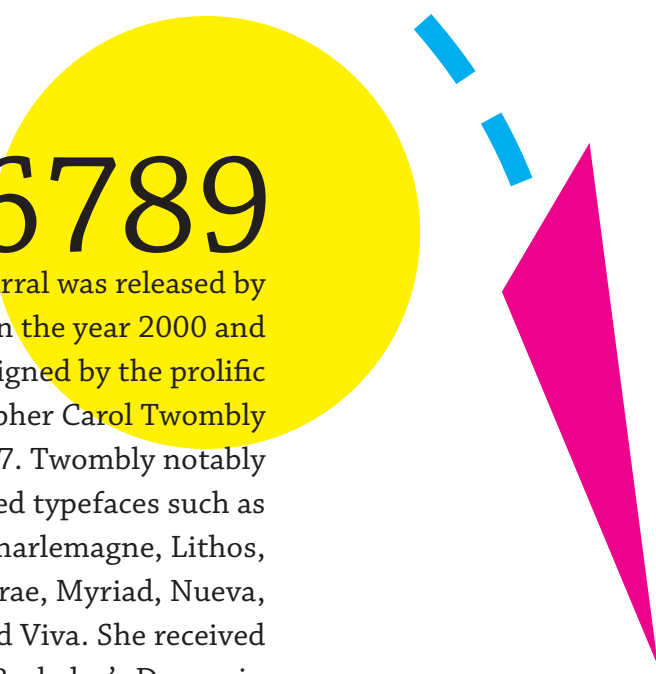typeface Chaparral, in a Visual Communication class taught
by Kevin McGroarty.

THE
QUICK
BROWN
FOX
JUMPS
OVER
THE
LAZY
DOG

the quick brown fox jumps over the lazy dog

0123456789

Chaparral was released by Adobe in the year 2000 and designed by the prolific typographer Carol Twombly in 1997. Twombly notably designed typefaces such as Caslon, Charlemagne, Lithos, Mirarae, Myriad, Nueva, Trajan, and Viva. She received her Bachelor's Degree in Graphic Design from the Rhode Island School of Design (RISD) and her Master's Degree in Digital Typography from Stanford Univerity.

Chaparral is clearly inspired by Roman-style type, while remaining contemporary in its slab-serif styling. Chaparral has also become well-regarded among graphic designers for its wide versatility and charm. Because of its relatively consistent thickness and expansive range of available fonts, it can be used at virtually any size without sacrificing legibility or visual interest.

designed by
Carol Twombly
CHAPARRAL

SHE KILLS MONSTERS

theatrical poster

She Kills Monsters was produced in August of 2017 by Arizona Young Actors' Alliance at Fountain Hills Theater in Fountain Hills, Arizona.

AYAA

presents...

SHE KILLS MONSTERS

by Qui Nguyen

JULY 28-30th
7:30PM

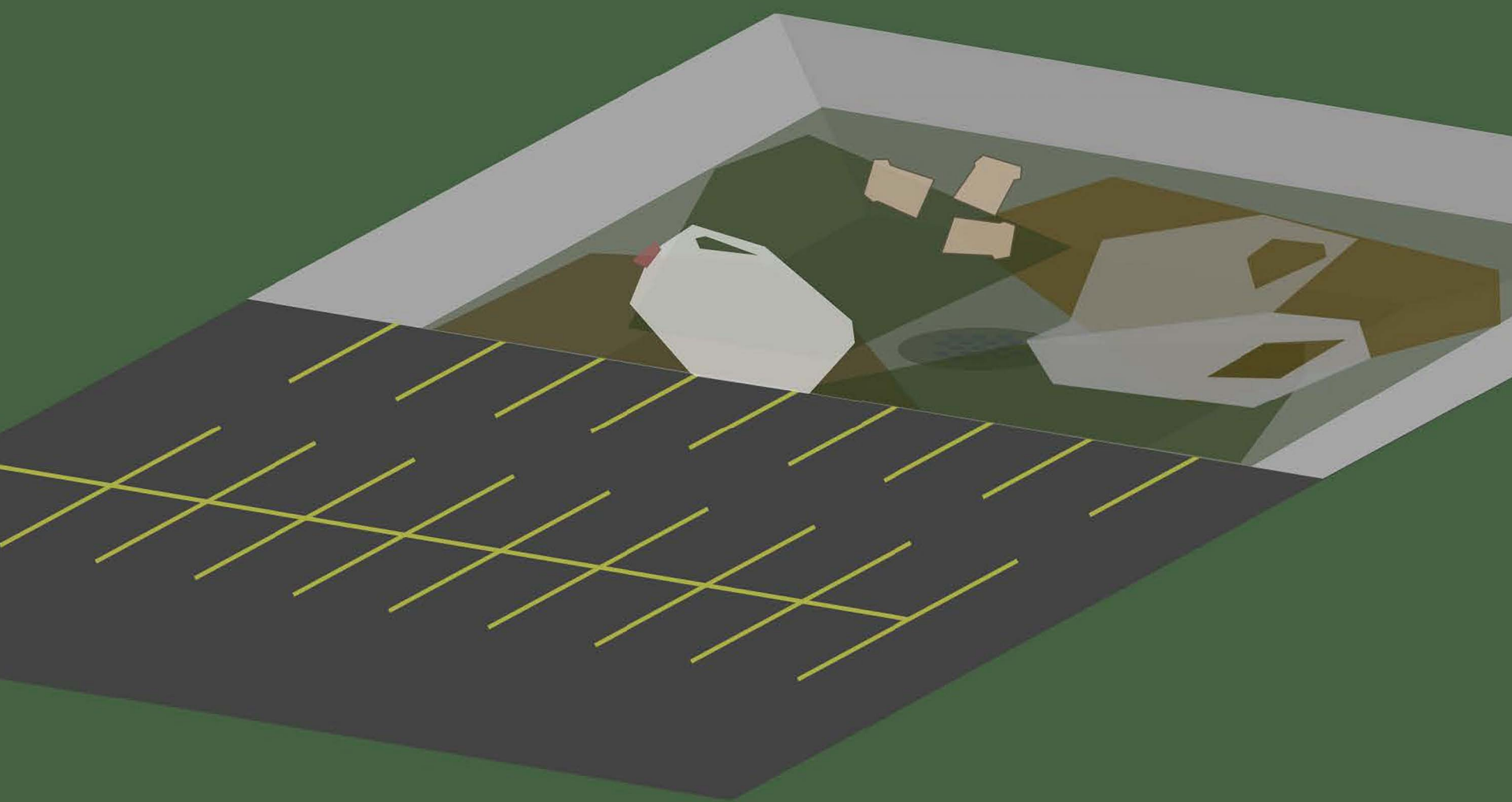**Fountain Hills Theater**
11445 N Saguaro Blvd
Fountain Hills, AZ 85268

HUNGER WEEK 2020

public service announcement poster

This poster was created as an exercise in delivering a message in as few words as possible, in a digital media class taught by Michel Balasis.

SUPERMARKETS WASTE
43 BILLION LBS
OF FOOD ANNUALLY

HUNGER WEEK 2020

WE'RE SO SORRY FOR MAKING YOU WATCH THIS

online promotional material

We're So Sorry For Making You Watch This was produced in September of 2020 as part of a video project to raise money for an artist relief fund.

WE'RE SO SORRY FOR MAKING YOU WATCH THIS

WE'RE SO SORRY FOR MAKING YOU WATCH THIS

(LABOR DAY WEEKEND)

http://www.gofundme.com/f/artsleadersfund

a series of video art shorts by:

india rose chudnow
greyson smith
bryce dilullo
joseph cavazos
and aaron j. brown

Two options:

- Send a receipt to mackennanoelle@gmail.com
- Venmo Mackenna directly @Mackenna-Goodrich
and she will make a donation at the end of the weekend!
(if choosing this option, make sure Mackenna still gets your email)

We had originally conceived of this as a live event that we would charge for. Instead, please donate at least $5 to the Arts Leaders of Color Emergency Fund. Those who donate will get the videos in a series of emails over the course of Labor Day weekend.

We know some people are not in a position to donate right now! All videos will be posted to a website (URL forthcoming) a week after the email drops!

The following is a series of exercising in organizing type under various constraints, from a Visual Communication class taught by Kevin McGroarty.

TYPE SERIES
layout exercise

Columbus Auditorium
280 South Columbus Drive
April 18, 2020
6 pm

THE
SCHOOL
OF
THE
ART
INSTITUTE
OF
CHICAGO

Free public lecture

INNOVATORS IN GRAPHIC DESIGN: THREE AMERICAN GREATS

"Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur."

"I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent."

"I believe an avid interest in type necessarily includes a zest for everyday life."

PAUL RAND (1914–1996)

(born Peretz Rosenbaum) was a well known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

SAUL BASS (1920–1996)

was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

BRADBURY THOMPSON (1911–1995)

was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

Grey Smith - Series 4

TYPESIZE	WEIGHT	AXIS	ALIGNMENT
10 & 15 & 20 pt	Light & Black	Horizontal & Diagonal	Any

INNOVATORS IN GRAPHIC DESIGN: THREE AMERICAN GREATS FREE PUBLIC LECTURE

April 18, 2020 6 pm

The School of the Art Institute of Chicago

Columbus Auditorium 280 South Columbus Drive

PAUL RAND
(1914–1996)
(born Peretz Rosenbaum) was a well known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

"Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur."

SAUL BASS
(1920–1996)
was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

"I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent."

BRADBURY THOMPSON
(1911–1995)
was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

"I believe an avid interest in type necessarily includes a zest for everyday life."

Grey Smith - Series 4

TYPESIZE	WEIGHT	AXIS	ALIGNMENT
10 & 15 & 20 pt	Light & Black	Horizontal & Diagonal	Any

INNOVATORS IN GRAPHIC DESIGN: THREE AMERICAN GREATS

**April 18, 2020
6 pm**

FREE PUBLIC LECTURE

**The School of
the Art Institute
of Chicago**

Columbus Auditorium
280 South Columbus Drive

PAUL RAND

(1914–1996)
(born Peretz Rosenbaum) was a well known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

"Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur."

SAUL BASS

(1920–1996)
was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

"I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent."

BRADBURY THOMPSON

(1911–1995)
was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

"I believe an avid interest in type necessarily includes a zest for everyday life."

Grey Smith - Series 4

TYPESIZE	WEIGHT	AXIS	ALIGNMENT
10 & 15 & 20 pt	Light & Black	Horizontal & Vertical	Any

The School of
the Art Institute
of Chicago

innovators in graphic design:
three american greats

PAUL RAND (1914–1996)
(born Peretz Rosenbaum) was a well known graphic
designer, best known for his corporate logo designs.
He was one of the originators of the Swiss Style of
graphic design in America. He was also an educator,
teaching at Yale University. He designed many posters
and corporate identities, including the logos for IBM,
UPS and ABC.

SAUL BASS (1920–1996)
was not only one of the great graphic designers of the
mid-20th century but an undisputed master of film
title design thanks to his collaborations with Alfred
Hitchcock, Otto Preminger and Martin Scorsese.
He is also well-known for his corporate identity
work, notably: the sixth AT&T Bell System logo, the
AT&T "globe" logo, and Continental Airlines' 1968
"jetstream" logo.

BRADBURY THOMPSON (1911–1995)
was truly a master of almost every aspect of
the design profession. He was an art director for
Mademoiselle magazine, designed books, pushed
the boundaries of conventional typography and taught
design at Yale University. He designed more than 60
issues of *Westvaco Inspirations* for the Westvaco
Paper Corporation. His designs reached thousands of
designers, printers and typographers.

"Good design adds value of some kind,
gives meaning, and, not incidentally, can
be sheer pleasure to behold; it respects
the viewer's sensibilities and rewards
the entrepreneur."

"I want to make beautiful things, even
if nobody cares, as opposed to ugly
things. That's my intent."

"I believe an avid interest in type
necessarily includes a zest for
everyday life."

Columbus Auditorium
280 South Columbus Drive

april 18, 2020
6 pm

Grey Smith - Series 4

TYPESIZE	WEIGHT	AXIS	ALIGNMENT
10 & 15 & 20 pt	Light & Black	Diagonal	Any

THREE AMERICAN GREATS

FREE PUBLIC LECTURE

INNOVATORS IN GRAPHIC DESIGN

THE SCHOOL OF
THE ART INSTITUTE
OF CHICAGO

SAUL BASS

(1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

"I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent."

APRIL 18, 2020
6 PM

Columbus Auditorium
280 South Columbus Drive

"I believe an avid interest in type necessarily includes a zest for everyday life."

PAUL RAND

(1914–1996) (born Peretz Rosenbaum) was a well known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

BRADBURY THOMPSON

(1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

"Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur."

Grey Smith - Series 4

TYPESIZE	WEIGHT	AXIS	ALIGNMENT
10 & 15 & 20 pt	Light & Black	Vertical & Horizontal	Any

INNOVATORS IN GRAPHIC DESIGN: THREE AMERICAN GREATS

The School of the Art Institute of Chicago

SAUL BASS

(1920–1996) was not only one of the great graphic designers of the mid-20th century but an undisputed master of film title design thanks to his collaborations with Alfred Hitchcock, Otto Preminger and Martin Scorsese. He is also well-known for his corporate identity work, notably: the sixth AT&T Bell System logo, the AT&T "globe" logo, and Continental Airlines' 1968 "jetstream" logo.

PAUL RAND

(1914–1996) (born Peretz Rosenbaum) was a well known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

BRADBURY THOMPSON

(1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers

"I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent."

"I believe an avid interest in type necessarily includes a zest for everyday life."

"Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold; it respects the viewer's sensibilities and rewards the entrepreneur."

Columbus Auditorium
280 South Columbus Drive
APRIL 18, 2020
6 PM

Grey Smith - Series 4

TYPESIZE	WEIGHT	AXIS	ALIGNMENT
10 & 15 & 20 pt	Light & Black	Horizontal & Vertical	Any