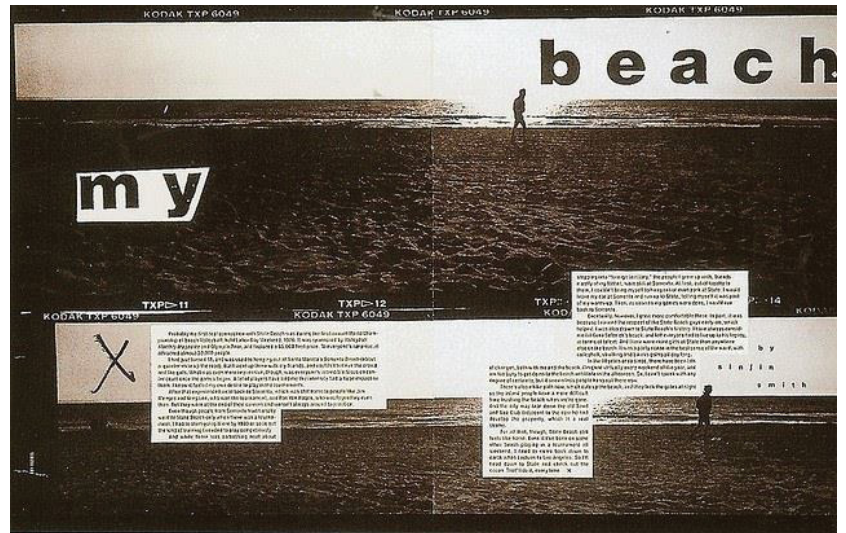


Visual Design

David Carson

David Carson

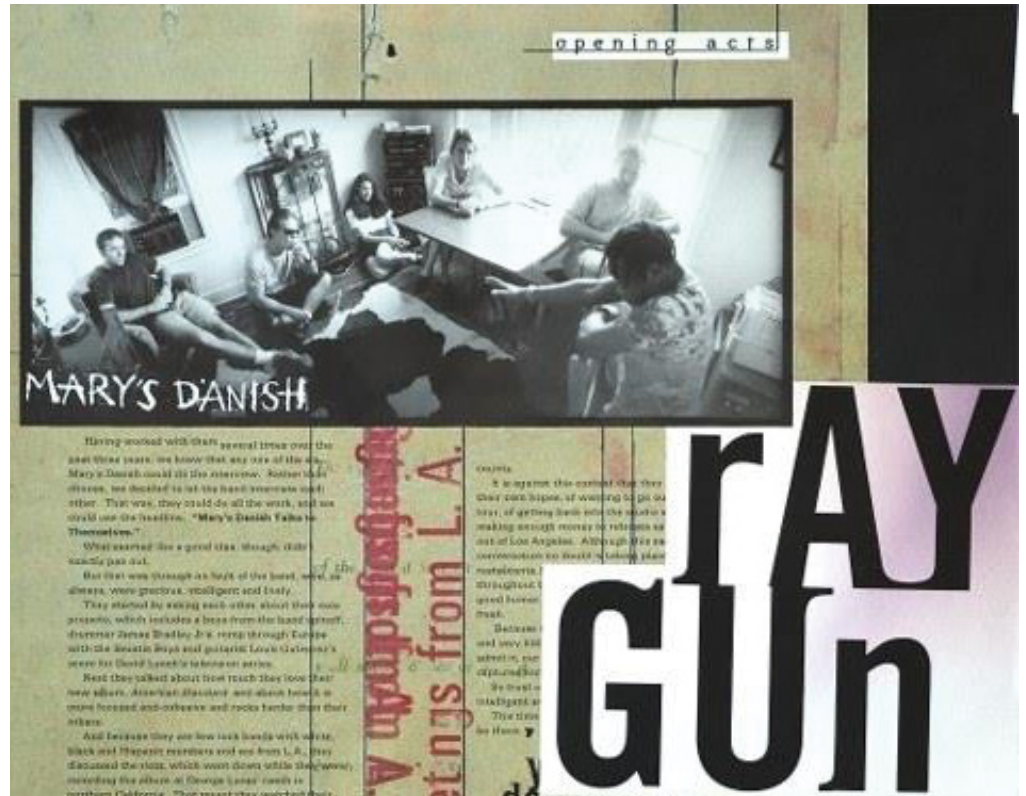
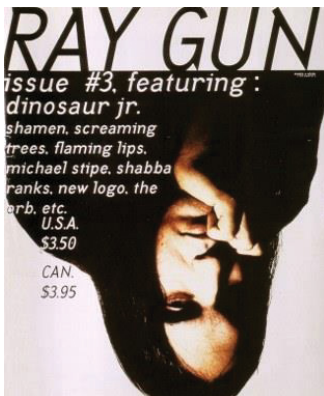


The man who broke the rules.

David Carson is an American graphic designer currently living in New York. He competed competitively in surfing and was ranked 9th in the world in 1989. Before this, he began experimenting with graphic design. He is mostly known for his work in surfing and skateboarding magazines in which he used and create a type called 'dirty type' which was often illegible.



Carson was the artistic director for RayGun magazine the first 3 years, 70 issues of its production. RayGun Magazine was a radical magazine which became a source of prediction for up and coming pop culture icons in music and style. Carson and the magazine influenced a whole new generation of designers with the development of the deconstruction style.



Breaking the Rules

Carson's deconstruction style broke many design rules. Some examples of the broken rules are:

- backwards leading, cut off parts of words
- made page numbers the most significant type on the page
- overlapped columns.

Carson experimented with everything on the page, doing anything to engage his audience. All of his designs were done on computers and would not have been possible without digital assistance. The only rules he followed were the rules of rules of:

- focal point
- movement
- unity
- and hierarchy.

Unreadable typefaces

Carson once printed an entire interview in the symbol type 'Dingbats' (which was unreadable) because he thought the interview was boring.

Leaving the grid

Carson completely ignored the grid. He would ask his designers to practice visually composing a page aesthetically.