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A Talk with Vertigo Design by Alana McCann

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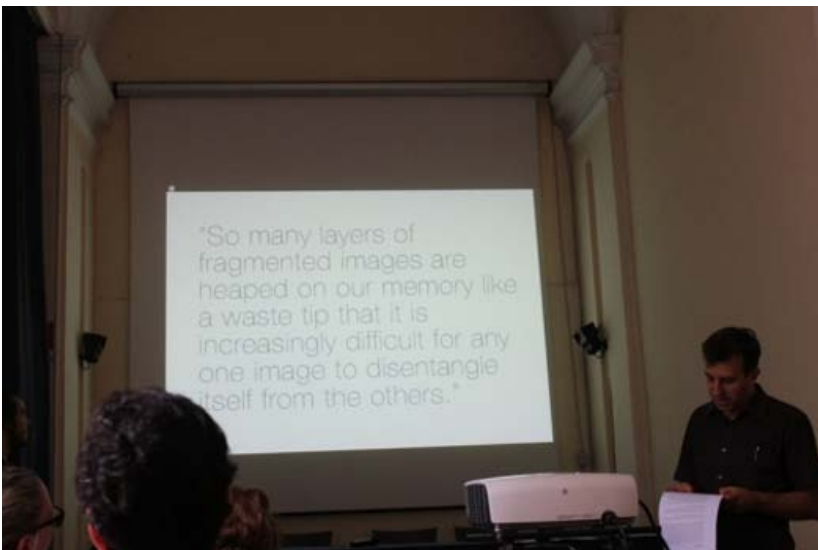
by Alana McCann

After spending the last few days absorbing the incredible history of western typography through lectures and site visits, it was wonderful to sit down at Isia Roma Design school in Piazza della Maddalena and discuss what it's like to be a graphic designer in a city that is surrounded by historical inspiration. Vertigo Design Studio's work ranges from branding and packaging design to environmental graphics. Their work is smart and impactful with a balance between simplicity and complexity. The variety in the work they produce is supported by their belief in method over style. "... A designer must be able to use different expressive techniques for different contexts."

When asked how they are influenced by the history of ancient type design they explain that it is a balance. The ancient taught us the love of rhythm in design – this knowledge can feed our creativity. "...We must be conscience of the classical but reinterpret it in a modern way."

I look forward to applying this same concept to my project here in Rome.

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