A great design that never makes it out of the conference room does no one any good.

Mark Dziersk, FIDSA (editor of Innovation)

MICHAEL GRAVES DESIGN
KITCHENWARE

The Kitchenware products are emblematic of the design thinking, intelligence and wit that infuses the entire Michael Graves Design collection. The cast iron cookware pieces are reminiscent of the best of mid-century design; sleek, minimal and full of personality. The small appliances perform flawlessly, look great on your kitchen counter and make you smile each time you use them. Featuring polished stainless steel with accent colors including copper, terracotta, and black, they are at home in any kitchen.

A

B

C

D

E

- A Cast Iron Braiser
- B Cast Iron Dutch Oven
- C Nylon Cooking Tools
- D 2-piece Cutting Board set
- E Cheese and Cracker server

Michael Graves Brochure

Frank Gehry Brochure

Nothing is more inspiring than the view ahead.

A7

Audi A7 Sportback

Audi Brochure

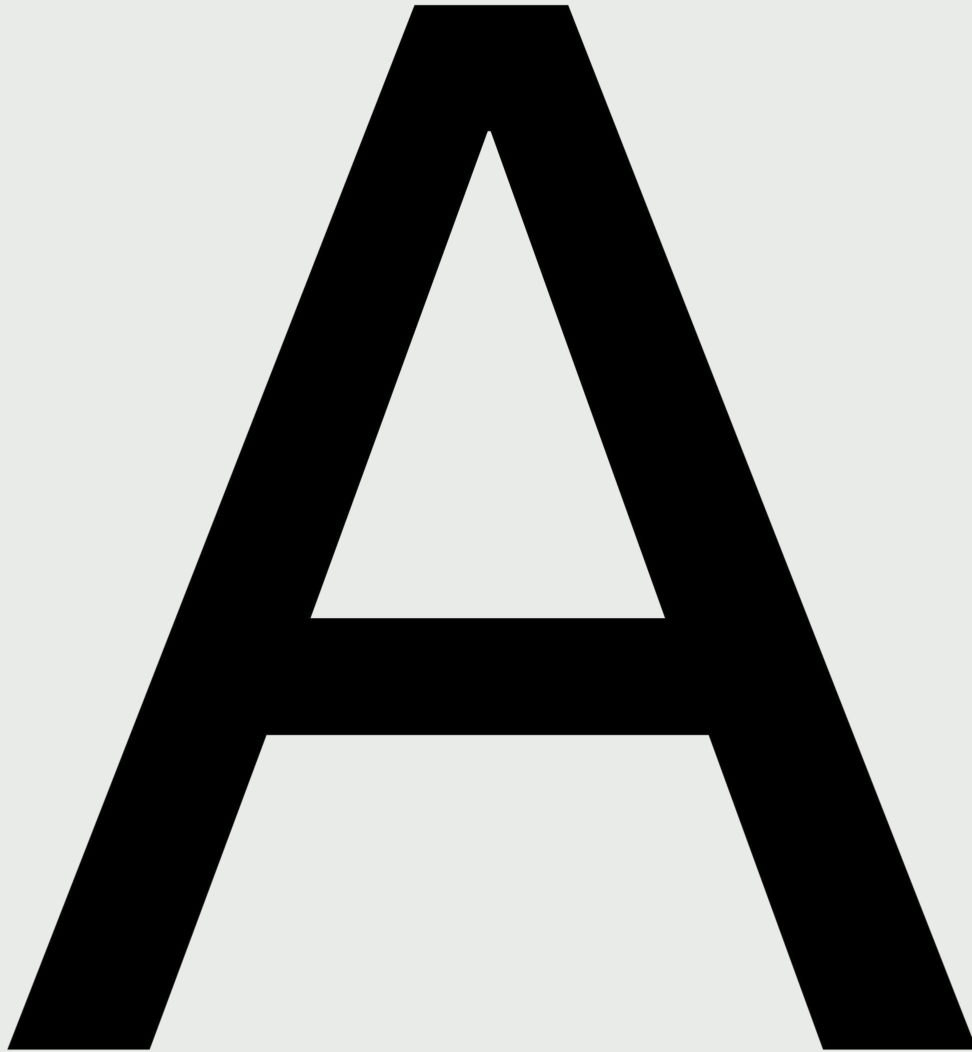
Skills

Knowledge

Qualities

Professional Training

Serif



San Serif

Helvetica

Caslon

Snell Roundhand

Typeface

Font

Helvetica Neue Light

Helvetica Neue Light Italic

Helvetica Neue Regular

Helvetica Neue Italic

Helvetica Neue Medium

Helvetica Neue Bold

Helvetica Neue Bold Italic

Helvetica Neue Condensed Bold

Helvetica Neue Condensed Black

Typeface (Font) Family

1. No more than three typefaces/fonts per composition
2. Serif typefaces are usually used for longer transcripts
3. Paragraph blocks should not be more than two alphabet lengths wide
4. Leading is the space above and below lines of type
5. Kerning/tracking/letterspacing refers to the space between letters

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Grids

Hierarchy

THE CRITICS

ON TELEVISION

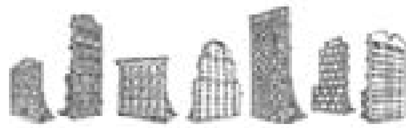
FAKING IT

"Mad Men"'s Don Draper problem.

BY EMILY NUSSBAUM

Hierarchy in the Grid

THE CRITICS



ON TELEVISION

FAKING IT

"Mad Men"'s Don Draper problem.

BY EMILY NUSSBAUM

Hierarchy in the Grid

Last summer, Frederick C. Hayes was admitted to the advanced-dementia unit at Jewish Home Lifecare, on West 106th Street. It was not an easy arrival. Hayes, a veteran of the Korean War, had been a trial lawyer for five decades. He was tall, and, though he was in his early eighties, he remained physically imposing, and he had a forceful disposition that had served him well in the courtroom. One of his closest friends liked to say that if things were peaceful Hayes would start a war, but in war he'd be the best friend you could have.

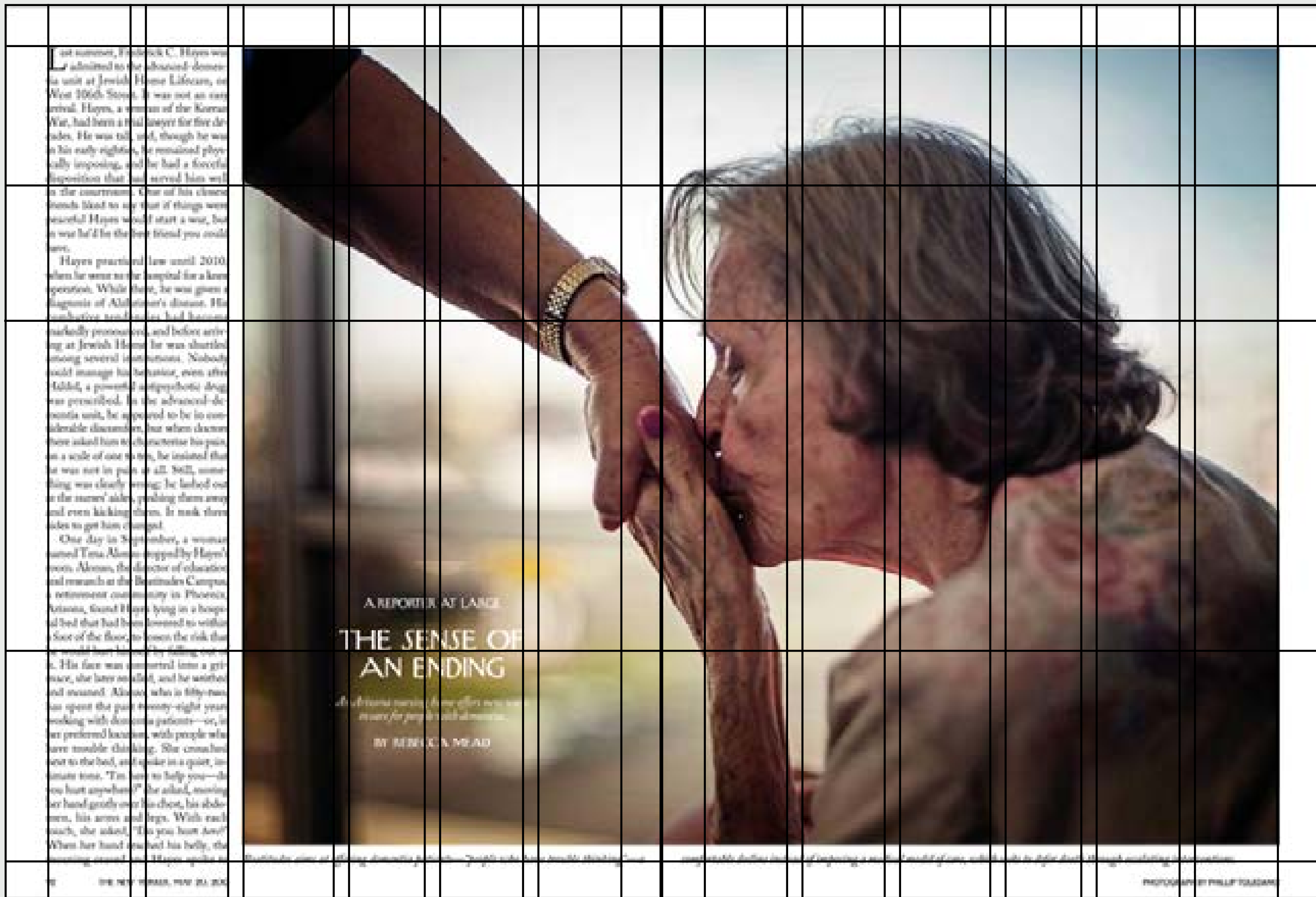
Hayes practiced law until 2010, when he went to the hospital for a knee operation. While there, he was given a diagnosis of Alzheimer's disease. His combative tendencies had become markedly pronounced, and before arriving at Jewish Home he was shuttled among several institutions. Nobody could manage his behavior, even after Haldol, a powerful antipsychotic drug, was prescribed. In the advanced-dementia unit, he appeared to be in considerable discomfort, but when doctors there asked him to characterize his pain, on a scale of one to ten, he insisted that he was not in pain at all. Still, something was clearly wrong; he lashed out at the nurses' aides, pushing them away and even kicking them. It took three aides to get him changed.

One day in September, a woman named Tena Alonzo stopped by Hayes's room. Alonzo, the director of education and research at the Beatitudes Campus, a retirement community in Phoenix, Arizona, found Hayes lying in a hospital bed that had been lowered to within a foot of the floor, to lessen the risk that he would hurt himself by falling out of it. His face was contorted into a grimace, she later recalled, and he writhed and moaned. Alonzo, who is fifty-two, has spent the past twenty-eight years working with dementia patients—or, in her preferred locution, with people who have trouble thinking. She crouched next to the bed, and spoke in a quiet, intimate tone. "I'm here to help you—do you hurt anywhere?" she asked, moving her hand gently over his chest, his abdomen, his arms and legs. With each touch, she asked, "Do you hurt *here*?" When her hand reached his belly, the moaning ceased and Hayes spoke to

Beatitudes aims at offering dementia patients—"people who have trouble thinking"—a comfortable decline instead of imposing a medical model of care, which seeks to defer death through escalating interventions.

PHOTOGRAPH BY PHILLIP TOLEDANO

Hierarchy in the Grid



Hierarchy in the Grid

Image Hierarchy

REAL SPEAKS
FOR ITSELF.
ONE GLORIOUS
SPOONFUL
AT A TIME.

GO REAL

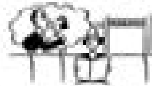
It's a recipe that took nearly two years to craft.
And it only takes one taste to understand why.

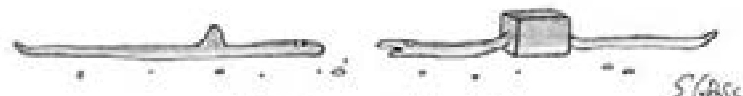
Headline Hierarchy

BRAVE NEW WORLD DEPT.

MINI DINNER

Text Hierarchy





Text Hierarchy