



a creative mix
of old and new
technologies to
typographic
problems

- 4.8 billion B.C. Birth of Solar system
- 10,000 B.C. Lascaux cave paintings
- 1450 Printing movable type
- 1826 1st photograph
- 1831 Electricity
- 1948 Birth of April Greiman
- 1984 Macintosh computer

April

April Greiman

Apple Computers 1984 introduction of the first-generation Macintosh computer fortold a graphic revolution soon to occur. Many designers rejected this new technology as primitive during its infancy. April Greiman embraced it as an innovative new tool capable of expanding the language of design and the very nature of the process. This Los Angeles designer explored the visual properties of bit-mapped fonts, the layering and overlapping of computer-screen information, and the tactile patterns and shapes made possible by this new technology. She used bit-mapped type , computer generated textures and conventional typesetting.

April Greiman is still known for her cutting edge designs and hi-tech experimentation. Her aesthetic, Hybrid Imagery, evolved through the experimental use of technology, including video and computer imaging , coputer movies, interactive technology interior and exhibition design and typographic investigation.