



Abram Games
'A Train Every 90 Seconds'
Poster Design, for the London Underground
1937

Links:
<http://designmuseum.org/design/abram-games>

http://www.artfactory.com/art_appreciation/graphic_designers/abram_games.htm

- Abram Games is one of the most famous graphic designers ever known.
- Try to find some information about Abram Games, using the links above. In particular, you should write about the style that he uses, and who his target market was.
- Most graphic design is intended to 'sell' something. What has Games done within this graphic design to tell us as much as possible about the postal service, in particular air mail? In your answer, you should refer to imagery, typography (text!), and visual impact. Do you notice anything that he has done with the lettering, for example, which makes it 'part' of the design?
- Remember! Abram Games is most famous for his term "maximum meaning, minimum means". What do you think this means, and how has he used this idea within the above design? Give reasons for your answers.
- How effective do you think this poster would have been? Remember, it was designed in 1937, for an audience who were not used to the bright, often dazzling advertisements we take for granted now! Would it have effectively 'sold' Air Mail as a new means of sending letters overseas? Why?