



Abram Games  
'A Train Every 90 Seconds'  
Poster Design, for the London Under-  
ground  
1937

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

[http://www.artfactory.com/art\\_appreciation/graphic\\_designers/abram\\_games.htm](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 London Underground? In your answer, you should refer to imagery, typography (text!), and visual impact.
- Give reasons for any answers you give.
- Comment on the colours Games has used for this design. Do you think they signify anything? For example, does red signify speed? Efficiency?
- 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!