

# BRIAN BIRD

Dow Visiting Artist

THURS | MAR 21 | 6:00 PM

Curtiss Hall Seminar Room D & E

***Design Fusion: Blending  
Graphics and Entertainment***

SVSU

1963 - 2023

60

—YEARS—



**Brian Bird**, as the Head of Branding and Graphic Design at TAIT, brings a wealth of experience from a 30-year career in environmental graphic design. His work has included designing for theme parks, corporate headquarters, museum exhibits, and wayfinding systems. Before TAIT, Bird's impact at Thinkwell and Avery Dennison saw him leading projects for giants like Universal Studios, Google, Warner Bros., and Ferrari World. At TAIT, he collaborates with clients such as Taylor Swift, Cirque du Soleil, and NASA, showcasing his adeptness at managing and executing complex design challenges within the live-experience engineering and production industry.

In his upcoming lecture “Design Fusion: Blending Graphics and Entertainment,” Brian Bird will share his insights into the entertainment design industry’s unique challenges. He will cover the creation of culturally transcendent, ADA accessible graphics using diverse materials, and the management of projects with a comprehensive global perspective.

Attendees will leave with a profound understanding of the balance between innovation and execution in environmental graphic design and a greater knowledge of immersive experiences for a global audience. Above all, they will come to a better understanding of Brian Bird's expertise and his role in shaping the future of design in entertainment.