

Ed BEDNO

Born and raised in Chicago, Ed Bedno has long been one of that city's foremost designers. His professional career has encompassed many areas of communication: corporate and package design, editorial design, book design, photography, cinematography and writing. A great part of this work has been done in collaboration with his wife, Jane, an accomplished artist and designer in her own right, and much of the work shown here could be co-credited.

Describing his current efforts: "Two days a week teaching at the Institute of Design, three days a week as a designer of educational media — meaning I have a design contract with a publishing company.

"Chicago," he states, "represents a very interesting half way place between the rather frantic and insecure — but very creative — life in New York and the dead life of a smaller city. I think most of us have found a profitable and comparatively relaxed life style here, a rather generous life style to what you might encounter in other places."

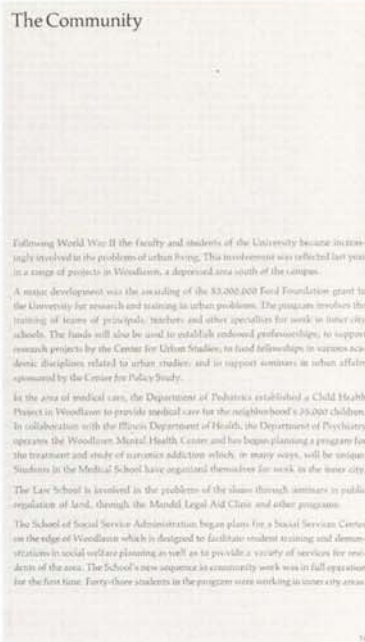
Bedno received a B.A. in Fine Arts from the Art Institute of Chicago, and an M.S. in Visual Design from the Institute of Design, Illinois Institute of Technology. He has been an instructor at Northwestern University and is currently Assistant Professor in Advanced Visual Design at the Institute of Design.

Below: President's report for the University of Chicago.

Right: book on drug abuse for junior high and high school students. Designed and illustrated to look non-schoolbookish, cover and inside illustrations by Jane Bedno.

Kindergarten science kit, "Touch and Tell," contains materials to facilitate early development of observing, measuring, classifying and communicating — trays of real objects, geometric shapes and solids, picture cards, textures, phonograph record and teacher's guide. Developed in collaboration with Judy Bauman, Gene Dekovic and Tom Oller.

The second half of the kindergarten program is a kit on "Living Things." This contains a terrarium, live plants, chameleons, giant life-size posters of animals, picture cards, special measuring cards, phonograph album and teacher's guide. Photograph by James L. Ballard.



DRUGS

Facts on Their Use and Abuse

Scott, Foresman and Company





It is not hard to guess that he is not only a Platonist, but also a keen student of mathematics. The idea of a Platonic solid, with which to measure the number of stars in the universe may seem the territory of pure speculation. This idea is actually the core of the most important of Plato's theories - a comprehensive synthesis of the study of Platonism and geometry in the scientific method. Complete and ending only with the scientific revolution of the 17th century.

The subject of this book is Platonism in art. It goes into some detail on Plato's idea of the forms, the theory of Plato on the hierarchy of forms, the theory of Plato on the hierarchy of forms. With scientific and mathematical, the same principles are used, helping the superior classes what the artist's art was - the use of the forms, the use of the forms. The idea is that we had - and we continue to have - the forms of the world.

The second book contains a study of Platonism in art, including the work of Plato and his followers.

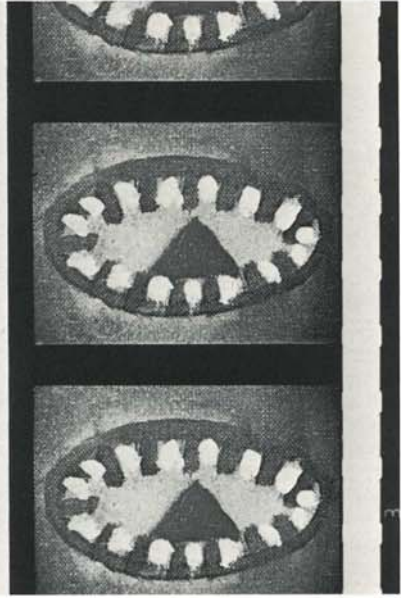




Illustration for "Ethnic Chicago," Venture Magazine. Photograph by James Ballard.

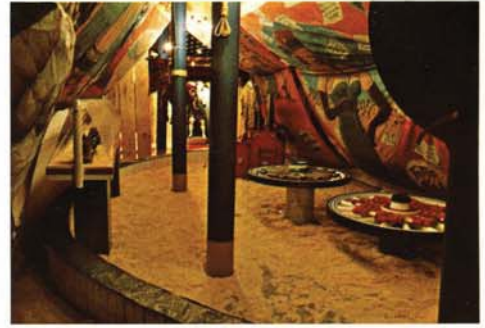
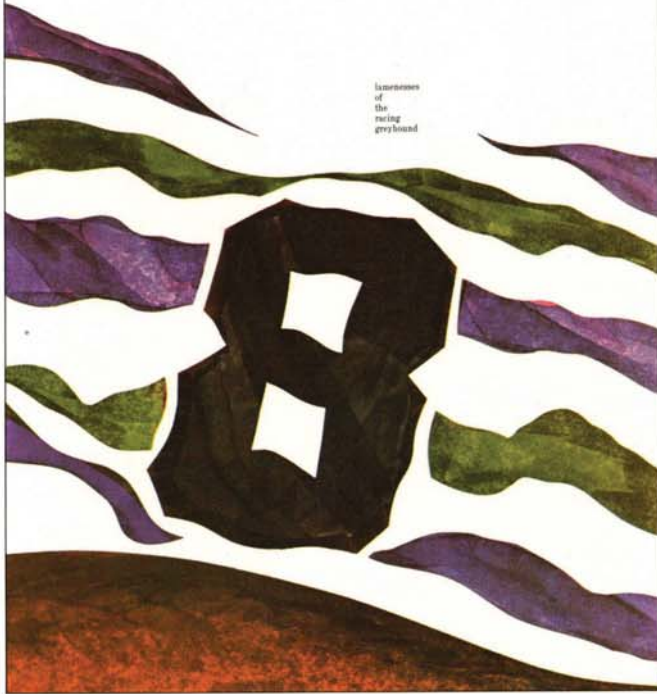
Ed and Jane Bedno used to write, design and art direct for "Scope," a veterinary publication of the Upjohn Company. As part of this involvement they would write and design one general interest article for each issue. These were always related to animals and covered subjects like the circus, bullfighting, etc. Below is an article on origami with art by Jane Bedno and photograph by Charles Reynolds. On the facing page is one of the covers for Scope and a product ad designed for use in the magazine.

The Bednos are collectors of circus items and lore. At Gallery 500d, with the help of Ed's ID students, they recreated a circus scene. The exhibit included actual items plus a 5-screen slide presentation with sound and their taped interviews with circus people.



SCOPE

Dimensions
of the
racing
greyhound



Neo-Cortef with Tetracaine
eye-ear ointment

Relieves the Pain
tetracaine hydrochloride

Controls Infection
neomycin sulfate

Reduces Inflammation
hydrocortisone acetate

Conveniently packaged:
5 Gm. tubes and 2.5 Gm. tubes for
economical dispensing

Book jacket and cover designs.

