## 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.



The Community

Editioning Worsd, Was II the Guilty and shadows of the Conversity Secure in crossingly involved in the problems of urban flying. The involvements was reflected last you in a range of projects in Westfame, a depressed area south of the compos-

A many development was the assuring of the \$3,000,000 Food Foundation great in the European's for presental and statuming in turbury modelmen. The program methods the training of teams of principals, trachers and other appending for sook to track to trace achools. The funds will show be used to establish reduced preference-laige, to empreresement, projects by the Centur for Urban Stadless, to food deformalizing in surpose acdencie. Ediciplines related to a refere studies, and is support continues in sobust affects apparentally by the Centur for Policy Study.

In the area of medical care, the Department of Polaristic established a Child Rehalt Physics in Viscottian to provide medical care to the megistershood's 2-5-202 children in collaboration with the Efficient Department of Health, the Department of Polaristic superaries the Woodlaws Missoul Health, Contra and hes begins planning a meganific from the treatment and entay of marconic additation which, in many ways, will be undeed Students in the Medical School have opposited themselves for mask to the most city the most contraction.

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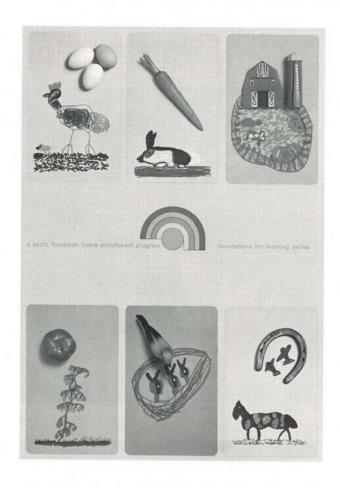




Below: symbol designed for U.S. government. Right: Foundations for Learning is a series of packages of educational materials for pre-school children to work with at home. Upper right is the cover for materials on the subject of "the farm." Below is instructional folder for the parents.

Facing page: brochure on the film "The Eye of Picasso," distributed by Bell & Howell Productions.

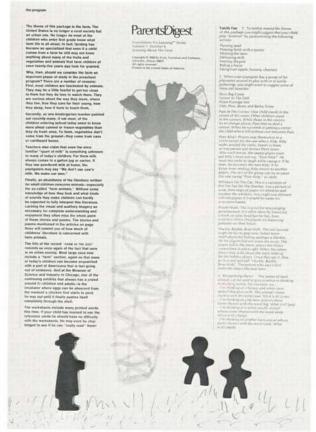
Pages from Dimensions, a publication of the Simpson-Lee Paper Company. This issue on "The Talisman" was written and designed by Ed and Jane Bedno.



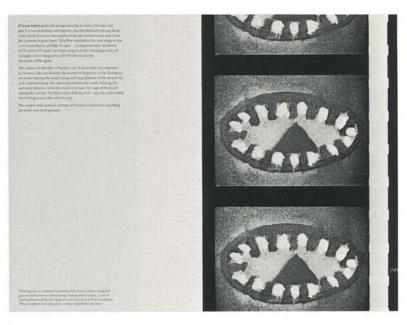


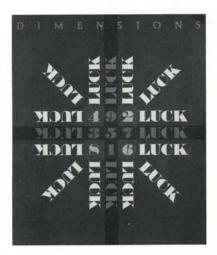
A WORD ABOUT ITS SYMBOL

The design makes use of a unique relationship between two symbols. The Phoenix is a very ancient symbol that has always represented the idea of rebirth from destruction. Legion has it that when the Phoenix bird saw death draw near, it would make a nest of sweet smelling wood and resins. It would then expose the nest to the full force of the sun's rays and burn itself to ashes in the flames. Another Phoenix would then arise from the ashes. The heart is the traditional symbol of generosity, help and love—and courage. The two together embody the abstraction: "Through their courage and our help...a new life for the handicapped."













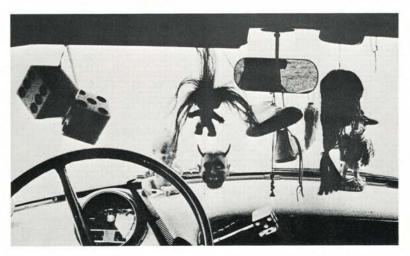




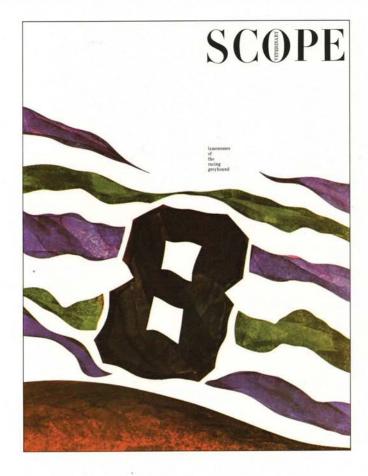
Illustration for "Ethnic Chicago," Venture Magazine. Photograph by James Ballard.

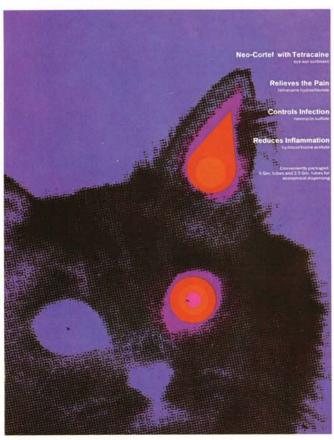
Ed and Jane Bedno used to write, design and art direct for "Scope," a veterinary publication of the Upjohn Company. As part of this involvement they would write and design one general interest article for each issue. These were always related to animals and covered subjects like the circus, bullfighting, 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.



















Book jacket and cover designs.

