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Paula Scher

Paula Scher was born October 6, 1948 in Washington DC, she's a painter, graphic designer, illustrator and art educator she is now someone who is very important in graphic design today. Paula graduated from The Tyler school of Art and Architecture back in 1970 with a BFA. After she was done with school she went to New York City to work as a layout artist in the children's book division in Random House which is a publishing company. Two years later she got hired on CBS Records but she didn't stay there for long she left after a year and then went to pursue her career as a Art Director for Atlantic records back in 1982. There she practiced free lance work before founding the design firm Koppel and Scher in collaboration with Terry Koppel back in 1984. During her time in Atlantic records this is where she designed a bunch of album covers and was also was nominated for 4 grammy nominations for the work she

did as time went by she left to do something else with her life which was to do something with Typography which was based on Art Deco and russian constructivism.

She joined Pentagram back in 1990 as a partner. Since that happened she made a name for herself and her work, such that people were able to recognize her posters, signage for clients, New York's Public Theater, Citibank, Bloomberg and much more. She collaborated with architects to make environmental graphics and then became a design educator in the School of Visual Arts in New York City. While she was there she received 300 awards from the international design associates she also got a lot of prizes from institutions in the U.S. A lot of her work is featured in the MOMA museum today , her work has also been featured in "American Typography Today", "The History of Graphic Design" and "The graphic Design Portfolio" she designed and authorized the books she also won for the National Design Award for Communication Design back in 2013. One art work that's the most famous one she has is the brand identity that's the one where there's a

picture of a person and there's different fonts, different sizing of the words, have some colored words that piece stands out by it self because it's so direct, it's straight to the point, it's pretty, it makes you want to look at more of her work and hat she has done. She's still designing as of today which is good because she never let go of what she loves doing.

In Conclusion, Paula Scher is one of the most influential graphic designers in the world. If Paula Scher designed it you know it's good. Her work has influenced many people and other graphic designers around the world. She's done so much art work that we see today all over and she's still designing today which is good she's still creating content that will inspire young designers today. Fun fact her husband also does graphic design work too and illustration and many other things there like the perfect couple there both doing what they love and that's what matters. She's doing great and I can't wait to see what else she has in store with her work.

Resources:

<http://www.artnet.com/artists/paula-scher/biography>

<https://www.pentagram.com/about/paula-scher>

<https://successstory.com/people/paula-scher>

<https://www.famousgraphicdesigners.org/paula-scher>



