

# PAUL RAND

Born in Brooklyn, New York August 15, 1964. From a young age he had a distinct fascination for painting and designing which reflected through his artwork he did for his father's grocery store signs. He attended Pratt Institute from 1929 to 1932 and attended a couple of art schools. Rand built up his realistic sense through self-instruction generally, as he unquenchably read the European magazines, finding crafted by Cassandre and László Moholy-Nagy. He has designed several famous logos such as ABC, IBM and UPS.

## IBM WORKS



IBM logo was designed in 1947 and refined in 1972 no changes since then.

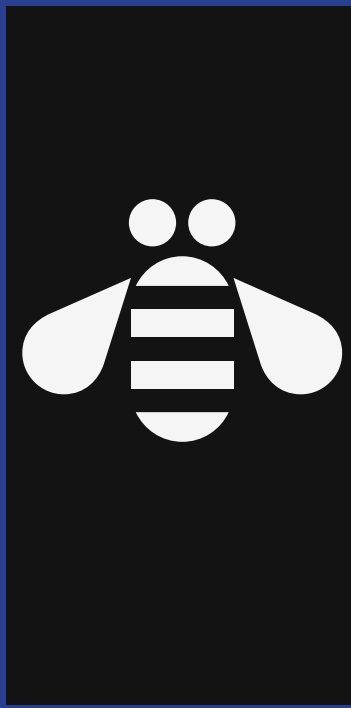
## GESTALT THEORY

The Gestalt (psychology) theory is a visual perception that indicates 'the whole of anything is greater than it's parts' which explains how humans see similar elements and group it, or simplify complex images, or recognized patterns. Paul Rand uses this theory in some of his works such as the IBM logo. The IBM logo uses one of the gestalt principles that is 'Proximity' which uses items to be laid out close to each other making them into one whole group.



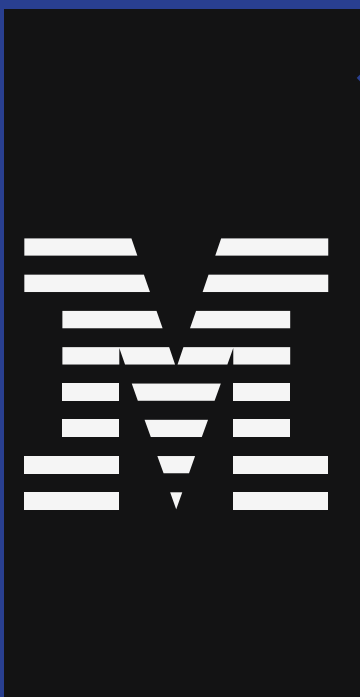
EYE

In 'Language of Vision: Towards a Dynamic Iconography' Kepes explains how ones sees an artwork or photograph can distinguish it's visual representation by lines, positions, weight, direction, shape and size.



Another popular design was the Eye Bee M poster. In 1981 Rand designed this witty rebus poster to honor IBM's THINK campaign.

BEE



M

## RUSSIAN

## WORKS:

One of her famous works that used Constructivism design is "The Atlantic Theater Company" she not only used that type of design but also used the influences of DaDa and Futurism.

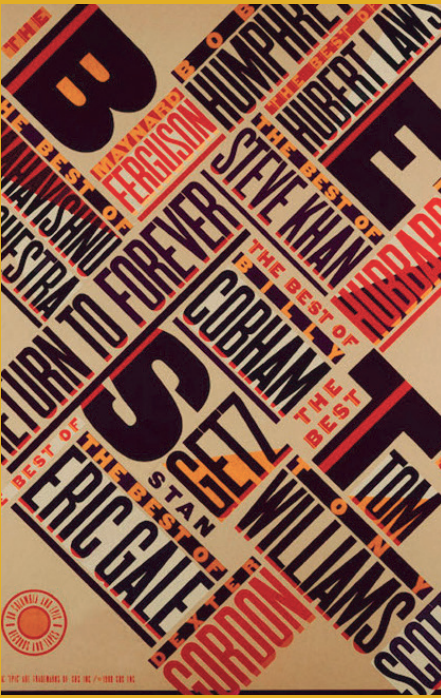
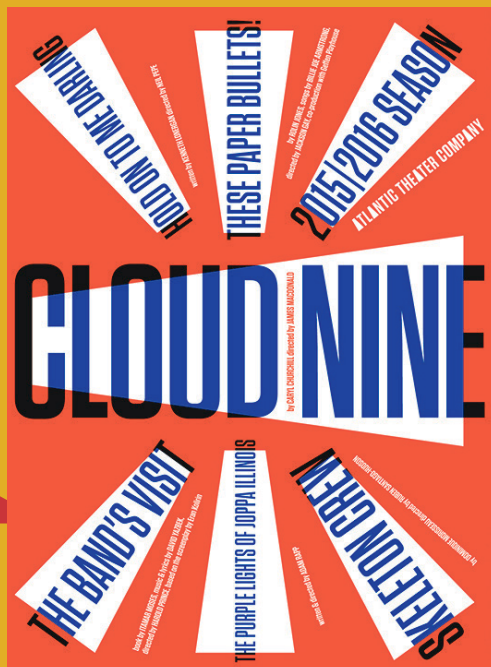
ATLANTIC  
THEATER  
COMPANY

CBS  
RECORDS

## CONSTRUCTIVISM

## WHAT IS CONSTRUCTIVISM?

Constructivism was an artistic movement that was originated in Russia. It is an artistic and architectural philosophy that began in 1915 by two individuals named Vladimir Tatlin and Alexander Rodchenko. Paula Scher has put the constructivism style into her work by using it's vocabulary style with the strong blocks of color.



Born in Washington DC on October 6, 1948. She is an illustrator, painter, graphic designer and art educator. Graduated with BA from Tyler School of Art in 1970 then moved to New York City to pursue her career. She is known for her great works such as her typography and her logo designs. She has designed works like 'Bring in Da noise, Bring in Da funk' poster for public theater. Another popular work was the Citibank logo which still in use today.

# PAULA SCHER

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