Works Cited

"ABOUT THE PUBLIC." Public, publictheater.org/about/About-The-Public/.

"A New Visual Identity Is Always a Shock' - Domestika Maestros: Paula Scher." *Https://Www.domestika.org/En*, Domestika, 30 Jan. 2020, https://youtu.be/hWE3yBrTaZY.

Armstrong, Helen. Graphic Design Theory: Readings from the Field. Aleksandr Rodchenko, Varvara Stepanova, Aleksei Gan, Who We Are: Manifesto of the Constructivist Group (c. 1922). Princeton Architectural Press, 2009.

Armstrong, Helen. Graphic Design Theory: Readings from the Field. Introduction: Revisiting the Avant-Garde. Princeton Architectural Press, 2012.

Armstrong, Helen. Graphic Design Theory: Readings from the Field. The Underground Mainstream. Steven Heller, (c. 1922). Princeton Architectural Press, 2009.

Bosler, Denise. *Mastering type: The essential guide to typography for print and web design*. Simon and Schuster, 2012.

Filippo Tommaso Marinetti, The Founding and Manifesto of Futurism (1909)

Heller, Steven. "Carnival Modern." Print, vol. 51, no. 6, Nov. 1997, p. 112. EBSCOhost, search.ebscohost.com/login.aspx?direct=true&db=eue&AN=498617&site=ehost-live&scope=site.

Heller, Steve. "Street Theater." Print, vol. 50, no. 3, May 1996, p. 29. EBSCOhost, search.ebscohost.com/login.aspx?direct=true&db=eue&AN=9609220725&site=ehost-live&scope=site.

Hillner, Matthias. *Basics Typography 01: Virtual Typography*. Vol. 1. Ava Publishing, 2009.

Joseph, John E. "The linguistic sign." *The cambridge companion to saussure* 75 (2004).

Kirkham, Pat. Women Designers in the USA, 1900-2000: Diversity and Difference: Jacqueline M. Atkins...[et Al.]. Yale University Press, 2000.

Landa, Robin. Graphic design solutions. Cengage Learning, 2010.

Milner, John, and Kirill Sokolov. "Constructivist Graphic Design in the U.S.S.R. between 1917 and the Present." *Leonardo*, vol. 12, no. 4, 1979, pp. 275–282. *JSTOR*, www.jstor.org/stable/1573888. Accessed 5 May 2020.

"Paula Scher." Paula Scher Biography – Paula Scher on Artnet, www.artnet.com/artists/paula-scher/biography.

"Paula Scher." The, 26 Sept. 2019, www.the-artists.org/paula-scher/.

Saussure, Ferdinand de. Writings in General Linguistics. Course in general linguistics.

Oxford University Press, 2006.

"The Life and Work of Paula Scher." Paula Scher, garwin00.github.io/paula scher/.

"The Public Theater - Story." *Pentagram*, <u>www.pentagram.com/work/the-public-theater/story</u>.