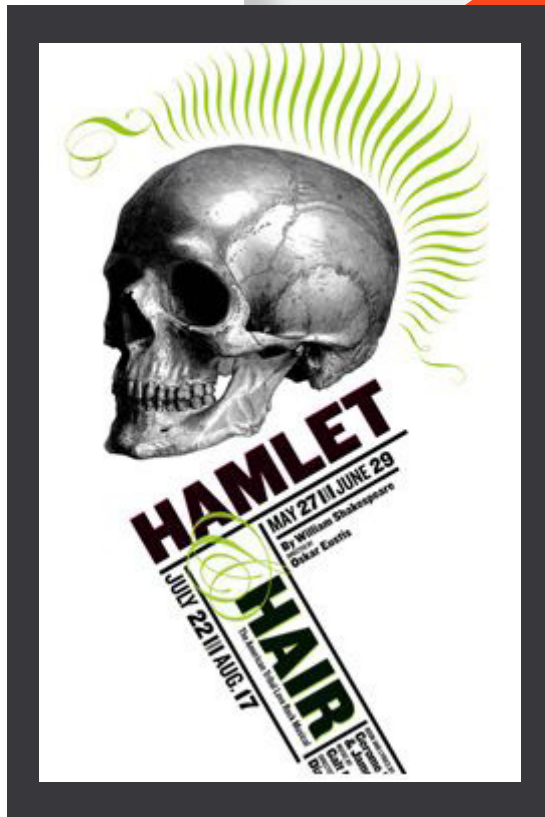


In this other poster, Scher had to design a Shakespeare's play announcement. The asymmetry and the bold type makes it straightforward and adding the element of the skull, simplifies the overall theme. According to Writing and Research for Graphic Designers, "Paula Scher is always augmenting accepted form, busting convention, shifting shape, subverting style, and challenging perceptions." Scher wanted to design a new visual for the Public Theater, rather than the basic Broadway norms. Her designs were used to unite everyone into the Public Theater.



"HAMLET".
The Public Theater.1991.

WHY CONSTRUCTIVISM?

Scher uses Constructivism in her designs because it is a perceptively straightforward way of communicating a message. This Avant Garde movement was once underground. However the movement "didn't stand a chance in retaining their "underground" status, since they were appealing to the dissatisfied masses". In this case, underground to mainstream. The Public Theater posters was to attract the masses, instead of a small portion of people. The posters were meant to communicate with THE PUBLIC.



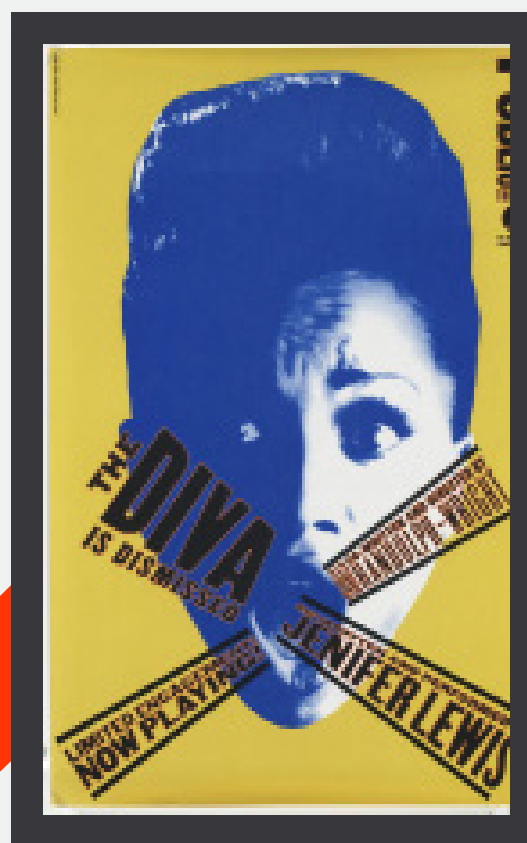
"Books (Please)! In All Branches of Knowledge" Alexander Rodchenko, 1924 .

PAULA

"I wanted to make things that the public could relate to and understand, while raising expectations about what the "mainstream" can be."



SCHER



"The Diva is Dismissed".
The Public Theater.1994.

In this Public Theater poster, Scher is captivating viewers by shouting at them. Giving off a sense of a New York theme. According to Street Theater, "Scher believes that the best way to communicate to New Yorkers is to SHOUT." In this design, it seems that it is heavily inspired by Rodchenko's "Books".

The words coming out of the woman's mouth, symbolizes a message that needs to be spread. In this case, The Public Theater is announcing it's next act, using bold and dark colors.