

Darwin Cruz

Identity Design

Eva Machauf

In the video, Paula Scher talks about her experience with some projects throughout her career and what she learned from each of them. Paula Scher first starts off about her initial design process behind the company, The Highline. She was approached by a man named, Robert Hammond who wanted her to create a logo for them. She thought of a railroad and the letter H which is the beginning letter of the company to help her come up with the logo. After that, she talks about the next 10 years, where they made stuff that Paula Scher likes to call, “crap-pola”. As she defines it is, “the stuff you make to sell stuff to get people interested to make them think it's real to make them think, you know, something is happening”. I find this particular project interesting because I can see how Paula Scher got her inspiration. It is a simple design but yet it works so effectively.

Another thing that Paula Scher talks about is her experience working with different departments. She also talks about how different departments don't work together when working on a project. She believes that all departments should be working as one, instead of each doing their own thing. She wants all of them to move the project all together as one. She did this on a project working for MoMA. She wanted all the designs to have consistency such as the same type, the same layout, the same size, no matter what they could be promoting. She also said that, “sometimes it's not the design, it's really the people”. This is advice that not only applies to graphic design but

also in general. In group projects, not everybody is on the same page. Some people might have different ideas which can cause some issues in designs. Communication is key when it comes to working on large projects that requires a lot of people, each with their own set of ideas.

After that, she takes about her time with a company called Northside in Pittsburgh, Pennsylvania. Here, they wanted her to design a logo for a section of the town. In order to get a more inside look on the town, she toured around the town with architects, and landscape designers. During her pitch to the city, she was suggesting how they can fix a specific bridge to make it more appealing. She wanted the bridge to be an “art event”. She learned from this project, that sometimes one has to “ignore the brief and just go do it”. As a student, I follow a structure that involves a brief, which helps me with ideas or concepts for designs. But it just doesn't always work out. I like that she is telling her audience, and viewers, to take risks. Sometimes the unexpected can be so useful. As Paula Scher says, sometimes we just have to go for it if it has come to mind.

The last project she talks about is her design for a high school. This specific project she decided to combine her skills in painting and her environmental graphics. They ended up painting one of her paintings on a map of New York. By the end, she learned and helped her define whether this was art or design. She says that, “design and art has no purpose”. I agree with all of this because I also believe with Paula on this. I also believe that design has purpose because it communicates with people in a good way and in different ways. While art does have purpose, but not as much as design. It's more about self creativity and self-expression.