

Darwin Cruz

Identity Design

Eva Machauf

Paula Scher is a graphic designer that has created many different types of identities from New York Philharmonic Logo, the Citibank Logo, and The Public Theater Logo. She has worked at Pentagram, an advertising agency since 1991, and has worked on multiple projects that have made an impact in the graphic design field. She has won numerous awards such as the Beacon Award in 1996, for “integrated corporate design strategy”. She later got even more awards years later, one in 1998 where she was named to the Art Directors Club Hall of Fame, another in 2000 where she got the prestigious Chrysler Award for Innovation in Design, and later in 2001, where her work got, “the profession's highest honor, the AIGA Medal, in recognition of her distinguished achievements and contributions to the field”. Her work has been displayed all across America, and even overseas, such as in Paris and France.

In the video, Artist Series: Paula Scher, Paula herself talks about how she views type in the world. When talking about typography, she says, “typography was designed to make noise” (Paula Scher). She says that she noticed how type was started to be used like this, and noticed that it started to become a style. She also talks about her thinking process and what goes through her head when designing. When designing, she says that she, “I operate very strongly on my instincts”. She believes that if she doesn't get it the 2nd time, she isn't going to get it eventually. She also shares a piece of advice that she once got from her Polish teacher, who was an illustrator, which was

to, “illustrate with type”. And ever since, it has served her, her whole life. Her designs have been around for awhile, and probably could have been in front of our faces, even if we don’t realize it sometimes. Her designs made an impact in the past and are still making an impact, even in today’s modern world.