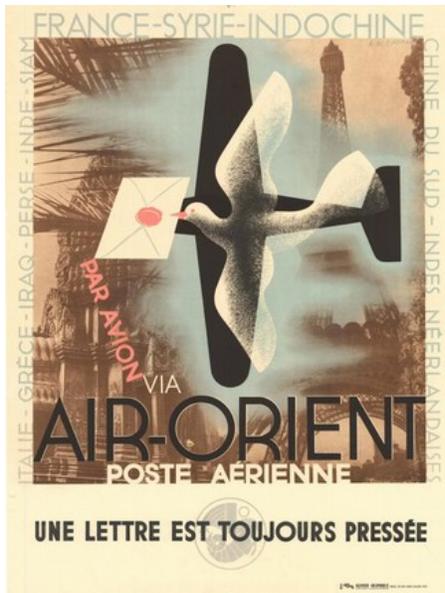


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Graphic Design is a way of communicating a message and it has been around for centuries. Graphic design is in architecture, advertisements, branding, books, newspapers and magazines, and plenty of other mediums. Since it is a huge subject with many prominent figures in this subject, there are so many talented people to choose from and talk about. One influential figure whose designs are still being used to this day is Paul Rand.

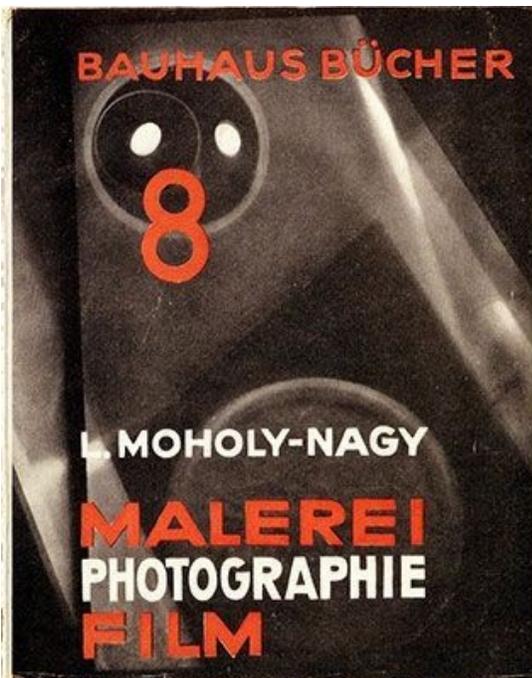
Paul Rand was an American graphic designer and art director. He was born in Brooklyn, New York on August 15, 1914. His birth name was actually Peretz Rosenbaum but at some point he had it changed. Even when he was young he had a passion for designing. He helped his father's grocery store by painting signs and even for his school. The only issue was that Paul's father didn't believe that designing would be a successful career, and able to provide for Paul. So Paul went to Manhattan's Harren High School, whilst taking night classes at the Pratt Institute. Pratt institute is a private university in Brooklyn, New York that specializes in fine arts, architecture, and engineering. He also went to Parsons The New School of Design and the Art Students League of New York, which are both art and design schools. Even though he attended private schools that are very prestigious, he said he was self taught because to him the schools did not teach good design. Instead he learnt design from others such as Cassandre(Adolphe Jean-Marie Mouron) and Laszlo Moholoy-Nagy, and was even inspired by the work in Gebrauchsgraphik(which is now Novum). Cassandre was a very successful commercial artist whos style was mostly Art Deco, which is a style that uses rich colors, geometry and very decorative.



Cassandre's Air Mail Poster (1932)

credit: https://www.artfactory.com/graphic_design/graphic_designers/cassandre.htm

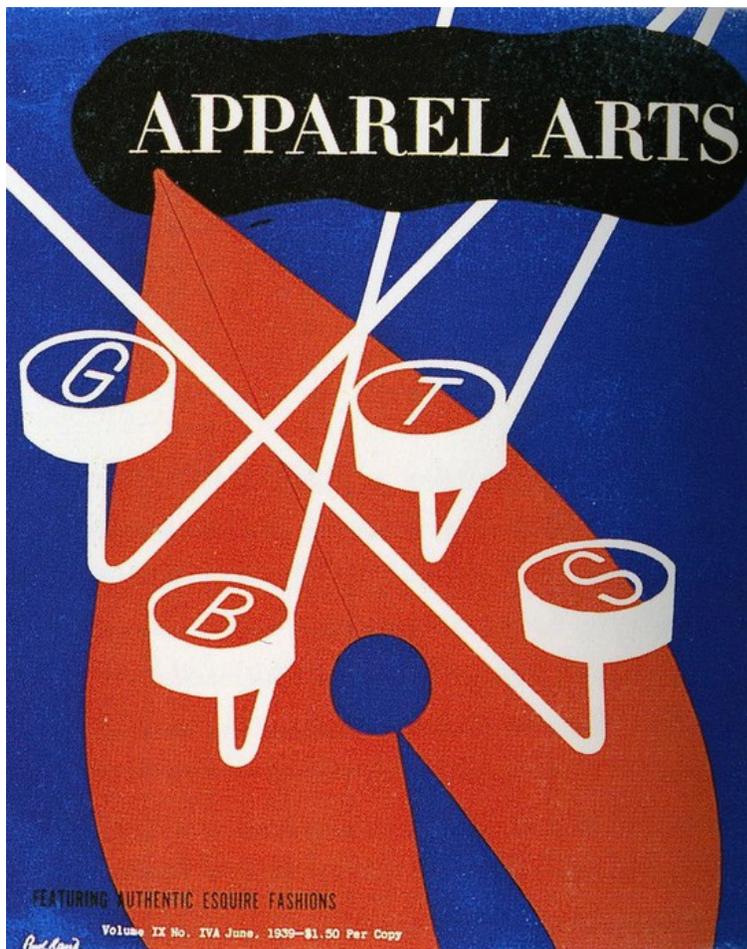
Laszlo Maholy-Nagy was a professor in the Bauhaus, a painter and photographer. He was heavily influenced by Constructivism which is a philosophy that values purpose and meaning rather than artistic expression.



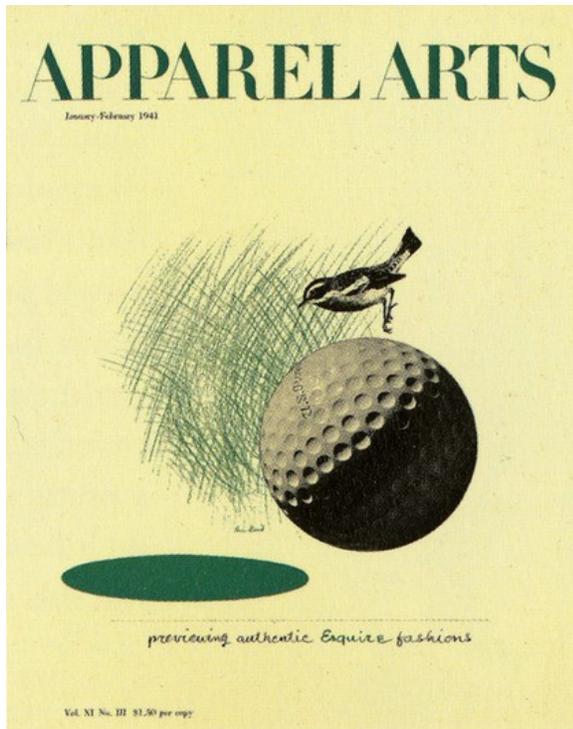
Bauhaus Bucher series(1925) credit: <https://www.theartstory.org/artist/moholy-nagy-laszlo/artworks/>

Those are the people that Paul Rand were influenced by and it will be reflected in his work.

The start of Paul Rands career was when he created stock images for a group that sold it to various newspapers and magazines. However his most prominent moment was when he was Art Director for Esquire and Apparel Arts (now GQ), he was able to show his design skills and prove himself to be a remarkable designer.



Vol 9, June 1939. Apparel Arts Magazine Cover credit: <https://www.paulrand.design/work/Apparel-Arts.html>

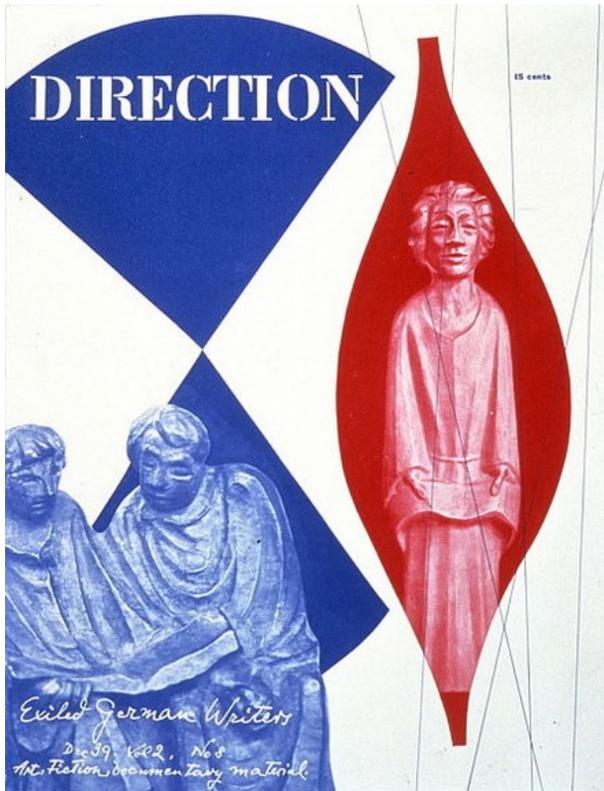


Vol. 11 No. 3 January/February 1941. credit: <https://www.paulrand.design/work/Apparel-Arts.html#images-752>

He also worked for *Direction Magazine*, there was no fee but he had to have full creative freedom. The work that he made for them was revolutionary because in the U.S most covers weren't like it, he drew inspiration from De Stijl and modernist movements. He even received praised from Laszlo Moholy-Nagy, "Among these young Americans, it seems to be that Paul Rand is one of the best and most capable ... He is a painter, lecturer, industrial designer, [and] advertising artist who draws his knowledge and creativeness from the resources of this country. He is an idealist and a realist, using the language of the poet and business man. He thinks in terms of need and function. He is able to analyze his problems but his fantasy is boundless."



Direction Magazine. Vol2, No2, March 1939 credit: <https://www.paulrand.design/work/Direction-Magazine.html#images-42>



Vol2 No8, December, 1939 credit: <https://www.paulrand.design/work/Direction-Magazine.html>

Around this time is when he changed his name from Peretz Rosenbaum to Paul Rand, he was told that his Jewish name might hinder his career. He had an uncle with the name Rand, so he decided four letters for the first and last name would create a great symbol and that is the creation of Paul Rand. It is said that when he changed his name that was the first corporate

identity he created.

He received so much praise and grew very popular in his early twenties, instead of it dying down it only grew. Next he became the Art Director of William H. Weintraub advertising agency. The advertisements he made for them are said to still hold up to today's standards, it is full of so much meaning and creativity. Also before his work the advertisement industry was mostly text based, pages and magazines filled with words. But what Rand brought to the table was something new, using photography (used in a photomontage style) and abstractions which gave the designs life. Rand tended to use the sans serif font *Futura* because it was simplistic and also eye-catching. When Paul Rand was faced with a task he went at it with a purpose. He thought about what the product or design was communicating so it would be easy to identify. Rand's design process was like a businessman he would think of a problem then come up with a solution for it. Rand was thought of a good teacher, if he wasn't satisfied with what someone came up with he would tell them that and explain to them why it was wrong. If someone questioned his authority on a design, instead of having a discussion he would leave and come up with designs to illustrate his point. At Weintraub he would sign his ads as a way of getting his name to the public. In America it was not common to sign ads but it was in Europe, which is where a majority of his influences came from. He even fought to have his pay increased, so he was paid more in half the time.

Rand was not only involved in advertising scene but also in the corporate world. He has designed many corporate identities such as IBM, ABC, Cummins, UPS, Enron, and many others. At the time businesses, especially multinational were exponentially growing because of the end of the Second World War, that came with the growth of corporate identities. Since IBM was entering the electronic world they decided to have a makeover. At the time their logo was their business name in the form of a globe.



The IBM logo in 1924; credit: https://www.ibm.com/ibm/history/exhibits/logo/logo_5.html

The organization was very conservative so it took Rand multiple tries to improve their logo.

Since they had a slab serif at the start he decided to introduce a different variation so it would be accepted. After that it took a few more years to introduce the striped version, Rand also designed their packaging and marketing material. He also worked created the very popular Eye-Bee-M poster.



Eye-Bee-M logo, 1981; credit: <https://www.ibm.com/ibm/history/ibm100/us/en/icons/gooddesign/>

When creating the new UPS logo he was faced with a challenge, which was to turn an old-fashioned shield into something more modern. He took away the details of the shield and turned it into something much more simpler, then he placed a package on top of it.



UPS logo from 1937-1961; credit: <https://www.logaster.com/blog/ups-logo/>



UPS logo from 1961-2003(Paul Rand's); credit: <https://www.logaster.com/blog/ups-logo/>

He stated, "I didn't try anything else. If you show them more than two ideas you weaken your position. You make one statement, and this is it." However, he didn't make just one sketch, he would make around 50 before showing one. Rand believed that a logo was more important than

a painting because so many people see the logo and in a sense it is an identity. When created the new identity for NeXT, Rand created a 100 page book that walked the reader gradually showing the process of how he got to the outcome (video: <https://www.youtube.com/watch?v=OUTxtvlyJDc>).



NeXT logo book credit: <https://www.paulrand.design/>

Paul Rand was thought of as an exceptional designer and creator, and his work proves it. He bridged European modern art and philosophies into America's advertising industry. He paved a path and showed how important designers can be in the corporate world. He was thought of as gutsy but at the same time a great teacher. Rand's concepts and ideas were praised and looked up to by many. He has many interviews and quotes that can be used as an inspiration for many designers such as, "I don't think of myself as *primarily* anything. The only way you can *not* specialize is to be a permanent amateur. I'm not an expert on anything. Of course that makes me an expert in everything."

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