

Influential Graphic Designers

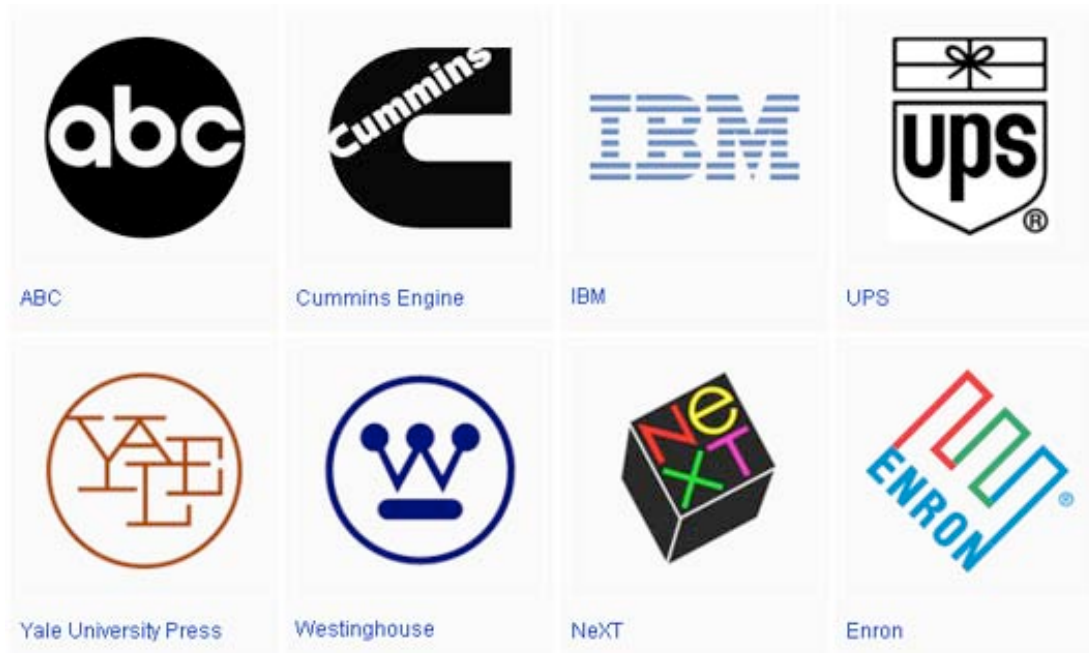
Paul Rand

BIOGRAPHY—Paul Rand was born in Peretz Rosenbaum, August 15 1914–November 26, 1996. Paul Rand was a well-known American graphic designer, best known for his corporate logo designs. Paul Rand was educated at the Pratt Institute (1929–1932), the Parsons School of Design (1932–1933), and the Art Students League (1933–1934). He was one of the originators of the Swiss Style of graphic design. From 1956 to 1969, and beginning again in 1974. , Paul Rand was a professor of graphic design at Yale University in New Haven, Connecticut. Paul Rand was inducted into the New York Art Directors Club Hall of Fame in 1972. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

From 1936 until 1941 Paul Rand was art director of "Esquire" and "Apparel Arts" magazines. Between 1938 and 1945 Paul Rand designed the much admired covers of "Direction" magazine. From 1941 until 1954 Paul Rand worked for the New York advertising agency William H. Weintraub, where he collaborated with the copywriter Bill Bernbach. From 1956 Paul Rand free-lanced as a graphic designer and consultant for Westinghouse and IBM.

In addition Paul Rand wrote several important books on design, including "Thoughts on Design" (1947), "Design and the Play Instinct" (1955), "A designer's Art" (1985), and "Design, Form and Chaos" (1993). Rand died of cancer in 1996.

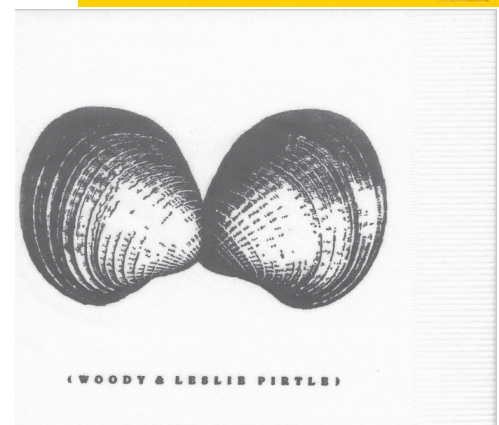
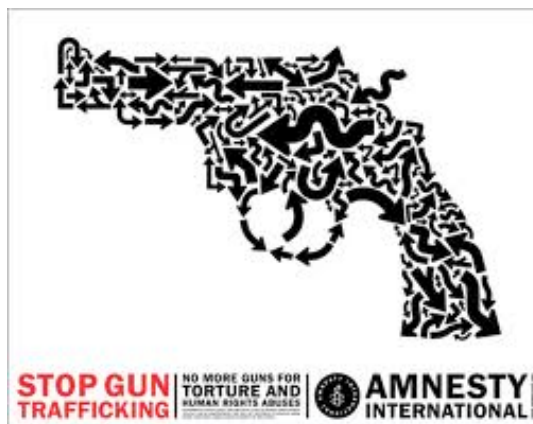
WHY I LIKE IT— I like Paul Rands work because it's something different that no one will ever think of. Once you see his work you always think "I should have thought of that". He beats people in their work and makes an unbelievable design. His work takes time and patience to create and once it is done it is spectacular.



Woody Pirtle

BIOGRAPHY– Woody Pirtle established Pirtle Design in Dallas, Texas in 1978. In 1988, Woody merged Pirtle Design with Pentagram, an international design consultancy founded in London in 1972, becoming a partner at their New York offices for the next 18 years while continuing to work with some of the firm's most prestigious clients. Between 1988 and 2005, Woody and the office of Pentagram produced work for Brown–Forman, Bacardi Global Brands, Flying Fish Brewing Company, Watch City Brewing Company, Murray's Cheese, Really Cool Foods, IBM, Champion International Corporation, Fine Line Features, The Rockefeller Foundation, Nine West, Northern Telecom, Knoll International, Wellesley College, Princeton University, Brooklyn Law School, and Amnesty International, plus many others. In 2005 Woody left Pentagram to re-establish Pirtle Design. Woody's work has been exhibited worldwide and is in the permanent collections of the Museum of Modern Art and Cooper–Hewitt Museum in New York, the Victoria & Albert Museum in London, the Neue Sammlung Museum in Munich, and the Zurich Poster Museum. He has taught at the School of Visual Arts, lectured extensively, is a member of the Alliance Graphique Internationale, and has served on the board of HOW magazine, Sustainable Hudson Valley, and the American Institute of Graphic Arts ("AIGA"). In October 2003, he was awarded the prestigious AIGA Medal for his career contribution to the design profession.

WHY I LIKE IT– When I think of Woody Pirtle's work I think fun, new, exciting creations I've never seen before. Woody Pirtle has a fantastic imagination and ideas. His work is amazing and made to be displayed everywhere for the world to see.



Paula Scher

Biography- Paula Scher was born October 6, 1948, Virginia. She is an American graphic designer, illustrator, painter and art educator in design, and the first female principal at Pentagram, which she joined in 1991. She is the 16th recipient of the School of Visual Art's Masters Series Award and an exhibition of her work can be seen at the Visual Arts Museum & School of Visual Arts, which ties in with her book, Make it Bigger. Paula Scher studied at the Tyler School of Art, Elkins Park, Pennsylvania and earned a Bachelor of Fine Arts in 1970. Paula Scher moved to New York City and took her first job as a layout artist for Random House children's book division.

WHY I LIKE IT- I like Paula Scher's work because its funky and new. Her styles in her designs are new things people will love to see. Different is better.

