



Paul Rand

Designer's full name: Peretz Rosenbaum

Designer's pseudonym/nickname: Paul Rand

Gender: Male

Year Born: 1915

Country Born: United States of America

Year Died: 1996

Country Died: United States of America

Religion | Political Alignment: Paul Rand was of the Orthodox Jewish faith.

How did any of the above affect either his/her life experience or work because it/they provided a challenge at the time?

Paul Rand's orthodox Jewish faith prohibited the copying of human figures, so for Rand, drawing became a symbol of his independence.

Did this designer do notable work in fields other than what would TODAY be considered graphic design?

Besides being an author who took in much information about art and philosophy from other prestigious designers, Paul Rand only did work within the field of design and design teachings. These books include the likes of *A Designer's Art* and *Thoughts on Design*.

His time as a graphic design professor with Yale University lasted 13 years, from 1956 to 1969.

For what is this designer most noted in relation to design? EXPLAIN.

Paul Rand is best known for his works that defined an era post World War II. These works created a visual aesthetic which represented corporate America. His works consisted of simple shapes that are easily recognizable. Rand realized and almost pioneered the philosophy of a design's function being just as important as how a design looked.

Is there anything controversial about this designer? Explain.

After writing *From Lascaux to Brooklyn* in 1996, Rand earned criticism from his peers saying that he was too reactionary and hostile towards new ideas in design.

Explain this designer's education/training, including academic, apprenticeships, and /or mentorships.

From a young age, Paul Rand was inspired by design and started painting signs for his father's grocery store. Even though his father did not approve of his artworks, because he did not think it would allow Paul to live a good life, Paul attended the Pratt Institute at night while going to Manhattan's Harren High School during the day. He later attended both Parsons School of Design and the Art Student League. It is said, however, that Paul was more self-taught than formally taught as these schools did not provide much stimulation. He often studied European magazines in his time of self study, which led to his interest in page design.

Did this designer promote a specific ideology in his/her work? Explain.

Although Rand's style is very modernist, a couple of his ideologies consist of "defamiliarizing the ordinary" and for designs to be applicable and useful to the consumer.

Why is this designer viewed as iconic in the history of graphic design?

Paul Rand is famous within the community of graphic designers because of his history of timeless corporate logos, such as the NeXT and Westinghouse logos, his takes on the philosophy of art and design, such as how form and function are both very important, and how capable of marketing himself as the right designer for

the job he was. All of these characteristics of Rand created a figure which led the way for future designers to follow.

Is there any other important information to know about this designer?

No.

Student: Patrick Tuell

State and explain the one most important effect that your assigned artist and the quality/importance of his/her work had on the history of graphic design.

Few people have had as much influence on modern graphic design as Paul Rand has had. Originally born Peretz Rosenbaum to a household of the Orthodox Jewish faith, Rand faced adversity as he pursued his interest in design. This adversity came from his religion's negative outlook on the act of idolatry and his father's disapproval of the arts. After attending many different art schools, Rand developed an ideology based on aesthetics, function, and new interpretations of old traditions. His corporate style of design, which brought European modernism into mainstream America, and was inspired by previous movements such as Bauhaus and De Stijl, had a large impact on the history of graphic design. Although he was aware of a design's ability to be used as a tool, Rand preached the importance of aesthetic perfection.

Paul Rand's understanding of design elements led a movement of modern design. His work at Esquire and Apparel Arts showed that simple shapes and ideas can create a pleasing composition. Dynamic visuals often found its way into Rand's work. His No Way Out poster uses contrasting colors while texture and photographic elements contrast with solid color. Even though only basic shapes were used, works such as this are extremely expressive. A piece of design was useless in the eyes of Rand if it could not bring value. Function ran throughout Paul Rand's design work as he attacked his designs like a problem that needed to be solved. The Westinghouse logo he designed utilizes a complete design system and using wit and straightforward imagery to create a composition, as seen in a Jacqueline Cochran ad from the 1940s, helped

grab the attention of the audience. Paul Rand is not famous for copying his predecessors, but for making their style his own.

The reinterpretation of a universal message not only helped keep the audience engaged, but also inspired designers to follow his intuitive footsteps. Rand designed a magazine cover for *Direction*, which has red dots scattered across the page and barbed wire to represent a present's bow. This symbolizes both a Christmas tradition and his hatred of a spreading global war. Rand thought it was taboo to take elements from other artists without an understanding of why the other artist succeeded. Rand incorporated similar elements to that of Kandinsky and Bauhaus into his own work. A perfect example of this is Rand's *Jazzways* yearbook cover. His inspiration came in the form of bold color and repeated shapes, which helped mold his own style. All of these components helped shape a movement that greatly impacted the history of graphic design. From facing adversity due to his father and religion not agreeing with his views, to becoming a world wide name in the design industry, Paul Rand is one of the most influential designers of all time. His ideology of perfecting form, function, and the art of interpreting past traditions, has impacted the history of graphic design in an unparalleled manner.

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But in alphabetical order when done.