



## Paul Rand

**DESIGNER'S FULL NAME:** The designer's full name is Peretz Rosenbaum.

**DESIGNER'S PSEUDONYM/NICKNAME:** This artist went by the name Paul Rand.

**GENDER:** Male

**YEAR BORN:** He was born in 1914 on August 15th.

**COUNTRY IN WHICH DESIGNER BORN:** He was born in the United States of America.

**YEAR DIED:** He died in 1996 on November 26th.

**COUNTRY IN WHICH DESIGNER DIED:** He died in the United States of America.

### RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT

IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.

His religion affected his chances as a graphic designer. His parents were Orthodox Jews and Jewish law forbids the creation of images that could be worshiped as idols. He rebelled against this law by painting images for his father's grocery store, thus starting his early interest in design as a career. To help him as a designer and to avoid discrimination from others, he legally changed his name by shortening his first name to 'Paul' and then used the name 'Rand' from an uncle as his surname (Lewandowshi).

DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD BE CONSIDERED GRAPHIC DESIGN TODAY? EXPLAIN.

He was in the education field for thirty six years teaching graphic design. He was able to share his experiences as a designer to young design students during his time at Yale University (Lewandowshi).

LIST AT LEAST ONE OTHER WORK THAT IS NOT NAMED IN THIS TIMELINE FOR WHICH THIS DESIGNER IS WELL KNOWN. IF WORK CO-CREATED, LIST THE OTHERS INVOLVED.

A very important and notable work of his was for NeXT Computer corporate identity. The use of a black box with colored letters on the top caught the attention of many with its simple yet clean design. This was also a collaboration with Steve Jobs, co-founder of the company Apple (Lewandowshi).

EXPLAIN IF THIS FAME IS ONLY WITHIN DESIGN CIRCLES OR ANY OTHER SUBSET OF THE POPULATION.

His work was popular with designers and the consumer market.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

This logo work exemplifies years of freelancing and design experience as he even created a 100 page booklet that allowed Jobs to pick and choose which design he preferred.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

He is known for having a corporate identity. He designed several logos and covers for businesses with the most popular being his poster *Eye Bee M* for IBM. His poster is still used today with its simple line work and flat colors that contrasted against the black colored background. He is also known for an influential style that has led to new art directions in graphic design. His strong views

on Modernism allowed for simple and clean designs to become the figureheads for corporations. His influence can be seen in many modern logos and designs with the simple geometric shapes and outlines (Davidson).

#### IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

He was accused of being reactionary and hostile to new ideas about design by several peers. He was very vocal in his opposition to Postmodernism as he felt it was a free-for-all and that it ignored all the aspects established by the International Typographic Style. Despite such criticism, Paul Rand was still able to influence the development of modern graphic design and advertising. He is also known as being a major force in bringing Modernism to mainstream America and being part of the creative revolution of advertising in the mid-20th century (Lewandowshi).

#### WHAT MATERIALS WERE MOST OFTEN USED BY THIS DESIGNER IN THE CREATION AND PRODUCTION OF WORK?

His work was very traditional and hands on. He used various materials like photographs, typewriter type, stencils and offset lithograph for his design work.

#### EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

He went to Manhattan's Harren High School and also attended night classes at Pratt Institute. He began an apprenticeship with George Switzer as a young man (Lewandowshi).

#### DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

Paul Rand's ideology was making design have a function, an ideal very similar to Bauhaus. He had a modernist style and argued that his simplistic designs didn't need to be esoteric to be original or exciting. His work also focused on minimalism to achieve the idea that art didn't need excess ornamentation to express an idea or message. A large part of his design work was the need for functional-aesthetic perfection in modern art (Lewandowshi).

#### WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

This designer is very iconic to the history of graphic design. He has very recognizable work that is minimalistic in design, heavily known for corporate artwork, and presented groundbreaking ideas in design and how design is seen by both viewers and modern designers (Lewandowshi).

#### IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

He didn't start a formal education in art. He was actually self taught by reading the works of Cassandre and Moholy-Nagy from European magazines like the *Gebrauchsgraphik*. This inspired him to pursue the International Typographic Style in his designs. These magazines influenced his style and ideology heavily as he felt Modernism was the purest form of graphic design could be. This led to him becoming a major force in the development of Modernism in America (Lewandowshi).

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YOUR NAME: Kailey McQuay

GIVE YOUR EDUCATED OPINION OF THIS DESIGNER AND HIS/HER WORK. ALSO EXPLAIN WHAT INFLUENCE, IF ANY, THIS WORK HAS HAD ON YOUR OWN. A LACK OF INFLUENCE MUST BE EXPLAINED.

My opinion of Paul Rand is that he has had a long lasting effect on graphic design today. His approach to simplistic shapes and images make for clear communication which is crucial to a designer in the modern age. His work is legendary in that some of his designs are still used today and has even been complemented as the “greatest living graphic designer” by Steve Jobs, co-founder of the company Apple. This level of influence and respect is every designer’s dream.

As I improve and learn as a designer, I start to notice how images in package design, logos and everyday items all share the characteristics that were pushed forward by Paul Rand. Famous corporations like Apple, Target and UPS all feature geometric shapes with crisp lines. These stylistic choices to choose such crisp line work rather than blurry detailed artwork are all influences of Paul Rand. My work includes some modernist ideals in that complex ideas are simplified to allow for a quick understanding by the reader. By choosing to embrace a clean style that is simple but effective, my design work has improved in allowing viewers to understand the message behind my work very quickly.

Another influence of Paul Rand is his usage of colors in his designs. The colors he used in his work are all very vibrant and stand out against the white or black background. The colors create an interesting visual point as the colors are usually the most dominant element in his works. Taking this idea of color as a strong dominant point, I tried to be smart with my color palettes in my design work. It’s easy to choose safe palettes such as the combination of black, white and red but by pushing myself to explore creative palettes, my work starts to have an interesting contrast. I often feel conflicted in what colors to use as I want to try unique combinations but I’m scared of colors not meshing correctly on the paper. This is why I think Paul Rand’s understanding of color theory is excellent, he knew what colors to use in his pieces that drew the viewer’s attention but didn’t distract from the simple typography. Using his work that he did for IBM, he decided to use slightly muted hues for the imagery (Davidson). This was a smart design choice for if he had used vibrant and bright colors, the piece would have been overpowered next to the black background.

His influences with design isn’t the only influence he has on modern designers. Paul Rand had an interesting philosophy in how art and design existed in the design niche. In his days as a child, art schools focused heavily on fine art and looked down on illustrators and designers. He knew that he wanted to be a designer from the beginning. I really appreciate this motivation that he had for design and his philosophy of making design have a function that was also an aesthetic to the viewer. This motivation inspires me to want to push my design work further by embracing a bolder perspective of art and design.

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