



## PAULA SCHER

**Designer's full name:** Paula Scher

**Designer's pseudonym/nickname:** None

**Gender:** Female

**Year Born:** 1948

**Country Born:** United States

**Year Died:** Still alive in 2020

**Country Died:** Still alive in 2020

**Religion | Political Alignment:** She designed buttons for a Democratic Candidate in 2016.

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

Some women experience inequality in their career.

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

Scher has a series of paintings that are very popular called "Maps". The paintings are made entirely of text and type design, but the medium is paint.

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

Scher is known for her ironic, blunt work that often-includes unusual typefaces. Her design also includes constructivism. She is known for her strong typographic approaches.

**Is there anything controversial about this designer? Explain.**

There is nothing notably controversial about this designer.

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

Scher graduated in 1970 from Tyler School of Art in Philadelphia, Pennsylvania.

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

Scher created her illustrations with typography. She believed in bold and creative typographic designs to catch attention. Taking inspiration from Art deco and constructivism, she has created her own style that is still in high demand today.

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

Scher has been creating for over 40 years. In the past few years her typography has been placed everywhere. Her work is now in high demand.

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

She is married to designer Seymour Chawst.

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**Student:** Kayli Lumpkins

## **Bibliography**

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