

# Paula Scher Make It Bigger

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### Paula Scher Make It Bigger

#### **sch**er - UCLA

For over three decades Paula Scher has been at the forefront of graphic design Scher studied at the Tyler School of Art in Philadelphia and began her graphic design career as a record cover art director at both Atlantic and CBS Records in the 1970s In 1984 she co-founded Koppel & Scher, and in 1991 she joined Pentagram as a partner

#### **2019 Honoree Paula Scher - Moore College of Art and Design**

Scher is the author of Make It Bigger (Princeton Architectural Press, 2002), MAPS (Princeton Architectural Press, 2011) and Works (Unit Editions, 2017) She holds a BFA from the Tyler School of Art and a Doctor of Fine Arts Honoris Causa from the Corcoran College of Art and Design, the Maryland Institute College of

#### **Re h a m O t h m a n - City Tech OpenLab**

Scher describes in her book "MAKE IT BIGGER" that the Zigzag rolling paper and album covers, especially the Beatles' covers where her major inspiration during the sixties This influence can be noted in some of the work she did at CBS, like the cover for Ralph MacDonald

#### **PAULA SCHER - TAG Fine Arts**

PAULA SCHER Lives and works in Washington and New York, USA Education 1970 BFA, Tyler School of Art, Temple University, Philadelphia Scher, Paula, Make It Bigger, New York: Princeton Architectural Press, 2002 Scher, Paula and Stan Mack, The Brownstone, New York: Pantheon Books, 1973

#### **The canon of graphic design: Paula SCHER, essay written by ...**

onto buildings Scher had never done this type of work before and admitted that she didn't even know how to read an architectural plan (3) One of

Paula's main aims with her work was to make it bigger and stand out By doing super-graphics this really allowed Scher to explore how big and expressive she could go with her typography A great

### **PAULA SCHER THE MAPS SCREENPRINTS 2006-2010**

PAULA SCHER THE MAPS SCREENPRINTS 2006-2010 2 3 CONTENTS 4 Press Release 6 About Stendhal Gallery 12 Paula Scher: Mapping the "Age of the Sort of Right" by Jennifer Liese 18 Screenprints 2006-2010 lished her career monograph Make It Bigger Scher is an active member of the Art Commission of the City of New York

### **designverso**

Paula Scher loves New York City She's been living and working there for more than 45 years Her work reflects the spirit of the City but at the same time contributes to the evolution of its appearance She collaborated with record companies, museums, theaters, cinemas, schools, parks and every other kind of institution in New York

### **Course Outline - Celeste Martin**

Paula Scher Make it Bigger Jon Wosencroft The Visual Language of Neville Brody April Greiman Something from Nothing David Carson The End of Print Stefan Sagmeister Things I've learned in my Life so Far Jost Hochuli Designing Books & Detail in Typography Karel Martens Printed Matter Web resources typography manuals: [wwwthinkingwithtype.com](http://wwwthinkingwithtype.com)

### **HIGH STREET STUDENT MAGAZINE**

Paula Scher: Make it Bigger Event Poster, Communication Design I Mark Altamero Forks Typographic Illustration, Typography I ka-Ying li Prim & Proper Pet Vitamins Identity System, Computer Graphics II ross Froehlich Philippe Starck Monograph Web Site, Interactive Design I kari kemp FaceTime Magazine Cover, Typography I Courtney Obland Dry Soda

### **Critiqued: Inside the Minds of 23 Leaders in Design**

CRITIQUED Inside the Minds of 23 Leaders in Design BEARD Think Bigger 102 MIEKE gerritzeN On Making reflective Work Get Philosophical Just Type 128 PAULA Scher On Designing for People Explore a Human, Action-Oriented Approach 134 KEETra deaN dixoN On Process and Surprise Inform, Inspire, and Let Your Audience Form Their Own Opinion

### **Partial Differential Equations in Physics, Volume 6 ...**

Volume 6, , 1967 Academic Press, 1967 Make It Bigger , Paula Scher, Aug 1, 2002, Design, 250 pages The book examines the graphic design profession primarily through the lens of the business community it serves The author draws from over three decades of design experience to The book introduces key concepts behind policing today

### **syllabus**

the absence to make up the class In the event of serious or extended illness, or family emergency, Scher, Paula Make It Bigger Simmons, Christopher Just Design: Socially Conscious Design for Critical Causes Venezky, Martin It Is Beautiful Then Gone Recommended Websites | Sources

### **Writing for Visual Thinkers - pearsoncmg.com**

My list includes Paula Scher, Marian Bantjes, Stefan Sagmeister, Abbott Miller, and Maira Kalman All They all have published books or essays about their own work as well as about bigger issues in the world of design They all know how to speak in public about what they do They all use writing to conduct their daily business as well

### **AIGA/MN AND WALKER'S 2004 INSIGHTS GRAPHIC DESIGN ...**

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AIGA/MN AND WALKER'S 2004 INSIGHTS GRAPHIC DESIGN LECTURE SERIES FEATURES PRACTITIONERS FROM MINNEAPOLIS, NEW YORK, THE NETHERLANDS, AND LONDON Paula Scher, Pentagram, New York Tuesday, March 2 Make It Bigger Find out more online at [www.pentagram.com](http://www.pentagram.com)

### **syllabus - The LAB Design Studio**

p 2 Class Policy College-level courses, such as this one, are de - signed to require 2-3 hours of outside work for every hour the class meets This means, in addition

### **2019 SPONSORSHIP AND EVENT INFORMATION**

Scher served on the Public Design Commission of the City of New York from 2006-2015 She has de-signs in the permanent collections of the Museum of Modern Art, the Cooper Hewitt National Design Museum, the Library of Congress, the Victoria and Albert Museum and other institutions Scher is the author of Make It Bigger

### **ensure the full realization of equal opportunity for all ...**

ensure the full realization of equal opportunity for all students and employees Any unlawful harassment of others is not permitted, regardless of status at the college #myccad ccadedu @ccadedu @ccadedu ccadedutumblr.com ccadedu admissions@ccadedu 6142223261 Columbus College of Art & Design 60 Cleveland Ave Columbus, OH 43215

### **LANGUAGE OF DESIGN**

cannot easily make these connections, it perceives confusion making it bigger, bolder, or brighter, by putting it in a contrasting color, or by Paula Scher CONTRAST —stresses the visual differences in size, shape, and color between the elements to

### **HEATED DEBATE: IS ILLUSTRATION A BIG ENOUGH ...**

heated debate: is illustration a big enough profession? by steven heller heated debate is a platform for the expression of thought-provoking views and a start-point for debate here, writer and art director steven heller argues that not only do illustrators have to think big, they have to work big, or face a future where they are relegated