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An outspoken voice in the world of graphic design for more than twenty years, Paula Scher has developed a worldwide reputation for her bold, modern graphics and her incisive, sometimes stinging, critiques of the design profession. In Make in Bigger, Scher candidly reveals her thoughts on design practice,...Make It Bigger - Paula Scher - Google BooksPaula Scher: Make It Bigger Princeton Architectural Press, £32 There's a Seinfeld episode where Kramer hits on the idea of producing a coffee-table book about coffee-table books.Paula's got a big bad book (text in full) - Eye MagazineMake It Bigger by Paula Scher In 2004, Paula put together much of her work and actually wrote about it all! A nice monograph as it is more than just pretty pictures, names and dates — she goes into detail about her process and thoughts on many projects. A must for your collection.Paula Scher, Herbert Matter & Swatch: Was it Plagiarism or ...Paula Scher New York. Her teaching career includes over two decades at the School of Visual Arts, along with positions at the Cooper Union, Yale University and the Tyler School of Art. She is the author of Make It Bigger (2002) and MAPS (2011), both published by Princeton Architectural Press, and the subject of Paula Scher: Works (2017),...Paula Scher - pentagram.comPaula Scher worked with associate designer Courtney Gooch to create the identity for Period Equity, a non-profit that is dedicated to providing affordable and safe access to menstrual products in the United States.Paula Scher - WikipediaAccording to Make it Bigger By Paula Scher, Princeton Architectural Press, 2002, Paula is widely known for her unique brands, promotional material as well as packaging designs that have attracted many customers and clients.Paula Scher's style and Philosophy Essay Example | GraduatewayScher specified the size of the poster, a red-and-black color palette, and assigned the letters. Scher did the g and i. 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This print looks like a negative photo of the empire state building. To keep the image from disappearing behind the words the artist places the words side wPaula Scher - Make it Bigger - PinterestMake it Bigger provides a survey of Scher's groundbreaking work, from her designs as art director at Columbia Records, to her identity for New York's Public Theater, to her recent work for the New York Times, Herman Miller, and the American Museum of Natural History's Rose Center planetarium.

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Paula Scher New York. Her teaching career includes over two decades at the School of Visual Arts, along with positions at the Cooper Union, Yale University and the Tyler School of Art. She is the author of Make It Bigger (2002) and MAPS (2011), both published by Princeton Architectural Press, and the subject of Paula Scher: Works (2017),...

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