

The Paul Rand Assignment

Paul Rand is one of the great Graphic Designers of the twentieth century and one of the most influential design thinkers of all time. You have seen his designs everywhere and you have seen design influenced by him in even more places.

Part 1

Rebuild a Paul Rand Logo in Illustrator.

Google search 'Paul Rand logos'

Make it one you really like and make it one that is going to be challenging but within your ability.

Make sure it's actually by Paul Rand!

Every element must be built (no fonts)

Display the original and your version.

Part 2

Create a composition with:

- His name as title
- At least 4 of his designs from 3 different areas (logo, book cover, poster etc)
- A quote from Paul Rand (about design) that you like and makes sense to you
- Think about what you know about Visual Hierarchy, unity though colour use, spacing and proximity. Make it beautiful.