PA
RA

**1929-1952**
Attended Pratt
Institue in
Brooklyn NY

**1936**
Given the job
of setting page
layouts for Apprel
Magazine

**1937**
Took responsibility
for Esquire's Fash-
ion pages at the age
of 23

**1938**
Showcased his
freedom of at artwork
fro the cover of the
december issue for
Direction magazine

**1938-1945**
Designed
Direction
Magazine
covers

**1939**
New York
World's Fair
Type Design
Booklet

**1956-1969**
Began teaching
at Yale University

**1972**
Was inducted into
the New York Art
Director Club Hall
of Fame

IBM ®

NeXT ®

abc
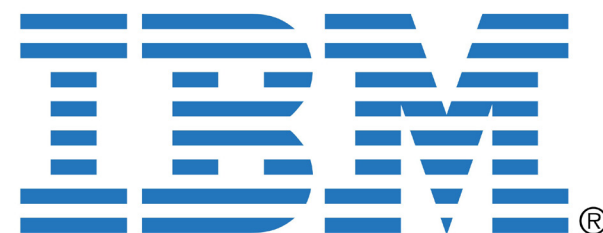
Working with IBM's existing logo at the time, Rand's first design was subtle. He replaced the font Beton with a similar but stronger-looking typeface called City, giving the letters "IBM" a more solid, grounded and balanced appearance. Rand also played with the shape of the letterforms, lengthening the serifs, and made the stacked squares in the letter "B" larger.

In 1972, he finally introduced stripes to the logo to establish a better sense of unity and to suggest speed and dynamism. In the bottom left, two parallel lines form a sign of equality.

In 1985, Steve Jobs, (after resigning from Apple) decided to push forward in the computer industry and formed Next Comput-ers. At the suggestion of one of his employees, Jobs contacted Paul Rand about doing the company's logo, and there began one of Rand's masterpieces.

Step by step, Rand worked through basic concepts that suggested a streamlined but whimsical approach to icon design. From the use of a lowercase "e", which breaks up a field of otherwise blocky capitals, to the 28-de-gree angle of the logo – originally appearing only on the envelope of the presentation book.

In 1985, Steve Jobs, (after resigning from Apple) decided to push forward in the computer industry and formed Next Comput-ers. At the suggestion of one of his employees, Jobs contacted Paul Rand about doing the company's logo, and there began one of Rand's masterpieces.

Step by step, Rand worked through basic concepts that suggested a streamlined but whimsical approach to icon design. From the use of a lowercase "e", which breaks up a field of otherwise blocky capitals, to the 28-de-gree angle of the logo – originally appearing only on the envelope of the presentation book.

UL
ND

# Sources

# Biograpghy

-Bigman, Alex.

"4 Principles by Paul Rand That May Surprise You - Designer Blog." 99designs, 99designs, 14 Mar. 2018, 99designs.com/blog/famous-design/4-principles-by-paul-rand-that-may-surprise-you/.

-Miller, Eric.

"Graphic Designer Paul Rand and His Influence on Modern Design." Lifewire, Lifewire, 17 Apr. 2019, www.lifewire.com/profile-of-graphic-designer-paul-rand-1697482.

-"Paul Rand: Biography, Designs and Facts." Famous Graphic Designers, www.famousgraphicdesigners.org/paul-rand.

-Smith, Joshua B.

"Paul Rand Timeline." Joshuabradley - Personal Network, 11 Mar. 2013, cargocollective.com/joshuabradley/following/joshuabradley/Paul-Rand-Timeline.

-"Who Was Paul Rand? Everything You Need to Know." Childhood, Life Achievements & Timeline, www.thefamous-people.com/profiles/paul-rand-5053.php.
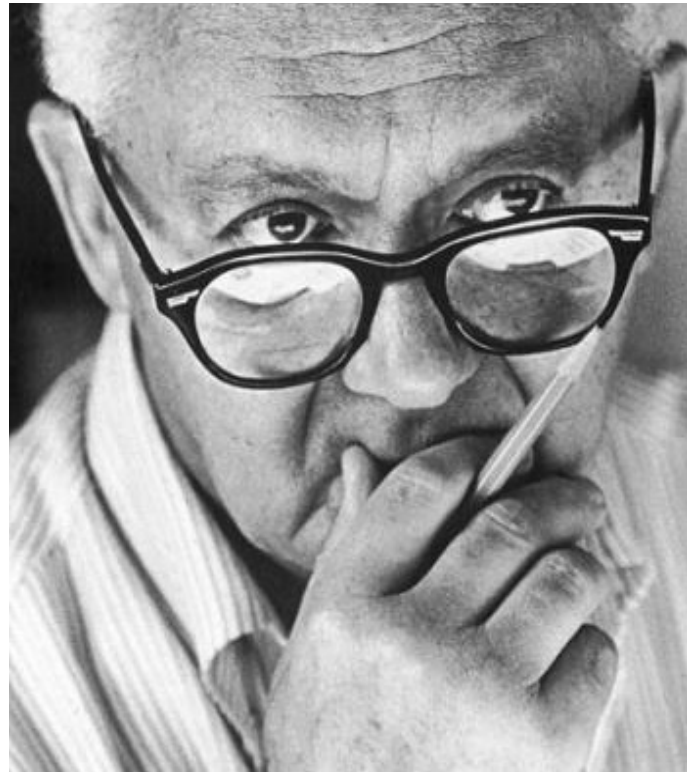
Paul Rand was an eminent twentieth century American graphic designer and art director. He was the pioneer of iconic corporate logo designs for major firms, including IBM, ABC, Morningstar, Inc., NeXT Computer, Yale University and Enron. He was an avid practitioner of Swiss Style of graphic designing in American advertising industry.

Subsequently, Rand began his career as a part-time stock image creator for a syndicate. Soon his class assignments and part-time job rendered him to assemble a distinguished portfolio. His work was highly influenced by Sachplakat, the German advertising style and Gustav Jensen's works. During this time he also decided to cloak his Jewish origin by shortening and modernizing his name Peretz Rosenbaum as Paul Rand.

Moreover, Rand's graphic genius is also evident from his collaboration with the technology giant, Steve Jobs, on the NeXT Computer corporate identity project. The logo containing a simple two-dimensional black box presenting the four-letter company's name manifested a visual harmony. Steve Jobs admired Rand's graphic creativity and called him "the greatest living graphic designer." Besides art direction, he taught at Yale University, as a Professor of Graphic Design. Additionally, he wrote several crucial works on design such as Design, Form and Chaos, Thoughts on Design and Design and the Play Instinct. In his final years he recorded his memoirs and focused on designing. At the age of 82, Paul Rand died of cancer in 1996 and was interred at Beth El Cemetery.