\*\*\* information I’ve learned, reworded from memory

\*\*\*. My own words and ideas

\*\*\* info that has been reworded or something that needs a reference.

Paula Scher / Natasha Jen / Giorgia Lupi [Female Pentagram partners]

Title/question

How have the female Pentagram partners contributed to Pentagram and the design world?

What is the meaning of text?

Introduction:

Explain how you interpret the question?

What issues or topics am I going to explore?

What will be my focus?

What will your essay show?

Pentagram has been an extremely influential collaborative studio, incorporating a diverse range of disciplines and bringing to light some incredible female designers who are a part of that journey. This is a chance to look specifically at the work and contributions that they have made to the development and collective work of Pentagram. Looking at how their designs have influenced and changed the world today and what information or history has influenced the way they process the world and information. An effort to show their legacy.

The main body : a development of the issues.

In each paragraph the reader is asking you to explain:

* What is this paragraph about?
* What is your argument, if any, on this?
* What is your evidence? What does this mean?
* How does it link with the essay title?
* How does it link with the topic in the next paragraph?

Only focus on legibility when the content is eligible.

Section 1:

**Paula Scher**

The first designer we look at is Paula Scher, A specialist in Typography, working with and guiding her team to create designs for theatre, museum,

"Designing the logo isn't the hard job, it's persuading a million people to use it"

Paula Scher

Section2:

**Natasha Jen**

**Paragraph 1, who she is and where is she placed herself?**

Jen is a graphic designer and a partner of Pentagram. She has been an important contributor to the world of design through her ability to transition between media genres with ease. This allows her to positively contribute to the development of Pentagram and actively engage with the design community. Jens list of collaborations are impressive, as expressed by ‘the Design Indaba’. “The Design Indaba 2018 speaker has collaborated with Nike, the Guggenheim Museum, Google, Puma and MIT Architecture among many others.”

Integrated within her individual process of designing, she references a vast array of cultural and historical influence, also paying tribute to technological developments. Such as? With this constrained focus she is able to apply herself within various areas of design, such as:

“brand identities, environmental design, multi-scale exhibitions, signage systems, print, motion and interactive graphics, created in collaborations with universities and professional organizations, museums and galleries, and retail and fashion brands.”

- <https://www.pentagram.com/about/natasha-jen>

**Education**

“Eager to pass her acumen to the next crop of young creatives, Jen has served as Board of Directors of the New York Chapter of the [American Institute of Graphic Arts](https://www.aiga.org/) from 2014 to 2017. She is a faculty member at the School of Visual Arts BFA Graphic Design Program and is a guest critic at [Harvard Graduate School of Design](http://www.gsd.harvard.edu/), [Yale University School of Art](https://www.designindaba.com/articles/creative-work/art.yale.edu/), [Cooper Union](https://www.designindaba.com/articles/creative-work/cooper.edu/), [Rhode Island School of Design](http://www.risd.edu/), and [Maryland Institute College of Art](https://www.mica.edu/). “

<https://www.designindaba.com/articles/creative-work/natasha-jen-power-being-critical-thinker-design-world>

“It’s about making things tangible and understandable” - Natasha Jen

Natasha Jen: Design Thinking is Bullsh\*t – Youtube - <https://www.youtube.com/watch?v=V8gjDsW3lsY>

Jen started to look into and research the idea of design thinking as this was something she couldn’t fully understand. The more she looked into it the more outrageous it appeared to her. She states that,

‘When you only use one medium as the only outlet it creates problems. Design needs a lot of information and research.’ - Natasha Jen

Natasha Jen: Design Thinking is Bullsh\*t – Youtube - <https://www.youtube.com/watch?v=V8gjDsW3lsY>

Jen then goes on to talk about the notion of design thinking being too simplified.

IdeoU course was published and the idea of design thinking had spiked.

**Paragraph 2 – what has she done**

**Paragraph 3 – how has this impacted**

Evidence – use companies and clients quotes or reviews on her work as well as public opinions, newspapers, articles etc.

What does this vidence mean?

How does this information link with the essay title.

Section 3:

**Georgia Lupi**

A conclusion

* Don’t introduce any new material here.
* Summarise your ideas/argument (You might also have done this in your introduction.)
* Restate what you consider to be the main points.
* Make it clear why those conclusions are important and significant.
* In your last sentence, link the conclusion or recommendations back to the title.

References:

* Author (date) Title. Town; Publisher
* Page numbers
* In alphabetical order with author’s Surname.