Read and Answer the questions below:

Paul Rand (1914–1996)

If you've ever watched ABC-TV or walked through the appliance section of a department store, you've seen the work of Paul Rand. Known for his visual playfulness, risk-taking, and use of collage and montage, Rand made corporate identity one of his specialties, creating timeless logos for ABC, IBM, Westinghouse, and many other distinguished clients.

Rand was born in Brooklyn, New York, and studied at Pratt Institute, Parsons School of Design, and the Art Students League. He made a name for himself very early: in his twenties he was designing covers and interiors for New York fashion magazines, while also serving as art director of an advertising agency.

"A logo is more important than a painting . . . because a zillion people see the logo and it affects what they do." —Paul Rand

Fine art, especially the work of Henri Matisse, Paul Klee, and Vassily Kandinsky, inspired Rand. He is said to be the first to suggest the "creative team" approach, assembling groups of designers to brainstorm and share ideas. According to other designers working in the 1950s, Rand opened the eyes of corporate leaders to the talents of graphic designers, giving the industry much greater stature than it had ever had before.

1. What 3 things was Paul Rand known for? _____

_____

2. Where was he born and what was one school he studied at? _____

_____

How would you describe the overall effect created by each of these logos? How has the logo changed over time? International Business Machines Corporation logo, 1924; 1947; Paul Rand, solid logo, 1956; Paul Rand, striped logo, 1972.

3. _____

_____

_____

Look carefully at these logos. The third from left is Paul Rand's work. How has the shield shape changed over the years? Left to right: UPS logo, 1919; UPS logo 1937; Paul Rand, UPS logo, 1961; UPS logo, 2003.
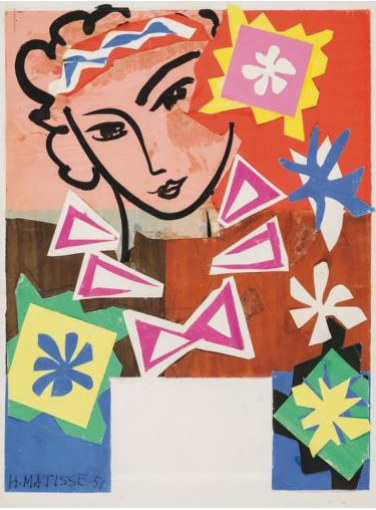
4. _____

_____

_____

5. Why do you think that UPS used a shield in their logo? _____

_____

_____

Corporate art directors assign slightly different logos for different uses. When might a dark background work best? Paul Rand, Westinghouse logos, 1960.

6. _____

_____

_____

Matisse   Klee   Kandinsky

7. Paul Rand was influenced by the art of the 3 artists above. What are 3 similarities in his artwork below that show their influence on him?

_____

_____

_____