

GRAPHIC DESIGN

Week 13 Options

San Serif Typography

Paula Scher

Aim: To study the artist's style and technique to help you further develop knowledge, understanding and skills using san serif typography.

Deadline: One week homework

Task: You are to produce an imaginative two A4 sides looking at the work of Paula Scher.

Week 13: As discussed in previous lessons, the next homework project will provide you with the opportunity to explore a style/movement, which you have successfully explored previously on the course, therefore completing another homework project in a similar style will play to each of your individual strengths.

Paula Scher has been making and breaking rules in the world of graphic design for the last four decades. She's collaborated with some of the world's most influential companies – think Windows, Bloomberg and Coca Cola – but also played a key role in the music industry, at one point turning out 150 record sleeves a year.

Paula Scher links

<https://www.behance.net/PaulaScher>

<https://www.itsnicethat.com/features/paula-scher-graphic-design-151117>

<https://99designs.co.uk/blog/famous-design/paula-scher-titan-of-postmodern-design/>

<https://www.pentagram.com/work/the-public-theater/story>

<https://www.posterhouse.org/paula-scher-living-legend/>

Task A – Research

Write 250 words (size 10pt) of biographical information on the influential designer Paula Scher and your analysis/thoughts on her style and techniques used. Include small thumbnail images of her designs. Present on tracing paper flap. Visit 'Guide to writing about designs' <https://online.godalming.ac.uk/mod/resource/view.php?id=70171>

Remember to use San Serif typefaces for Tasks B and C e.g. Helvetica, Impact, Franklin Gothic, Alternate Gothic etc.

Task B – (Side 1) Create 1 digital copy - Present the copy as part of side 1. Leave space on side 1 for some of your own versions (see Task C) (for reference images, visit the links above to see a broad range of her designs)

You are to create 1 copy of a Paula Scher typography design. You are to show the step by step process of how you created your copy. You could use 'screenshots' or the 'snipping tool' to show each stage of your process, clearly showing how you have created the copy. Include annotation to explain what you have done and how you have created the copy.

Task C – (Side 1 and 2) Create a series of your own versions, in the style of Paula Scher and present across side 1 and 2

(for reference images, visit the links above to see a broad range of their designs)

Fill Side 1 and Side 2 - you are to create a series of your own typography versions inspired by the work of Paula Scher. The theme for your designs will be about you as a designer, where you are from and your creative interests. For your own versions, you are to create at least 5 designs, using Adobe Illustrator and/or Photoshop – use a range of dimensions for your designs (small, medium, large) to fill the remaining space on side 1 and all of side 2.

Below are instructions on how to structure your analysis.

Analysis Tips

- Analyse the characteristics of the shapes and colours, for example; the bold, striking, dynamic...
- Discuss the moods and emotions this evokes...
- Ask yourself how you feel about the work, and what do you think the artist wants you to think/feel?
- Include quotes from the artist.

Phrases starting points

- I think the artist evokes a sense/ of... (energy/space) through the use of (bright/rhythmic/colours/shapes).
- For me, the key to this work is the....
- The use of strong bold colours of the shapes emphasises the...

Examples of Paula Scher designs (visit the links provided on first page of brief to see more of her designs):

EXCEPTIONAL SUPPORT FOR THE 1990-1996 SEASON HAS BEEN PROVIDED BY ESTHER T. MERTZ CHARITABLE TRUST.

95 96 SEASON

THE PUBLIC THEATRE

BRING IN 'DA NOISE, BRING IN 'DA FUNK

BY ELVIN CLIVER, BOB E. CARMS, AND GEORGE E. WOLFE

AND OTHER PLAYS

WASP BY MARY MURPHY

2 WOMEN BY ANDREA MARTIN & WABBA DOWIE

CHANG BY RAN DING DIRECTED BY MARCUS STERN

FRAGMENTS BY WILLIAM SHAKESPEARE DIRECTED BY ADRIAN RALL

KING LEAR BY WILLIAM SHAKESPEARE DIRECTED BY ADRIAN RALL

DANCING ON HER KNEES BY NICKI DRISCOLL DIRECTED BY BRADLEY A. DANIEL

VENUS BY TITILLIUS LINDI PAVONI DIRECTED BY ANDREW L. THORNTON

THE SKRIKER BY CAROL CHURCHILL DIRECTED BY MARK WING-SAVET

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IT

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YACON | The New York Times | Time Warner | Continental Airlines

SCHER

PAULA

SERIOUS VS SOLEMN

BE

THIS IS TIMELESS

OH NOTHING IS TIMELESS

PRIL 15TH

NOV 2ND

TH

7 PM

ROHILL

ARTS PERFORMING CENTER

Paula Scher studied at the Tyler School of Art in Philadelphia and began her graphic design career as a record cover art director at both Atlantic and CBS Records in the 1970s. In 1984 she co-founded Koppel & Scher, and in 1991 she joined Pentagram as a partner.

For More Information Call 314.516.4949

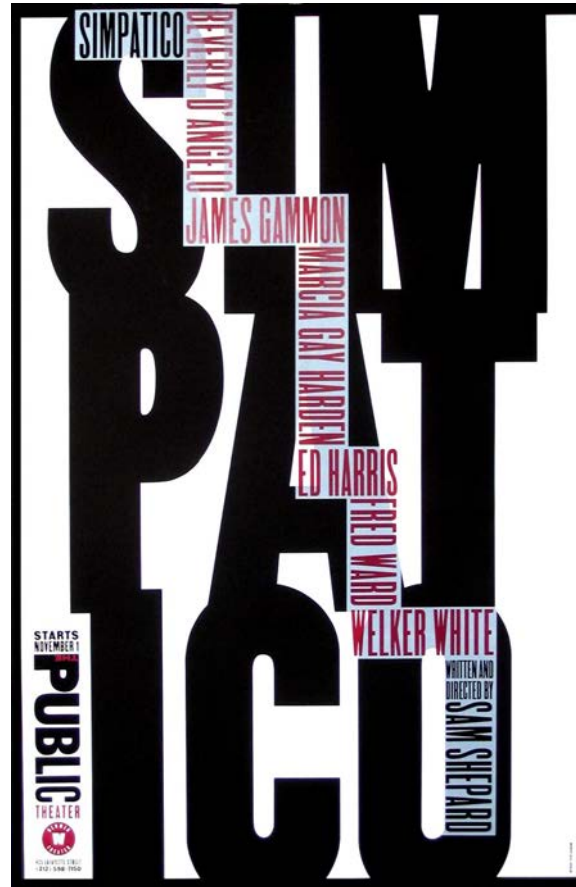
Examples of Paula Scher designs (visit the links provided on first page of brief to see more of her designs):

PUBLIC THE **WINTER'S TALE**
THE FORTRESS OF **SOLITUDE**
FATHER COMES HOME FROM THE **WARS**
WHITE MEN
HAMILTON
TOAST
THE **BENT**
BOTTOM

JOE'S PUB 44 CONSISTENTLY RAVED. **TOP** QUALITY BOOKING.
CABARET, GLOBALIST POP PREVALENT, LATE NIGHT HIP-HOP TOO, CLASSY INTERIOR, COMFY. **INTIMATE** SPACE 99
THE ONE THAT **MULTICULTURAL** VENUE IN NYC'S SOHO 99
44 JOE'S PUB HAS MADE EVERYONE FROM LADY GAGA TO LEONARD COHEN TO ALICIA KEYS FEEL LIKE **ROYALTY** 99
44 MY FAVORITE ROCK & ROLL VENUE **JOE'S PUB**
NEW YORK WHERE YOU GET ALL THE SWEAT & HEAT FROM THE PERFORMANCES. 99
RECORDED **DOWNTOWN** FEEL YOUR DRUM SOUL WITH COLLEGE 99
ECLECTIC ELEGANCE. AMAZING SIGHT LINES, GREAT ACOUSTICS & ADVENTUROUS BOOKING. 99

FROM THE PEOPLE WHO GIVE YOU SHAKESPEARE IN THE PARK **TICKET HOTLINE: (212) 598-7150**
PUBLIC **THE BLADE** TO THE HEAT **PEOPLE** THE SOME **DIVA** IS DISMISSED
SIMPATICO THE PETRIFIED PRINCE **HIM** THE MERCHANT OF VENICE
A LANGUAGE OF THEIR OWN **SILENCE, CUNNING, EXILE**
DANCING ON MOONLIGHT **DOG OPERA**
THEATER PLAY INFO: SEE OTHER SIDE

Examples of Paula Scher designs (visit the links provided on first page of brief to see more of her designs):



Examples of Paula Scher tasks:

Artist copy:
 To recreate this artist's work I first had to get the uncopyable sections of the poster. To start with I took the original poster into Photoshop and worked on removing the text until I had the original face for the background (1&2). From there I took the image back into illustrator, matched the background colour and worked on creating and adding the text (3&4). I used several different tools to change the perspective and style of the text when trying to match the font on the poster. I enjoyed working with Photoshop to remove the text as it was quite a challenge and I like the outcome that I got.

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 -Inside of 24 hours, rescheduling fee is \$20/person

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 -Access to the grounds at Liberty and Ellis Island
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