

# Make it Bigger



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An outspoken voice in the world of graphic design, Paula Scher has developed a reputation for her bold, modern graphics and her incisive, sometimes stinging, critiques of the design profession. In this work, Scher reveals her thoughts on design practice, drawing on her own experiences as one of the leading designers in the USA. It can also be used as an instructive guide for all those who navigate the difficult path between clients, employees, corporate structures, artists and design professionals. The volume also provides a survey of Scher's work, from her designs as art director at Columbia Records, to her identity for New York's Public Theater, to her work for the "New York Times", Herman Miller, and the American Museum of Natural History's Rose Center planetarium.

作者介绍:

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标签

绘画美学

评论

看paula写自己的早年打工经历挺有意思的，好像是面对面发牢骚一样简单直白。虽然我在visual上面没有太多的认同，但可以确定paula是一个清醒的智慧型选手。2002年出版的读物能够搞成80年代，90年代初的印刷品质还真是费了功夫的。

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书评

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