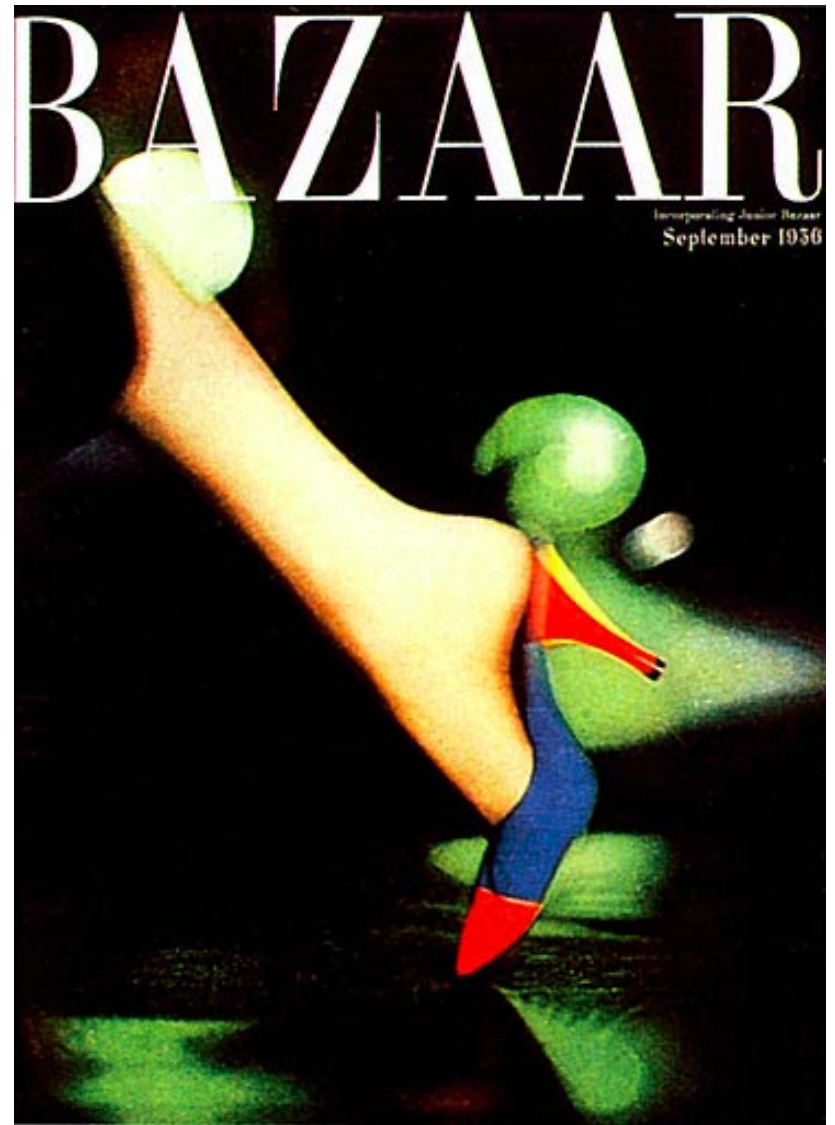
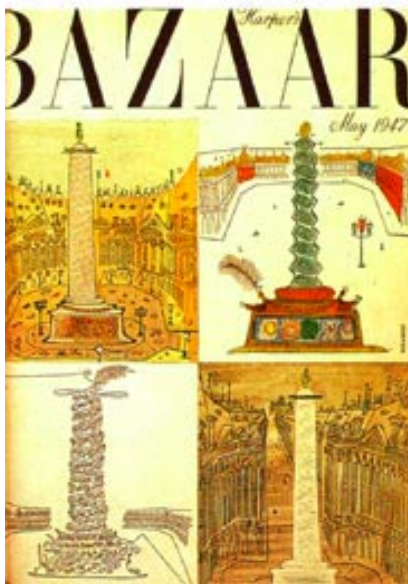


AMERICAN
DESIGN
NEW YORK
SCHOOL









Graphic design which fulfils aesthetic needs, complies with the laws of form and the experience of two-dimensional space which speaks in harmonics, semi-circles, and geometry, which abstracts, translates, rotates, dilates, repeats, mirrors, grows, and regresses is not good design if it is irrelevant.

Graphic design which evokes the symmetry of Vitruvius, the dynamic symmetry of Mondrian, the asymmetry of Munchausen, which is a good result, generated by intuition or by computer, by invention or by a system of coordinates is not good design if it does not communicate.

Paul Rand


**Paul Rand
at the MIT
Media Laboratory**

November 14, 1999
10 am to 11:30 am

Bartol Theater
Weaver Building, lower level
20 Ames St., Cambridge



*The
Graphic art
of
Paul Rand*

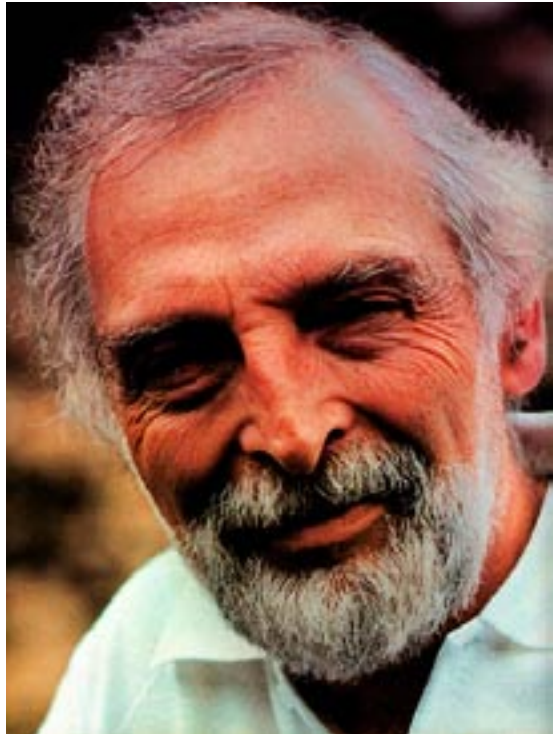


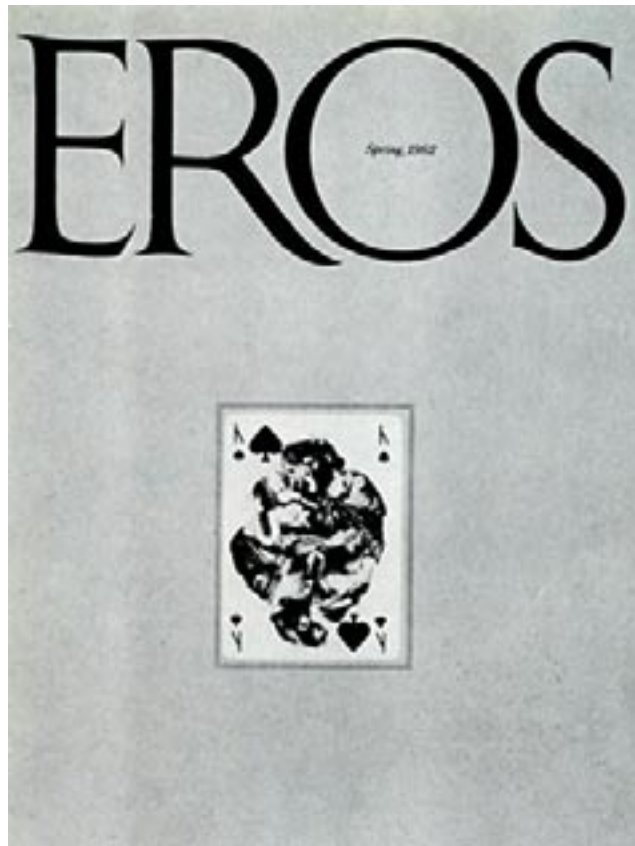


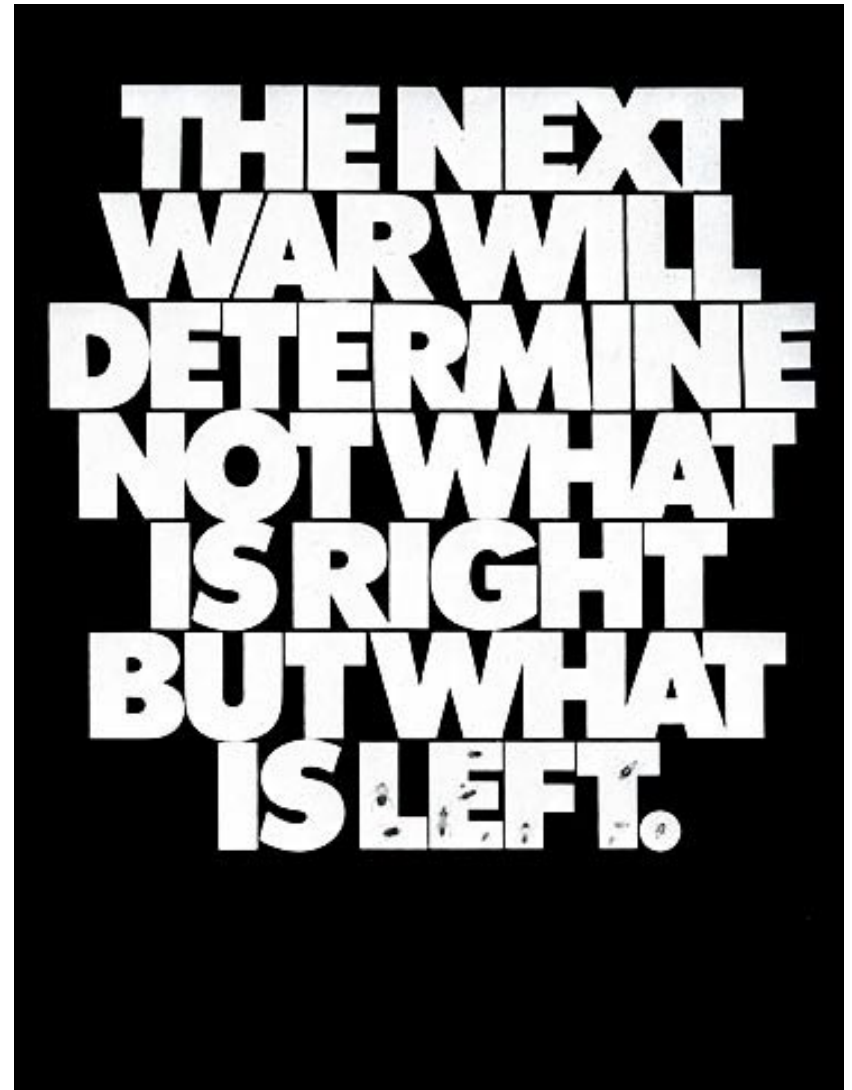
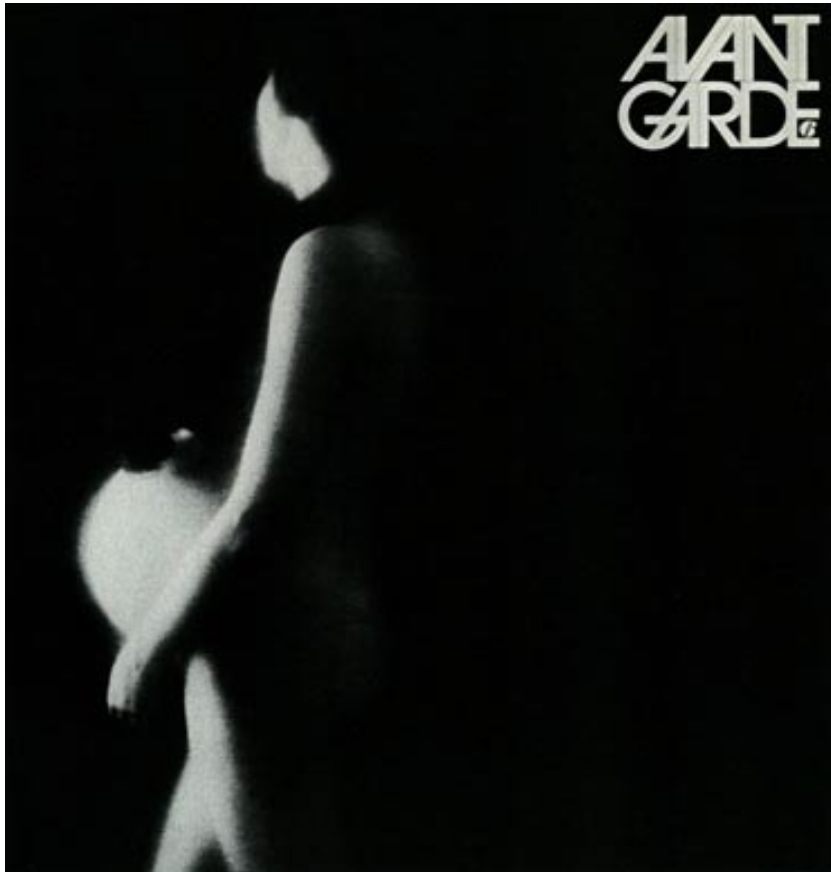










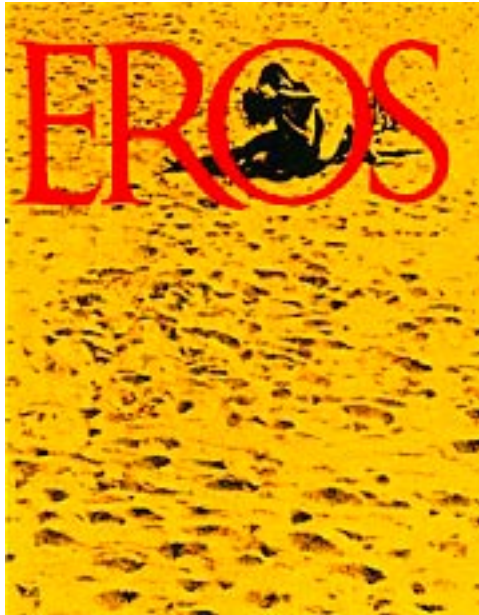


MARRIAGE

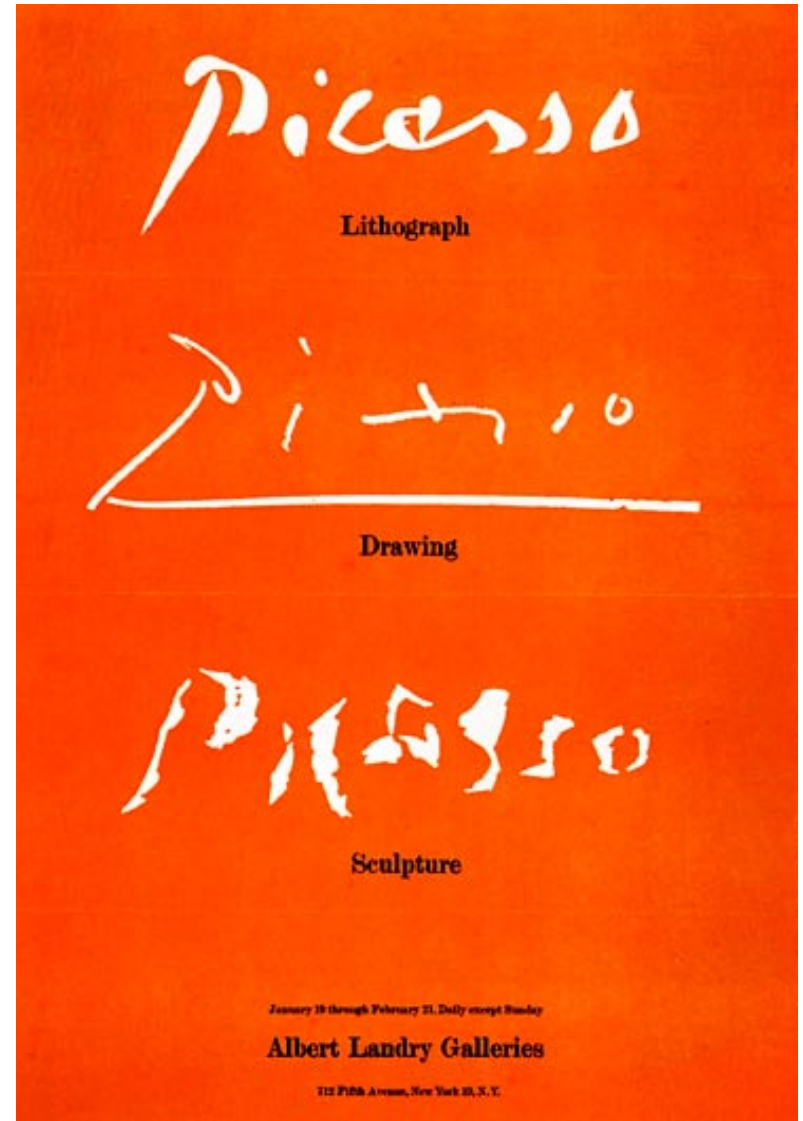
MOTHER
CHILD

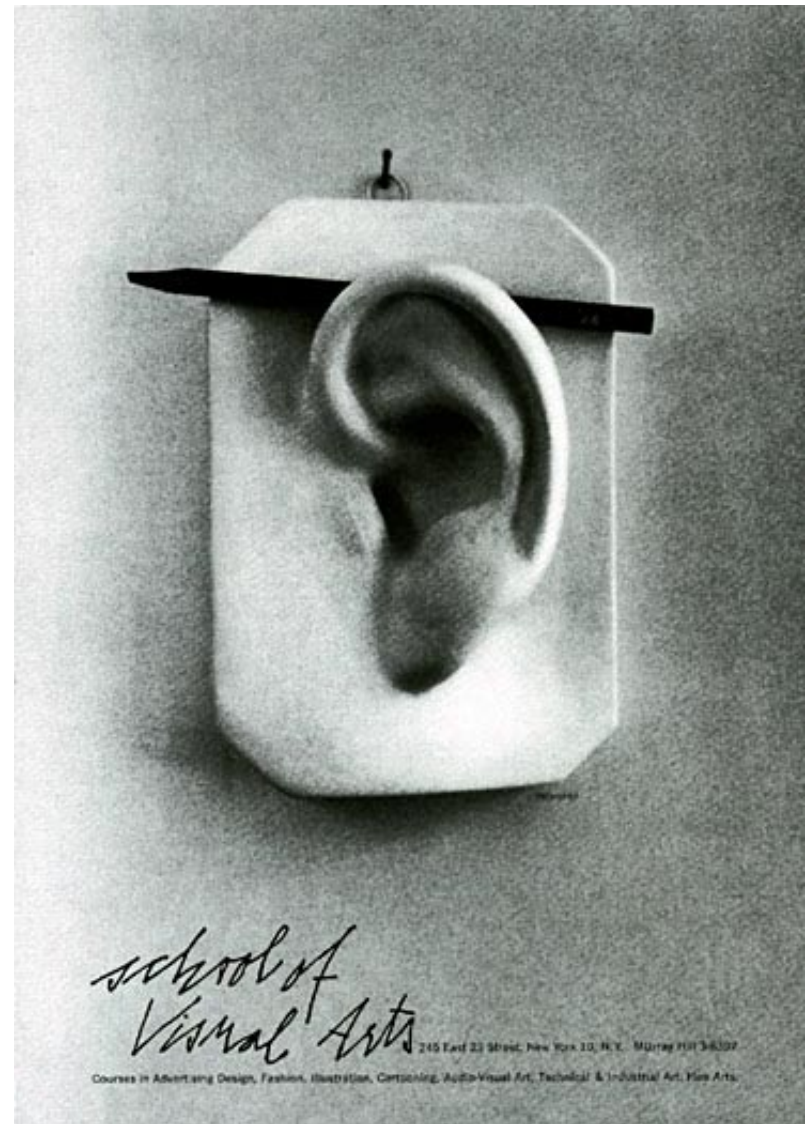
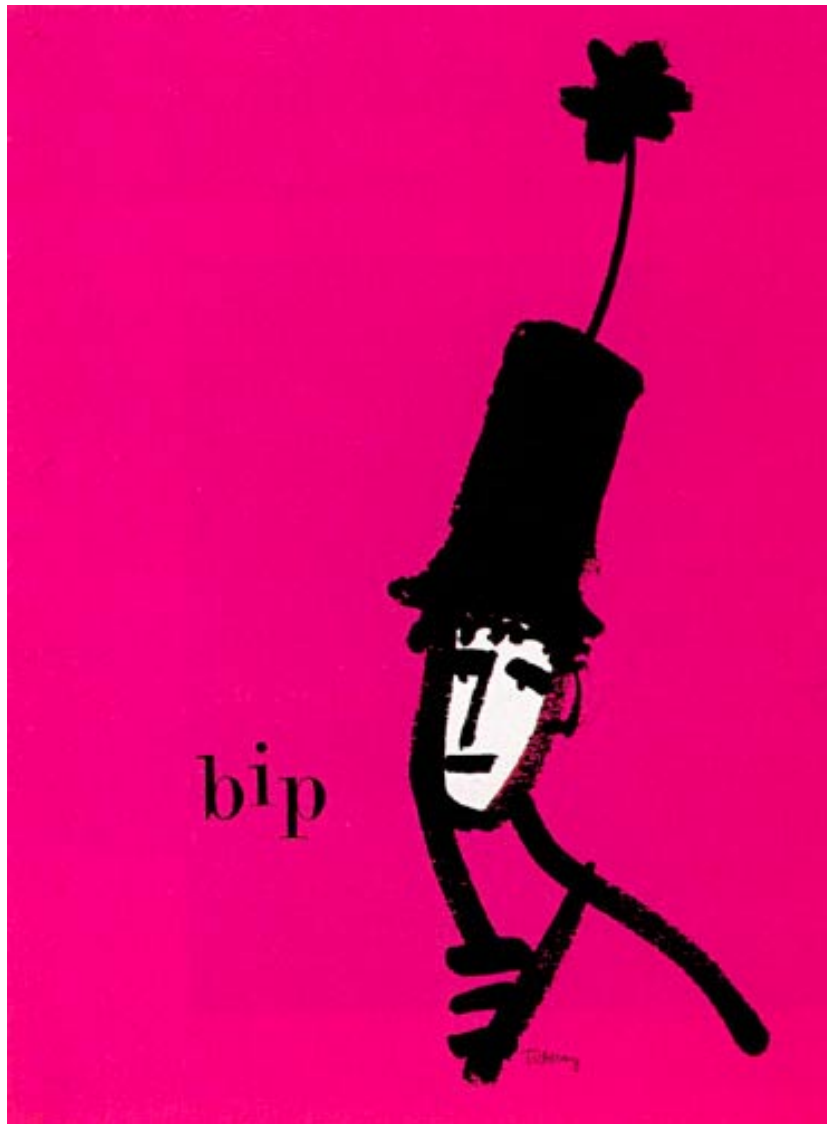
Families
A READER'S DIGEST
PUBLICATION

26
good
reasons
to use
Lubalin
Graph
Book









George Tscherny



