

Paul Rand: A Designer`s Art

By Mr. Paul Rand

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Paul Rand was one of the world's leading graphic designers. Here he describes his work with the same precision, economy and passion that he displays in his graphic designs, seeking to help us to understand the nature of his relationships with his clients, his audience and his art.

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Editorial Review

About the Author
Paul Rand was one of the world's leading graphic designers. Honored by prestigious awards from many professional and academic groups, he was the first recipient of the Florence Prize for Visual Communication in 1987. He is the author of many books, the most recent of which are Design, Form, and Chaos and From Lascaux to Brooklyn, both published by Yale University Press.

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