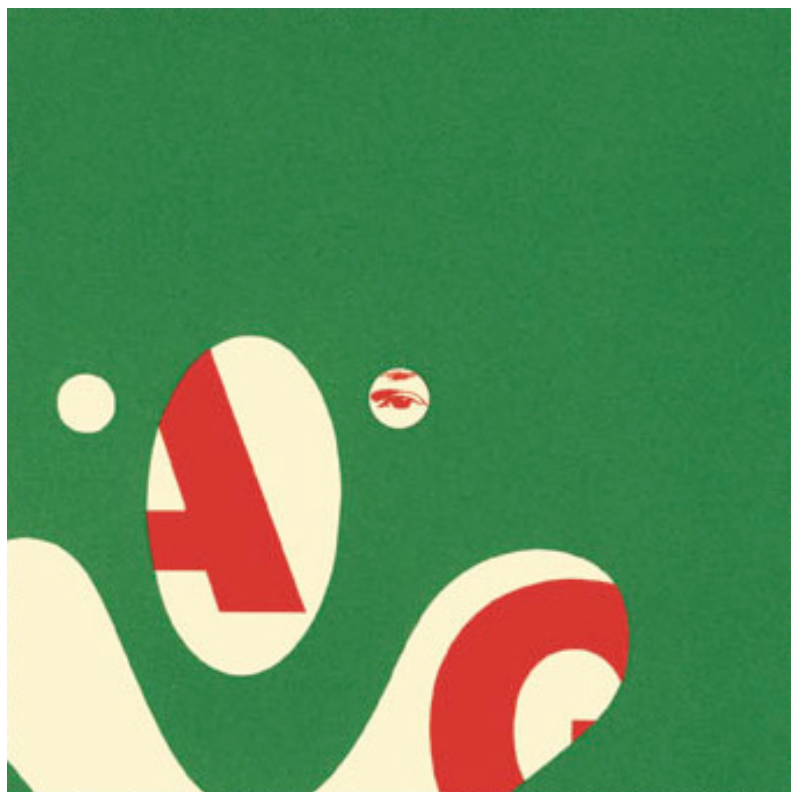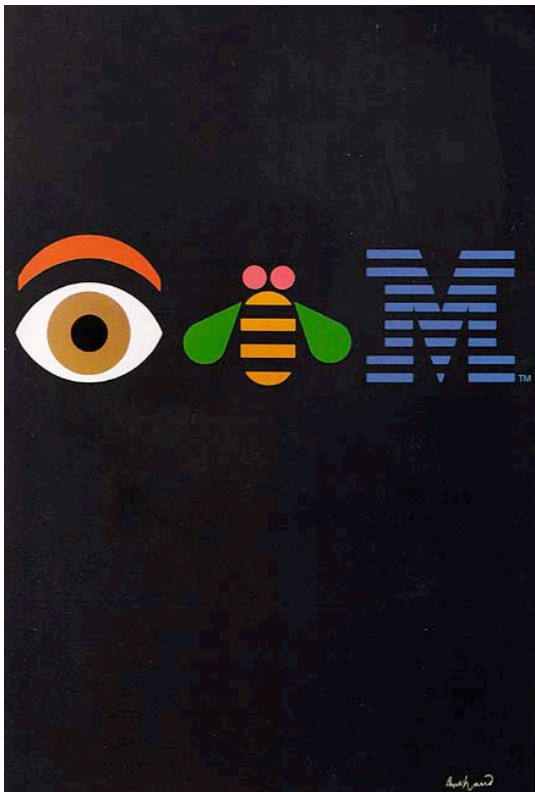# Influential Graphic Designers

Paul Rand Biography(August 15, 1914 – November 26, 1996) was an American graphic designer, best known for his corporate logo designs, including the logos for IBM, UPS, Enron, Westinghouse, ABC, and Steve Jobs's NeXT. He was one of the originators of the Swiss Style of graphic design.
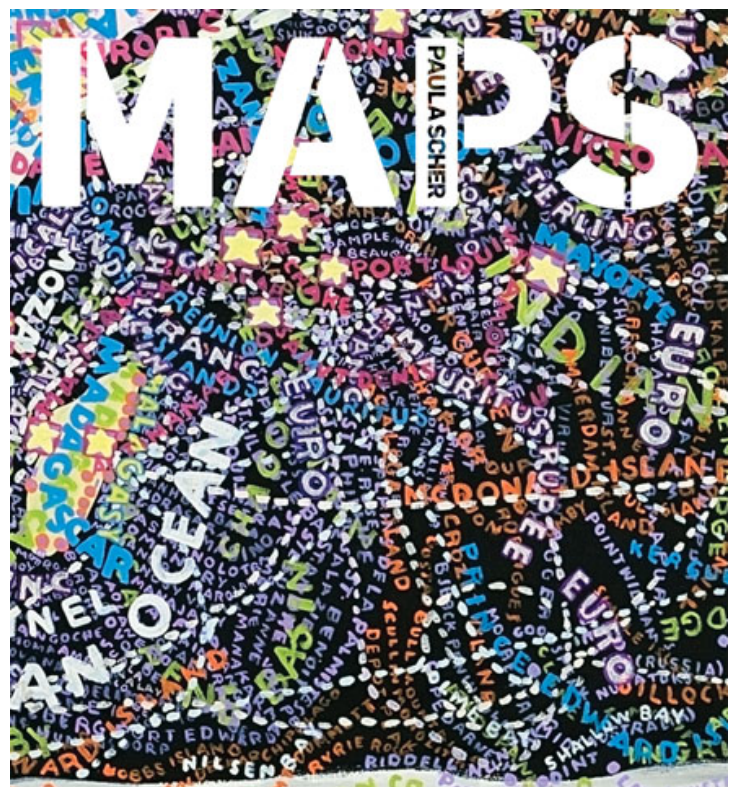Rand was educated at the Pratt Institute (1929–1932), Parsons The New School for Design (1932–33), and the Art Students League (1933–1934). From 1956 to 1969, and beginning again in 1974, Rand taught design at Yale University in New Haven, Connecticut. Rand was inducted into the New York Art Directors Club Hall of Fame in 1972.

Why I Like It = I like Paul's work because he makes is unusual and it really catches your eye.

Paula Scher Biography =(born October 6, 1948, Virginia) is an American graphic designer, illustrator, painter and art educator in design, and the first female principal at Pentagram, which she joined in 1991.[1]
She is the 16th recipient of the School of Visual Art's Masters Series Award and an exhibition of her work can be seen at the Visual Arts Museum & School of Visual Arts, which ties in with her book, Make it Bigger

Why I Like It = I really like Paula's photography because its so unusual and has so many shapes, sizes, and colours.

Woody Pirtle Biography = Established Pirtle Design in Dallas, Texas in 1978. Over the next 10 years, the firm created identity programs and marketing materials for Baylor University Medical Center, The Dallas Museum of Art, T.G.I. Friday's, Dallas Opera, Diamond Shamrock Corporation, National Gypsum, Centex Homes, Gerald D. Hines Interests, Simpson Paper Company and NCR, to name a few.

In 1988, Woody merged Pirtle Design with Pentagram, an international design consultancy founded in London in 1972, becoming a partner at their New York offices for the next 18 years while continuing to work with some of the firm's most prestigious clients. Between 1988 and 2005, Woody and the office of Pentagram produced work for Brown-Forman, Bacardi Global Brands, Flying Fish Brewing Company, Watch City Brewing Company, Murray's Cheese, Really Cool Foods, IBM, Champion International Corporation, Fine Line Features, The Rockefeller Foundation, Nine West, Northern Telecom, Knoll International, Wellesley College, Princeton University, Brooklyn Law School, and Amnesty International, plus many others. In 2005 Woody left Pentagram to re-establish Pirtle Design.

According to Pirtle's website, "Woody's work has been exhibited worldwide and is in the permanent collections of the Museum of Modern Art and Cooper-Hewitt Museum in New York, the Victoria & Albert Museum in London, the Neue Sammlung Museum in Munich, and the Zurich Poster Museum. He has taught at the School of Visual Arts, lectured extensively, is a member of the Alliance Graphique Internationale, and has served on the board of HOW magazine, Sustainable Hudson Valley, and the American Institute of Graphic Arts ("AIGA"). In October 2003, he was awarded the prestigious AIGA Medal for his career contribution to the design profession."

Why I Like It = Woody's photography is vert creative, he takes every day items and makes it into an image. Ex. he took a brush and incorporated the word "hair" into it.

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Trademark / Woody Pirtle (USA 1976)