



Design, Form, and Chaos

Mr. Paul Rand

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In this book Paul Rand said to be one of the world's leading graphic designers, speaks about the contemporary practice of graphic design, explaining the processes and passion that foster good design and indicting fadism and trendiness. Illustrating his ideas with examples of his own graphic work as well as with the work of artists he admires, Rand discusses such topics as: the values on which aesthetic judgements are based; the part played by intuition in good design; the proper relationship between management and designers; the place of market research; how and when to use computers in the production of a design; choosing a typeface; principles of book design; and the thought processes that lead to a final design. The centrepiece of the book consists of seven design portfolios - with working drawings and ultimate choices - that Rand used to present his logos to clients such as Next, The Limited and IBM.

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