

Personal Study Plan

Define the objective or focus of the essay:

Paula Scher made branding for the public theatre and has made a whole new image for the company as well as making them much more memorable and fit with the theme of New York instead of them having a regular classic theatre look. She did this over a thirty-year period and I am interested in how she has created such an iconic brand and how she has created a brand new look for them

The relationship between the practical work and the focus of the study:

In my practical work I'm going to be making branding for a travel company so I will investigate types of maps and different variations of typography that I can use for the website that my branding will be on.

Paula Scher is a graphic designer who makes branding and is most famous for the work she did with the public theatre. This connects with my project because she has done branding with big companies and given them a very memorable look and that is what im hoping to achieve with the branding I am creating

Sources to be used:

Books (at least THREE):

Websites:

Other sources:

"Paula Scher: Twenty-Five Years at the Public, A Love Story" – by Paula Scher "Paula Scher: Type is Image" – by Paula Scher "Paula Scher Maps" – by Paula Scher Found all books at waterstones	https://www.pentagram.com/about/paula-scher https://paulmcglade.github.io/paulascher/index.html https://www.madamearchitect.org/interviews/2020/7/16/paula-scher https://www.pentagram.com/news/paula-scher-maps	Paula Scher on creativity as a small defiant act of misbehaving – youtube video Abstract – Netflix documentary
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List the pieces of work that you will analyse in the study. Identify reasons for choosing these particular pieces and points that may be highlighted in the analysis. Mark the primary source/s with *

Name of piece:

Reasons for choice/Points to be raised:

"Bring in da noise bring in da funk" – 1995	Paula Scher made this poster for a production in 1995 and I like this one and want to take inspiration from it because it stands out and uses bold characters.
"maps: area codes and time zones"	I love the bright and saturated colours used aswell as the chaotic nature that surrounds the piece whilst still being able to work out what is going on with the piece
"25 years at the public	I like this piece because the contrasting black and white causes the wording to look as if it is coming off of the page.
Visit/s made/to be made:	
Possible conclusion/s to the study: Paula Scher changed the audience of the public theatre and made it much more iconic then it was before as well as giving them a much larger audience. I will aim to find out how Paula Scher creates such an iconic look for so many companies so I can do the same for mine.	