

# Creative Brief

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## Project Title: Paul Rand

### 1. Project Overview

The goal of my website is to create a narrative for Paul Rand's life and achievement as an incredibly influential designer of his time. I want to highlight the range of works he created from illustrative brand identities to clean corporate logos.

### 2. Resources

Wikipedia: [https://en.wikipedia.org/wiki/Paul\\_Rand](https://en.wikipedia.org/wiki/Paul_Rand) has a good amount of copy  
Rand's website <http://www.paul-rand.com/#> should also have some good copy but is a great collection of all his works.

### 3. Audience

Functionally I believe this website will be viewed by young designers in the industry, but I also want it to be enough of a narrative for a non designer to be interested and engaged.

Practically, this project will be viewed by instructors during final review and potential future employers on my portfolio site.

### 4. Message

I'd like the focus of the website to highlight the visuals of his work, specifically including many images to showcase the plethora of designs he's created.

### 5. Tone

The tone should be bold but simple, with a focus on style over emotion.

## 6. Visual Style

The goal is to highlight Rand's artwork above the site design, but potentially explore the art styles he was influenced by (see Plakatsil, <https://en.wikipedia.org/wiki/Plakatstil> and Swiss Style, [https://en.wikipedia.org/wiki/International\\_Typographic\\_Style](https://en.wikipedia.org/wiki/International_Typographic_Style))

If possible, I would like the "work" section of the website to have categories of Rand's work (logo design, identities, packaging, etc.)

For inspiration:

His current site <http://www.paul-rand.com/#>

*—good start but maybe make something very different so it's worth your time*

Molly Magnell's portfolio site <https://mollymagnell.myportfolio.com/about-molly>

*—very simple, good place to start but maybe with some styling*

Not sure what else to put in, he has a wide variety of artwork on his site I would look towards.



Geschäftsgrundsätze der Wanner-Gruppe

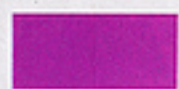
Wanner AG  
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