

Innovators in Graphic Design: Three American Greats

Bradbury Thompson

Paul Rand

Saul Bass

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Paul Rand (born Peretz Rosenbaum, 1914–1996) was a well-known graphic designer, best known for his corporate logo designs. He was one of the originators of the Swiss Style of graphic design in America. He was also an educator, teaching at Yale University. He designed many posters and corporate identities, including the logos for IBM, UPS and ABC.

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I believe an avid interest in type necessarily includes a zest for everyday life.

Bradbury Thompson (1911–1995) was truly a master of almost every aspect of the design profession. He was an art director for *Mademoiselle* magazine, designed books, pushed the boundaries of conventional typography and taught design at Yale University. He designed more than 60 issues of *Westvaco Inspirations* for the Westvaco Paper Corporation. His designs reached thousands of designers, printers and typographers.

**The School of the Art Institute
of Chicago**

**6 pm
April 8, 2012**

COLUMBUS AUDITORIUM, 280 SOUTH COLUMBUS DRIVE

Heaney Series 5

TYPESIZE
10.15.20

WEIGHT

AXIS
VERTICAL

ALIGNMENT
LEFT

FREE PUBLIC LECTURE

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