



She changed the graphic design and typography game with her work with 'Bring in da noise, bring in da funk' posters.

She explained the importance of thinking outside of the box and pushing boundaries.

She pushed the boundaries of type like never before.

CNN

The Public in NYC

She has worked for huge brands.

NYC Ballet

A key figure in the design industry.

Known as the queen of graphic design.

At the time she began it was a very male dominated industry.

Paula Scher

She learned to illustrate with type

At lot of Paula's work done in the late 70's is now referred to as being part of the postmodern movement.

She began designing in 1970

She did a lot of experimentation with early modernist type and image

She wanted to deconstruct modernist demands of clean and neutral designs.

