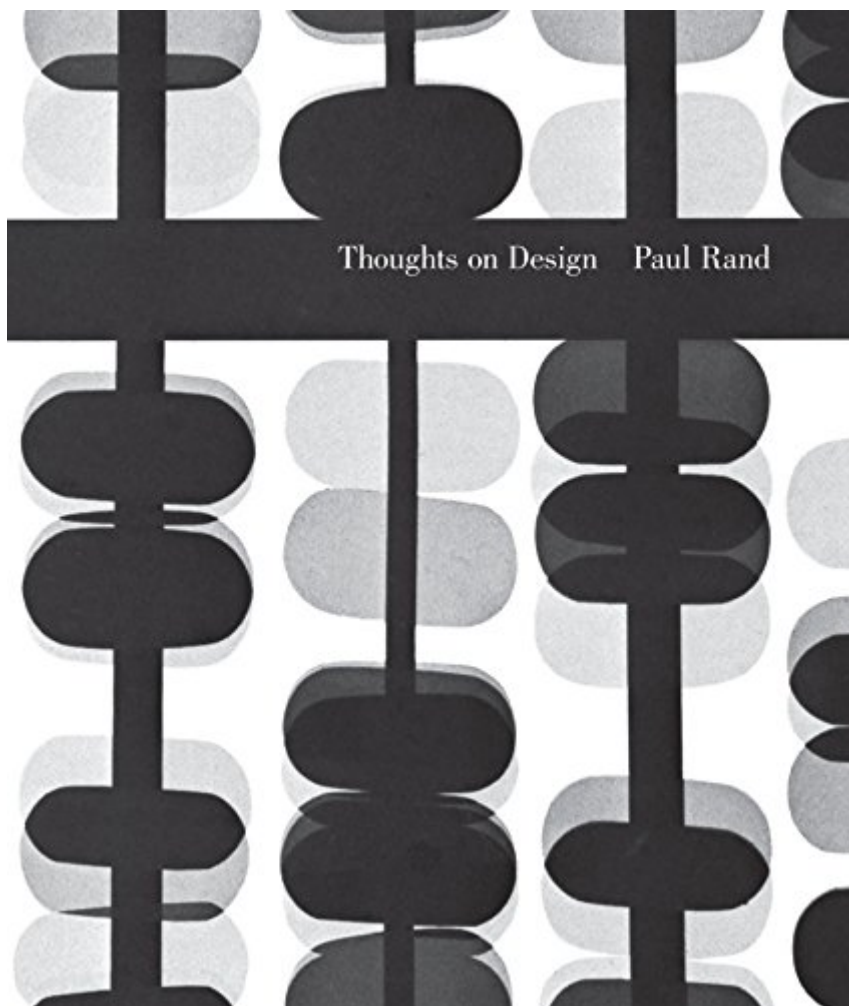


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# Thoughts On Design



## Synopsis

One of the seminal texts of graphic design, Paul Rand's *Thoughts on Design* is now available for the first time since the 1970s. Writing at the height of his career, Rand articulated in his slender volume the pioneering vision that all design should seamlessly integrate form and function. This facsimile edition preserves Rand's original 1947 essay with the adjustments he made to its text and imagery for a revised printing in 1970, and adds only an informative and inspiring new foreword by design luminary Michael Bierut. As relevant today as it was when first published, this classic treatise is an indispensable addition to the library of every designer.

## Book Information

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## Customer Reviews

This is a nice reproduction. The comments by others on changing the book from its original size and the contents seem to not understand that this is a reproduction of the original book as it originally was printed. Changing the design and interior would not then be a reproduction. Color printing was and is expensive, hence the black and white images. I am glad this book has been made available again. Though I wish it had been done many years ago before I bought a used version from the last

printing.

This book is a case study in how not to do a 'revival'. A blemish on the art and discipline of Graphic Design. **QUALITY:** The copy received is in mint condition, but note:- The paper stock is lightweight and cheap.- The images blurry and the imprint hazy.- The register lacking in definition. This is a shoddy product. Period. Those familiar with Rand's three publications, published by Yale University Press:- Paul Rand: A Designer's Art- Design, Form and Chaos,- From Lascaux to Brooklyn. shall gape, at the divergences. There is in analog publishing, such a standard, known as quality. One that Paul Rand would consider integral to his work. Without good reproduction, the message is distorted and lost. Something, that purveyors and designers in the digital realm, are increasingly unmindful of. **SIZE AND FORMAT:** It shouldn't have been an onerous imposition on the publisher, to align the book's size with Paul Rand's three works. The illustrations should have been updated for color and resolution. Almost all examples in Thoughts on Design, are available in color in the titles by Yale, and in Steven Heller's excellent compilation. (If the four works by Paul Rand aren't accessible, Mr. Heller's Rand anthology, is a worthy consolation, companion and reference. But it is not a substitute.) A disc of animation and hi-resolution images of Rand's work, videos of his working methods and interviews, would have made the reworked edition of Thoughts on Design, a great fourth title. Instead, the publisher has merely delivered the equivalent of photocopied pages within covers. **MISSED OPPORTUNITY:** Printing technology has advanced much since the 1970s, when the previous edition of Thoughts on Design, was last in print. Therefore, this was a golden opportunity for Chronicle and to honor Paul Rand, by upgrading Thoughts on Design as a volume in sync with Paul Rand's three titles. For now, unfortunately, this is the only accessible / affordable edition of Thoughts on Design. Incorporating the above suggestions and enhancements, would have yielded an edition, which even at twice the price of the current travesty, deserving of the shelves of designers and Rand's legions of admirers. In hindsight, perhaps it's not too late for Yale to publish the upgraded Thoughts on Design, and seal the gap forever. I hope someone at Yale and the Paul Rand estate is reading this.

Fun, interesting, classic.

This is a nice book that would make for a great gift. I do wish it were a bit larger. But happy with my purchase.

This is a great book for reference of practices in graphic design. I have read it before, but could not clearly grasp the meaning till after I have had more practice in the field.

More of a pamphlet than book, but that could be a feature in today's busy world. Few tidbits of gold with a bit of dross.

Paul Rand was amazing, and there is so much to learn from him if you're seeking a career in graphic design.

Solid advice, but a very short book.

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