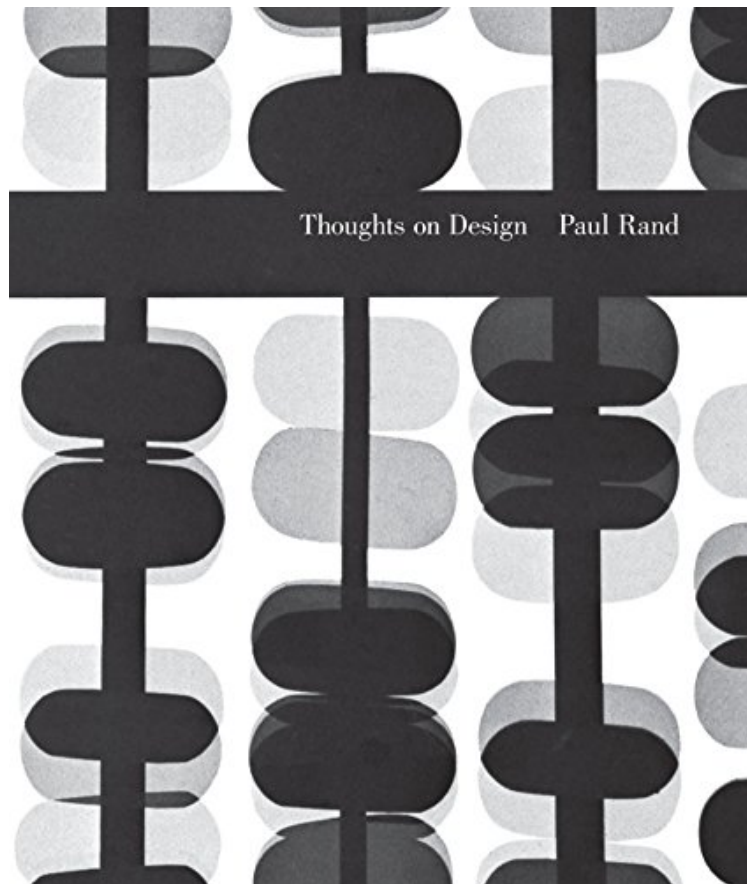


## Thoughts on Design

*Paul Rand*

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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.

"One impressive thing about Rand's book to me was always how much he was able to say about the nature of good design in 96 short pages (with the majority of those pages reproductions of his work). He was a master at arriving at designs that boiled down the essence of the intended messages, be it an advertisement or a corporate identity, and he similarly renders out the heart of basic design philosophy in this book." - BoingBoingAbout the AuthorMichael Bierut is a partner at Pentagram Design's New York office, and a recipient of the prestigious AIGA Medal. Paul Rand (1914ndash;1996) is widely recognized as one of the major influences in the history of graphic design.