

# **Paula Scher Make It Bigger|pdfahelvetica b font size 12 format**

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**Paula Scher: Great design is serious (not solemn)** by TED 12 years ago 21 minutes 165,911 views <http://www.ted.com/> , Paula Scher , looks back at a life in design (she's done album covers, , books , , the Citibank logo ...) and pinpoints ...

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OnCreativity talks with design legend , Paula Scher ,  
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