

Paula Scher Make It Bigger

Presents advice on creating quality design work using repeatable process that solves visual communications issues.

Tiré du site Internet d'Amazon.com: "Just as film, art, music, and literature have the power to move people, Stefan Sagmeister's innovative work shows that graphic design, too, can cut to the emotional quick. His desire is to transform stale thinking, and "Sagmeister : made you look" does just that. Compelling, honest, and intensely personal, "Made you look" covers 20 years of Sagmeister's graphic design. With a text by design historian Peter Hall and annotated with Sagmeister's own writing, the book features images from the studio archive, as well as specific influences and reference points for his projects and ideas. Fully illustrated with a red PVC slipcase and silver-gilded pages, this monograph is a compilation of practically all the work Sagmeister and his studio ever designed up to 2001, even the bad stuff."

Whether musing about the creative process, the merits of failure and criticism, or the challenges of keeping the studio lights on, designers make good, and opinionated, copy. The Designer Says, the follow-up to our best-selling The Architect Says, is a compendium of quotations from more than one hundred of history's leading practitioners. Quotes are paired on page spreads like guests at a dinner party. A designer from the nineteenth century might sit next to one working today or two contemporary designers may strike up a conversation. Listen in as they compliment, provoke, and one-up each other in this lively volume of insights.

This book explores the diverse voices and disciplines that comprise the process of graphic design through the lens of authorship, criticism, projects, and collaborations. It includes essays, interviews, diagrams, annotations, illustrated lectures and case studies from Michael Rock and contributors such as Susan Sellers, Georgie Stout, Rem Koolhaas, Mark Wigley, Paul Elliman, Enrique Walker, Rick Poynor and Lucia Allais among many others. Multiple Signatures examines all aspects of contemporary visual culture from branding and authorship to urban screens, conspiracy theory and t-shirt design.

A playbook for creative thinking, created for contemporary students and practitioners working across the fields of graphic design, product design, service design and user experience. Design is Storytelling is a guide to thinking and making created for contemporary students and practitioners working across the fields of graphic design, product design, service design, and user experience. By grounding narrative concepts in fresh, concrete examples and demonstrations, this compelling book provides designers with tools and insights for shaping behaviour and engaging users. Compact, relevant and richly illustrated, the book is written with a sense of humour and a respect for the reader's time and intelligence. Design is Storytelling unpacks the elements of narrative into a fun and useful toolkit, bringing together principles from literary criticism, narratology, cognitive science, semiotics, phenomenology and critical theory to show how visual communication mobilizes instinctive biological processes as well as social norms and conventions. The book uses 250 illustrations to actively engage readers in the process of looking and understanding. This lively book shows how designers can use the principles of storytelling and visual thinking to create beautiful, surprising and effective outcomes. Although the book is full of practical advice for designers, it will also appeal to people more broadly involved in branding, marketing, business and communication.

A comprehensive guide to graphic design and print.

Seventy-nine Short Essays on Design brings together the best of designer Michael Bierut's critical writing—serious or humorous, flattering or biting, but always on the mark. Bierut is widely considered the finest observer on design writing today. Covering topics as diverse as Twyla

Tharp and ITC Garamond, Bierut's intelligent and accessible texts pull design culture into crisp focus. He touches on classics, like Massimo Vignelli and the cover of *The Catcher in the Rye*, as well as newcomers, like McSweeney's *Quarterly Concern* and color-coded terrorism alert levels. Along the way Nabakov's *Pale Fire*; Eero Saarinen; the paper clip; *Celebration, Florida*; the planet Saturn; the ClearRx pill bottle; and paper architecture all fall under his pen. His experience as a design practitioner informs his writing and gives it truth. In *Seventy-nine Short Essays on Design*, designers and nondesigners alike can share and revel in his insights.

Protégé of design legend Massimo Vignelli and partner in the New York office of the international design firm Pentagram, Michael Bierut has had one of the most varied careers of any living graphic designer. The projects he presents in this book illustrate the breadth of activity that graphic design encompasses today, his goal being to demonstrate not a single ideology, but the enthusiastically eclectic approach that has been a hallmark of his career. Each project is told in Bierut's own entertaining voice and shown through historic images, preliminary drawings (including full-size reproductions of the notebooks he has maintained for over thirty-five years), working models and rejected alternatives, as well as the finished work. Along the way, he provides insights into the creative process, his working life, his relationship with clients, and the struggles that any design professional faces in bringing innovative ideas to the world today. This revised and expanded edition of Bierut's bestselling monograph features new projects for major clients, such as Mastercard and The Poetry Foundation. Inspiring, informative and authoritative, *How to...* is a bible of graphic design ideas.

In the early 1990s, celebrated graphic designer Paula Scher (*Make It Bigger*, 2002) began painting maps of the world as she sees it. The larger her canvases grew, the more expressionistic her geographical visions became. Displaying a powerful command of image and type, Scher brilliantly transformed the surface area of our world. Paintings as tall as twelve feet depict continents, countries, and cities swirling in torrents of information and undulating with colorful layers of hand-painted boundary lines, place-names, and provocative cultural commentary. Collected here for the first time, *Paula Scher MAPS* presents thirty-nine of Scher's obsessively detailed, highly personal creations.

A larger-than-life figure in the design community with a client list to match, Paula Scher turned her first major project as a partner at Pentagram into a formative twenty-five-year relationship with the Public Theater in New York. This behind-the-scenes account of the relationship between Scher and "the Public," as it's affectionately known, chronicles over two decades of brand and identity development and an evolving creative process in a unique "autobiography of graphic design."

Shares forty-six tips for achieving creative brilliance in any professional field, discussing how to innovate, work, learn, and matter. A practical guide for compiling a portfolio offers examples and assignments for newspaper design, retail design, book jackets, political posters, record packages, magazine design, and promotional design

This book takes you on a journey where no writer has ever taken you before. Author Valerie Kirschenbaum not only dreams of a Renaissance "the likes of which the world has never seen", she gives you the actual blueprint. In warm and intimate prose, she shows you how and why we will experience this Renaissance in our lifetime. Responding to the recent National Endowment for the

Arts survey, which documented a precipitous, 20-year decline in America's reading habits, she presents an electrifying new solution for captivating a generation of readers reared on television, movies and music videos. With 860 gorgeous, full colour images from ancient Egypt, Greece, Rome, Maya, India, China, Japan, Tibet, and medieval Europe (many never seen by an American audience), Kirschenbaum provides what world renowned graphic designer Milton Glaser described as "the visual history of the universe and its relationship to writing." She combines the breathtaking beauty of illuminated manuscripts with today's latest technologies to create a scintillating multisensory experience.

Make It Bigger Princeton Architectural Press

"What would happen if Harry met Sally in the age of Tinder and Snapchat? . . . A field guide to Millennial dating in New York City" (New York Daily News). When New York-based graphic designers and long-time friends Timothy Goodman and Jessica Walsh found themselves single at the same time, they decided to try an experiment. The old adage says that it takes 40 days to change a habit—could the same be said for love? So they agreed to date each other for 40 days, record their experiences in questionnaires, photographs, videos, texts, and artworks, and post the material on a website they would create for this purpose. What began as a small experiment between two friends became an Internet sensation, drawing 5 million unique (and obsessed) visitors from around the globe to their site and their story. *40 Days of Dating: An Experiment* is a beautifully designed, expanded look at the experiment and the results, including a great deal of material that never made it onto the site, such as who they were as friends and individuals before the 40 days and who they have become since.

An intimate glimpse into the professional and romantic relationship between Harriet Pattison and the renowned architect Louis Kahn On a winter day in 1953, a mysterious man in a sheepskin coat stood out to Harriet Pattison, then a theater student at Yale. She would later learn he was the architect Louis Kahn (1901–1974). This chance encounter served as preamble to a fifteen-year romance, with Pattison becoming the architect's closest confidante, his intellectual partner, and the mother of his only son. Here for the first time, Pattison recounts their passionate and sometimes searing relationship. Married and twenty-seven years her senior, Kahn sent her scores of letters—many from far-flung places—until his untimely death. This book weaves together Pattison's own story with letters, postcards, telegrams, drawings, and photographs that reveal Kahn's inner life and his architectural thought process, including new insight into some of his greatest works, both built and unbuilt. What emerges is at once a poignant love story and a vivid portrait of a young woman striving to raise a family while forging an artistic path in the shadow of her famous partner.

Milton Glaser has designed more than 500 posters. Some, like his 1967 Bob Dylan poster for Columbia Records, are icons; others, like the series celebrating "I [heart] New York," evoke his best-known works. *Milton Glaser Posters* includes more than 400 of them, with Glaser's own commentary describing his intentions and inspiration. It is a delight for the art lover, an education in visual storytelling, and a journey through the cultural life of half a century, all rolled into one compact, intense book.

Across the realms of multimedia production, information design, web development, and usability, certain truisms are apparent.

Like an Art of War for design, this slim volume contains guidance, inspiration, and reassurance for all those who labor with the user in mind. If you work on the web, in print, or in film or video, this book can help. If you know someone working on the creative arena, this makes a great gift. Funny, too.

The best letterhead designs from 1915 to 1950.

Living in harmony with your neighbor isn't always easy, but it's doubly difficult if you're a bear living in a New York City brownstone, getting ready to hibernate, and the kangaroos' tap dancing upstairs and Miss Cat's piano playing reverberate through the walls and floors. But Miss Cat has her own complaint: the cooking smells from the pigs downstairs. Happily, the wise owl landlord rearranges everybody so they can live in peace. This warm and funny story, slightly revised from the 1972 original, shows the young reader that you can learn to respect and live with others who are different from you.

Five hundred of the most iconic graphic designs of all time, from the beginnings of mechanical reproduction to the present The process of visual communication and problem-solving through the use of typography, space, image, and colour informs the way we connect across languages and cultures. Derived from the acclaimed Phaidon Archive of Graphic Design, this fascinating compendium celebrates the long, rich history of graphic design, from the first sample of movable type and the Nuremberg Chronicle of the fifteenth century to the cutting-edge magazines, posters, and ephemera of today. Compiled and written by a global team of experts, this book is international in its scope and appeal.

A chunky, distinctive object of brilliant design in and of itself, Stylepedia is the first handy, cross-referenced desk guide to the kaleidoscope that is modern design. In hundreds of illustrated entries, Heller and Fili, the award-winning authors of Euro Deco and numerous other popular design titles, survey the designers, schools, and movements that comprise the practice today as well as take a fascinating glimpse back at some of the seminal early leaders. From the first Santa Claus to appear on a Coca-Cola bottle to the increasingly ubiquitous camouflage tee shirt, iconic everyday items of yesterday and today provide valuable inspiration to designers and design aficionados. As quirky as it is useful and positively packed with lavish color illustrations, this designer's design compendium is the only one of its kind.

Louis I. Kahn: The Nordic Latitudes is a new and personal reading of the architecture, teachings, and legacy of Louis I. Kahn from Per Olaf Fjeld's perspective as a former student. The book explores Kahn's life and work, offering a unique take on one of the twentieth century's most important architects. Kahn's Nordic and European ties are emphasized in this study that also covers his early childhood in Estonia, his travels, and his relationships with other architects, including the Norwegian architect Arne Korsmo. The authors have gathered personal reflections, archival material, and other student work to offer insight into the wisdom that Kahn imparted to his students in his famous masterclass. Louis I. Kahn: The Nordic Latitudes addresses Kahn's legacy both personally and in terms of the profession, documents a research trip the University of Pennsylvania's Louis I. Kahn Collection, and confronts the affiliation of Kahn's work with postmodernism. This book serves as an introduction to the key elements of good design. Broken into sections covering the fundamental elements of design, key works by acclaimed designers serve to illustrate technical points and encourage readers to try out new ideas. Themes covered include narrative, colour, illusion, ornament, simplicity, and wit and humour. The result is an instantly accessible and easy to understand guide to graphic design using professional techniques.

In the early 1990s, celebrated graphic designer Paula Scher (*Make It Bigger*, 2002) began painting maps of the world as she sees it. The larger her canvases grew, the more expressionistic her geographical visions became. Displaying a powerful command of image and type, Scher brilliantly transformed the surface area of our world. Paintings as tall as twelve feet depict continents, countries, and cities swirling in torrents of information and undulating with colorful layers of hand-painted boundary lines, place-names, and provocative cultural commentary. Collected here for the first time, *Paula Scher MAPS* presents thirty-nine of Scher's obsessively detailed, highly personal creations. Noted author Simon Winchester (*The Map That Changed the World*) introduces the book.

Unlike other dry business books, this refreshing, straightforward guide from *Logo Design Love* author and international designer David Airey answers the questions all designers have when first starting out on their own. In fact, the book was inspired by the many questions David receives every day from the more than 600,000 designers who visit his three blogs (*Logo Design Love*, *Identity Designed*, and *DavidAirey.com*) each month. How do I find new clients? How much should I charge for my design work? When should I say no to a client? How do I handle difficult clients? What should I be sure to include in my contracts? David's readers—a passionate and vocal group—regularly ask him these questions and many more on how to launch and run their own design careers. With this book, David finally answers their pressing questions with anecdotes, case studies, and sound advice garnered from his own experience as well as those of such well-known designers as Ivan Chermayeff, Jerry Kuyper, Maggie Macnab, Eric Karjaluo, and Von Glitschka. Designers just starting out on their own will find this book invaluable in succeeding in today's hyper-networked, global economy.

The book examines the graphic design profession primarily through the lens of the business community it serves. The author draws from over three decades of design experience to provide readers with a firsthand account of the creative process, that is, advancing good ideas and personal vision within the corporate cultures and organizational dynamics that are predisposed to resist them. A focus on the collaboration necessary to bring design ideas to life sets this book apart from others in the genre.

This book offers a rare chance to read what graphic designers feel about their education and profession. Fifty influential designers give the low-down about their student days and their professional lives. A piece of their college work is shown alongside an example of current work. Each designer also offers a key piece of advice and a warning, making this a must-read for anyone embarking on a career in design. The book looks at the process a designer goes through in finding their 'voice'. Topics addressed include how ideas are researched and developed; design and other cultural influences, then and now; positive and negative aspects of working as a designer; motivations for becoming a designer; and whether it's really possible to teach design. Contributors include Stefan Sagmeister, James Goggin, Karlssonwilker, Studio Dumbar, Cornel Windlin, Daniel Eatock, Spin, Hyperkit and Christian Küsters.

Graphic Design Theory is organized in three sections: "Creating the Field" traces the evolution of graphic design over the course of the early 1900s, including influential avant-garde ideas of futurism, constructivism, and the Bauhaus; "Building on Success" covers the mid- to late twentieth century and considers the International Style, modernism, and postmodernism; and "Mapping the Future" opens at the end of the last century and includes current discussions on legibility, social responsibility, and new media. Striking color images illustrate each of the movements discussed and demonstrate the ongoing relationship between theory and practice. A brief commentary prefaces each text, providing a cultural and historical framework through which the work can be evaluated. Authors include such influential designers as Herbert Bayer, L'szlo Moholy-Nagy, Karl Gerstner, Katherine McCoy,

Michael Rock, Lev Manovich, Ellen Lupton, and Lorraine Wild. Additional features include a timeline, glossary, and bibliography for further reading. A must-have survey for graduate and undergraduate courses in design history, theory, and contemporary issues, *Graphic Design Theory* invites designers and interested readers of all levels to plunge into the world of design discourse. Designers are used to working for clients, but there is nothing better than when the client is oneself. Graphic and product designers, who are skilled with the tools and masters aesthetics, are now in the forefront of this growing entrepreneur movement. Whether personal or collective, drive is the common denominator of all entrepreneurial pursuit; of course, then comes the brilliant idea; and finally the fervent wherewithal to make and market the result. *The Design Entrepreneur* is the first book to survey this new field and showcase the innovators who are creating everything from books to furniture, clothes to magazines, plates to surfboards, and more. Through case studies with designers like Dave Eggers, Maira Kalman, Charles Spencer Anderson, Seymour Chwast, Jet Mous, Nicholas Callaway, Jordi Duró, and over thirty more from the United States and Europe, this book explores the whys, hows, and wherefores of the conception and production processes. The design entrepreneur must take the leap away from the safety of the traditional designer role into the precarious territory where the public decides what works and what doesn't. This is the book that shows how that is accomplished.

Bibliographic: 100 Classic Graphic Design Books is a compilation of the best design books of the last 100 years. It covers a huge range of material historic titles from pioneering type foundries to the best of recent monographs from today's leading studios and provides a unique insight into the evolution of graphic design in the twentieth century.

Now in its second edition, this wide-ranging, seminal text offers an accessible account of the history of graphic design from the nineteenth century to the present day. Organized chronologically, the book makes an important critical contribution to the subject by presenting graphic design and typography as deeply embedded in the fabric of society in every era. This distinctive approach enables Stephen Eskilson to discuss the evolution of graphic design in light of prevailing political, social, military and economic conditions, as well as nationalism and gender. After surveying typography from Gutenberg to Bodoni, he traces the impact of the Industrial Revolution and the influence of Art Nouveau and the Arts and Craft movements on the graphic arts. In the richly contextualised chapters that follow, he chronicles the history of the early twentieth-century modernist design styles, the wartime politicization of American and Soviet regional styles, the Bauhaus, the rise of the International Style in the 1950s/1960s, and the post-modern movement of the 1970s/1980s right through to the challenges facing the world's designers today. This second edition has been carefully reviewed and updated to best reflect contemporary scholarship. In addition to 75 new colour images, there is a revised final chapter that includes an up-to-date survey of the wealth of aesthetic, conceptual and technical developments in graphic design over the last few years.

A stunningly designed review of the greatest album cover designs, spanning the classic period from the 1950s to the 1970s, *Album Cover Album* first hit the bestseller charts in 1977. This led to the release of six follow-up hits, inspired a host of imitations, and generated a long-playing sub-genre in art and design publishing. *Album Cover Album* is edited and compiled by two designers

