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How to Think Like a Great Graphic Designer

We all know we're not supposed to judge books by their covers, but the truth is that we do just that nearly every time we walk into a bookstore or pull a book off a tightly packed shelf. It's really not something we should be ashamed about, for it reinforces something we sincerely believe: design matters. At its best, book cover design is an art that transcends the publisher's commercial imperative to reflect both an author's ideas and contemporary cultural values in a vital, intelligent, and beautiful way. In this groundbreaking and lavishly illustrated history, authors Ned Drew and Paul Sternberger establish American book cover design as a tradition of sophisticated, visual excellence that has put shape to our literary landscape. By Its Cover traces the story of the American book cover from its inception as a means of utilitarian protection for the book to its current status as an elaborately produced form of communication art. It is, at once, the intertwined story of American graphic design and American literature, and features the work of such legendary figures as Rockwell Kent, E. McKnight Kauffer, Paul Rand, Alvin Lustig, Rudy deHarak, and Roy Kuhlman along with more recent and contemporary innovators including Push Pin Studios, Chermayeff & Geismar, Karen Goldberg, Chip Kidd, and John Gall.

Design Issues

Grid Systems

Choice

Conceived by AIGA in conjunction with renowned San Francisco-based designer Jennifer Sterling, 365 serves up essays that contextualize the ever-changing shape of contemporary graphic design, including a text that critiques the New Minimalism movement for its conflation of consumerism and spirituality, and a defense of the printed book in the face of the Digital Age. In addition, AIGA's 2000 Gold Medallists, Scott and Laurie Malkela, Michael Vanderbyl and Fred Seibert, are profiled in insightful biographical essays and retrospective portfolios. The year's stunning plastic-encased volume is sure to become a design object collector's item. Scott and Laurie Makela, a husband-and-wife team of designer/educators, have worked at the bleeding edge of graphics and technology for the past 10 years, creating high-octane visuals for such projects as Michael Jackson's *Scream* video, David Fincher's *Fight Club* and advertising campaigns for Reebok and Rossignol. Until Scott's untimely death last year, the Makelas co-chaired the 2-D graphics program at the Cranbrook Academy of Art. Michael Vanderbyl has gained international prominence in the design fields as a practitioner, educator, critic and advocate. Since being established in San Francisco in 1973, his firm has evolved into a multidisciplinary studio with expertise in graphics, packaging, signage, interiors, showrooms, retail spaces, furniture, textiles and fashion apparel. Fred Seibert has masterminded visual identities for such TV juggernauts as MTV, Nickelodeon, Hanna Barbera and the Cartoon Network. With his rock and roll sensibility and flawless timing, Seibert has influenced the looks and feel of television broadcast graphics over the past 20 years.

Now You See It and Other Essays on Design

Each year, AIGA celebrates the best design work of the previous twelve months through two prestigious competitions. Widely recognized as the most discerning statement on design excellence today, these competitions extend a legacy that began nearly 100 years ago. The "365: AIGA Annual Design Competition" recognizes exciting new work in communication design, including packaging, branding, advertising, corporate communication, typography and illustration and entertainment. The "AIGA 50 Books/50 Covers" competition reviews the best-designed books and book covers. 365: AIGA Year in Design 29 is the sourcebook for the 2008 winners of both. Selected by a distinguished jury of professional designers, featured works become part of the AIGA Design Archives and traveling exhibitions which debut at the AIGA National Design Center in New York. This book is a must-have for anyone interested in keeping up with today's most outstanding design and designers. AIGA, the professional association for design, is the oldest and largest membership organization for design. AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force. AIGA now represents more than 22,000 design professionals, educators and students through national activities and local programs developed by 63 chapters and 240 student groups.

Exploring Networks of Relations in the Graphic Design Profession

365 - AIGA Year in Design 23

Although grid systems are the foundation for almost all typographic design, they are often associated with rigid, formulaic solutions. However, the belief that all great design is nonetheless based on grid systems (even if only subverted ones) suggests that few designers truly understand the complexities and potential riches of grid composition.

By Its Cover

Dutch sea captain Douwe Van der Meer describes his travels throughout Europe in the 1700s with his pet rhinoceros, Clara, who was the first rhinoceros that many Europeans had ever seen.

AIGA Graphic Design USA: 8

Amy Sillman: Works on Paper

365

The Best of Cover Design

Profiles twenty domestic and international designers from both large and small firms, highlighting approximately ten to fifteen projects for each designer.

Design New York 2004

Interiors

Design makes a tremendous impact on the produced world in terms of usability, resources, understanding, and priorities. What we produce, how we serve customers and other stakeholders, and even how we understand how the world works is all affected by the design of models and solutions. Designers have an unprecedented opportunity to use their skills to make meaningful, sustainable change in the world—if they know how to focus their skills, time, and agendas. In *Design is the Problem: The Future of Design Must be Sustainable*, Nathan Shedroff examines how the endemic culture of design often creates unsustainable solutions, and shows how designers can bake sustainability into their design processes in order to produce more sustainable solutions.

Really Good Logos Explained

"365" is the American Institute of Graphic Art's annual presentation of the best in American design, featuring cutting-edge projects selected by a jury of preeminent

designers and design critics from a year of design activity in the U.S. This year's awards are divided into a suite of 13 narrowly focused, independently judged competitions, including typographic design, illustration, editorial design, environmental graphic design, design for film and television, experience design, brand and identity systems design, and--the competition dearest to our own hearts--book design: 50 books/50 covers. Conceived by AIGA in conjunction with award-winning Houston-based Rigsby Design, who've put together a charming, refreshingly straightforward, McSweeney-esque package, this year's version of "365" includes 13 short essays by top design critics that contextualize the ever changing landscape of contemporary graphic design. In addition, AIGA's 2002 medalists, Robert Brownjohn and Christopher Pullman, are profiled in insightful biographical essays and retrospective portfolios. All artwork is reproduced in color and accompanied by detailed captions listing the designers, illustrators, photographers, typographers, printers, and others involved in the creation and production of the year's notable designs. Jurors' comments and statements about the design process help to further elucidate the featured projects.

Graphic Design, Referenced

365: Aiga Year in Design 24

Take a peek inside the heads of some of the world's greatest living graphic designers. How do they think, how do they connect to others, what special skills do they have? In honest and revealing interviews, nineteen designers, including Stefan Sagmeister, Michael Beirut, David Carson, and Milton Glaser, share their approaches, processes, opinions, and thoughts about their work with noted brand designer Debbie Millman. The internet radio talk host of Design Matters, Millman persuades the greatest graphic designers of our time to speak frankly and openly about their work. How to Think Like a Great Graphic Designer offers a rare opportunity to observe and understand the giants of the industry. Designers interviewed include: —Milton Glaser —Stefan Sagmeister —David Carson —Paula Scher —Abbott Miler —Lucille Tenazas —Paul Sahre —Emily Oberman and Bonnie Siegler —Chip Kidd —James Victore —Carin Goldberg —Michael Bierut —Seymour Chwast —Jessica Helfand and William Drenttel —Steff Geissbuhler —John Maeda Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Step-by-step Graphics

You can't judge a book by its cover, or so the saying goes. We beg to differ. Each of us is exposed to several thousand messages a day. To be successful, covers not

only have to stand out amongst all the clutter, but they also need to make an instant connection with viewers. Designing covers isn't an easy task. It's a minefield of requirements, constraints, and subjective opinions, oftentimes resulting in what we like to call the "design-by-committee pit of despair." Make the logo bigger. The CEO's daughter doesn't like orange; change it. The sales team begins art directing. Welcome to the land of mediocrity. We've all been there, and it requires ninja-like skills to traverse and emerge in one piece. Despite the challenges, some covers clearly rise to the top. You can't help but pick up the magazine, open the brochure, or buy the book. They draw you in through their cleverness, simplicity, or boldness. These are the covers contained herein. Of the more than 2,000 covers received, the authors had the dubious task of selecting about 350 to be featured in *The Best of Cover Design*. The chosen covers were selected based on their initial visual impact and effectiveness in conveying the message within. It is an inspiration feast for the eyes.

ID

The bestselling graphic design reference, updated for the digital age Meggs' *History of Graphic Design* is the industry's unparalleled, award-winning reference. With over 1,400 high-quality images throughout, this visually stunning text guides you through a saga of artistic innovators, breakthrough technologies, and groundbreaking developments that define the graphic design field. The initial publication of this book was heralded as a publishing landmark, and author Philip B. Meggs is credited with significantly shaping the academic field of graphic design. Meggs presents compelling, comprehensive information enclosed in an exquisite visual format. The text includes classic topics such as the invention of writing and alphabets, the origins of printing and typography, and the advent of postmodern design. This new sixth edition has also been updated to provide: The latest key developments in web, multimedia, and interactive design Expanded coverage of design in Asia and the Middle East Emerging design trends and technologies Timelines framed in a broader historical context to help you better understand the evolution of contemporary graphic design Extensive ancillary materials including an instructor's manual, expanded image identification banks, flashcards, and quizzes You can't master a field without knowing the history. Meggs' *History of Graphic Design* presents an all-inclusive, visually spectacular arrangement of graphic design knowledge for students and professionals. Learn the milestones, developments, and pioneers of the trade so that you can shape the future.

Masters of Design

Graphic Design Rules

"Design is a way to engage with real content, real experience," writes celebrated essayist Michael Bierut in this follow-up to his best-selling *Seventy-Nine Short Essays on Design* (2007). In more than fifty smart and accessible short pieces from the past decade, Bierut engages with a fascinating and diverse array of subjects. Essays range across design history, practice, and process; urban design and

architecture; design hoaxes; pop culture; Hydrox cookies, Peggy Noonan, baseball, The Sopranos; and an inside look at his experience creating the "forward" logo for Hillary Clinton's 2016 presidential campaign. Other writings celebrate such legendary figures as Jerry della Femina, Alan Fletcher, Charley Harper, and his own mentor, Massimo Vignelli. Bierut's longtime work in the trenches of graphic design informs everything he writes, lending depth, insight, and humor to this important and engrossing collection.

365: AIGA Year in Design

Graphic Design USA

DON'T use comic sans (except ironically!) but DO worship the classic typefaces like Helvetica and Garamond. *Graphic Design Rules* is a handy guide for professional graphic designers, students, and laymen who incorporate graphic design into their job or small business. Packed with practical advice, this spirited collection of design dos and don'ts takes readers through 365 rules like knowing when to use a modular grid—and when to throw the grid out the window. All designers will appreciate tips and lessons from these highly accomplished authors, who draw on years of experience to help you create good design.

Eye

365

Graphic Design, Referenced is a visual and informational guide to the most commonly referenced terms, historical moments, landmark projects, and influential practitioners in the field of graphic design. With more than 2,000 design projects illustrating more than 400 entries, it provides an intense overview of the varied elements that make up the graphic design profession through a unique set of chapters: "principles" defines the basic foundation of what constitutes graphic design; "knowledge" explores the most influential sources through which we learn about graphic design; "representatives" gathers the most prominent designers who have steered the course of graphic design in one way or another; and "practice" highlights some of the most iconic work produced that serve as examples of best practices and illustrate its potential lasting legacy.

79 Short Essays on Design

Women Of Design

This highly designed book is the American Institute of Graphic Art's annual presentation of the best in American design, & features projects selected by a jury of pre-eminent designers & design specialists.

Becoming a Graphic Designer

"This book explores the work, ideals and ventures that have helped define the last fifty years of the graphic design profession. Learn about the women who helped establish design's relevance, importance and impact."--Back cover.

My Travels with Clara

365: AIGA Year in Design is AIGA's annual presentation of the best in American design, and features the cutting-edge projects that were selected by a pre-eminent jury in the organization's "365: AIGA Design Competitions." 365: AIGA Year In Design 24 includes the finest design from the year 2002, with photographs of each selection, designers' comments and extensive credits. The collection is supplemented with retrospectives of the 2003 AIGA medalists, B. Martin Pedersen and Woody Pirtle. This annual seeks to capture the attributes of reasonableness, clarity and narrative, using both text and images. The narrative consists of the simple but complete observations of Nicholson Baker. The succinctness of his prose parallels the efficient effectiveness found in the selections included in the annual. 365: AIGA Year In Design 24 is a collaboration between AIGA and COMA (Brooklyn/Amsterdam).

Communication Arts

"In the 21st century, graphic designers throughout the world are facing tough but exciting challenges: new technologies, new ways for clients to interact with customers, and an audience that is increasingly literate when it comes to design, global influences, and cultures. This book starts by exploring the issues that shape design today : sustainability, ethics, technology, theory, and developments in other fields that impact globally on local cultures. [This book] breaks the discipline down into its elements. The book examines traditional practices such as typography, signage, advertising, and book design, as well as more recent developments including Vjing, games design, software design, and interactive design. There is no single ideal for how a designer should be: a designer can practice along or be part of a large group ; a designer can also write, edit, curate, take photographs, design typefaces, and be an entrepreneur. This book concludes with a showcase of the work of cutting-edge designers from many parts of the world."--P. [4] of cover.

Meggs' History of Graphic Design

365: AIGA Year in Design 29

Description: Works on Papermarks the first major publication of the work of noted New York painter Amy Sillman, whose rapidly growing reputation and increasingly recognized influence on other artists make its timing ideal. Her paintings and drawings are at once narrative and decorative, filled with quirky figures and diminutive, patterned elements. Her works on paper, which she considers particularly central to her art-making practice and her wider portfolio, are often made up of multiple components. They create the feeling of an extended and meandering sequence of events, and have been described as reminiscent of both film loops and long letters to her viewers. Works on Paperconsists of four major

series of Sillman's drawings, all recent and documented by brilliant full-color photographs. It also includes an essay by acclaimed writer Wayne Koestenbaum, who has long been celebrated for both his poetry and prose, and who has become one of our most innovative and influential writers on contemporary art and culture. His lavish, seductive and humorous writing style is the perfect complement to Sillman's lyrical works. This book is a delightful introduction to a rising star.

AIGA Graphic Design U. S. A.

365

Collects some of designer Michael Bierut's best essays on design, covering such topics as color-coded terrorism alerts, the cover of "Catcher in the Rye," the planet Saturn, and the town of Celebration, Florida.

Design Is The Problem

What makes a place? Rebecca Solnit reinvents the traditional atlas, searching for layers of meaning & connections of experience across San Francisco.

Infinite City

A collection of 500 great logos critiqued by a panel of internationally acclaimed designers In Really Good Logos Explained, some of today's top creative minds critique and appraise over 500 examples of truly exceptional logos, and explain what makes them work. The insight provided by these four outstanding editors is - like the logos themselves - succinct, specific and effective. Their comments provide a rare and insightful glimpse into the inner workings of excellent design, and offer a new understanding that is immeasurably useful to anyone working within the creative fields today.

What is Graphic Design For?

[ROMANCE](#) [ACTION & ADVENTURE](#) [MYSTERY & THRILLER](#) [BIOGRAPHIES & HISTORY](#) [CHILDREN'S](#) [YOUNG ADULT](#) [FANTASY](#) [HISTORICAL FICTION](#) [HORROR](#) [LITERARY FICTION](#) [NON-FICTION](#) [SCIENCE FICTION](#)