

(every once in a while) change the world. Specially chosen to illustrate the breadth and reach of graphic design today, each entry demonstrates Bierut's eclectic approach. In his entertaining voice, the artist walks us through each from start to finish, mixing historic images, preliminary drawings (including full-size reproductions of the notebooks he has maintained for more than thirty-five years), working models and rejected alternatives, as well as the finished work. Throughout, 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. Offering insight and inspiration for artists, designers, students, and anyone interested in how words, images, and ideas can be put together, *How to* provides insight to the design process of one of this century's most renowned creative minds.

Featuring 75 of the world's most influential designers, this book presents the story of graphic design through the fascinating personal stories and significant works that have shaped the field. Arranged in chronological order, the book shows the development of design, from early innovators such as Edward McKnight Kauffer and Alexey Brodovitch to key figures of mid-century Swiss Design and corporate American branding. The book profiles masters of typography, such as Wim Crowel and Neville Brody; visionary magazine designers, such as Leo Lionni and Cipe Pineles; designers who influenced the world of film, such as Saul Bass and Robert Brownjohn; and the creators of iconic poster work, such as Armin Hofmann, Rogério Duarte and Yusaku Kamekura. Combining insightful text and key visual examples, this is a dynamic and richly illustrated guide to the individuals whose vision has defined the world of graphic design.

Influential director and photographer Floria Sigismondi showcases new images of the biggest names in music and in Hollywood. Floria Sigismondi's compelling visual narratives have defined the cultural zeitgeist over the course of her 25-year career as a director and photographer. She has worked with numerous celebrities and is also behind surreal, career-defining music videos for Marilyn Manson among others. She has directed episodes of *American Gods*, *The Handmaid's Tale*, and *Daredevil* for TV, and her Hollywood film credits include *The Runaways*, and *The Turning* (due to release in 2020). *Eat the Sun* is a star-studded overview of Sigismondi's photographic and film work. Throughout the years, Sigismondi has stayed true to her distinctive noir aesthetic, pushing boundaries to become one of the best visual artists in the industry.

Paul Rand's stature as one of the world's leading graphic designers is incontestable. For half a century his pioneering work in the field of advertising design and typography has exerted a profound influence on the design profession; he almost single-handedly transformed "commercial art" from a practice that catered to the lowest common denominator of taste to one that could assert its place among the other fine arts. Among the numerous clients for whom he has been a consultant and/or designer are the American Broadcasting Company, IBM Corporation, and Westinghouse Electric Corporation. In this witty and instructive book, Paul Rand speaks about the contemporary practice of graphic design, explaining the process and passion that foster good design and indicting faddism and trendiness. Illustrating his ideas with examples of his own stunning graphic work as well as with the work of artists he admires, Rand discusses such topics as: the values on which aesthetic judgments are based; the part played by intuition in good design; the proper relationship between management and designers; the place of market research; how and when to use computers in the production of a design; choosing a typeface; principles of book design; and the thought processes that lead to a final design. The centerpiece of the book consists of seven design portfolios - with diagrams and ultimate choices - that Rand used to present his logos to clients such as Next, IDEO, and IBM.

Vietnamese Typography

A Critical Guide for Designers, Writers, Editors, & Students

The End of Print

Grid Systems

Making Design

Design--Vignelli

A collection featuring one of the most innovative and controversial of contemporary graphic designers, Carson's career is documented with emphasis on his desire to forge a new aesthetic.

"Thinking with Type is to typography what Stephen Hawking's A Brief History of Time is to physics."—I Love Typography The best-selling *Thinking with Type* in a revised and expanded second edition: *Thinking with Type* is the definitive guide to using typography in visual communication. Ellen Lupton provides clear and focused guidance on how letters, words, and paragraphs should be aligned, spaced, ordered, and shaped. The book covers all typography essentials, from typefaces and type families, to kerning and tracking, to using a grid. Visual examples show how to be inventive within systems of typographic form, including what the rules are, and how to break them. This revised edition includes forty-eight pages of new content with the latest information on: • style sheets for print and the web • the use of ornaments and captions • lining and non-lining numerals • the use of small caps and enlarged capitals • mixing typefaces • font formats and font licensing Plus, new eye-opening demonstrations of basic typography design with letters, helpful exercises, and dozens of additional illustrations. *Thinking with Type* is the typography book for everyone: designers, writers, editors, students, and anyone else who works with words. If you love font and lettering books, Ellen Lupton's guide reveals the way typefaces are constructed and how to use them most effectively. Fans of *Thinking with Type* will love Ellen Lupton's new book *Extra Bold: A Feminist, Inclusive, Anti-racist, Nonbinary Field Guide for Graphic Designers*.

'Design is One' is a photo and caption sampling of Lella and Massimo's work from 1955 to 2003.

Logotype mini is the definitive modern collection of logotypes, monograms, and other text-based corporate marks. Featuring more than 1,300 international typographic identities, by around 250 design studios, this is an indispensable handbook for every design studio, providing a valuable resource to draw on in branding and corporate identity projects. Logotype mini is truly international, and features the world's outstanding identity designers. Examples are drawn not just from Western Europe and North America but also Australia, South Africa, the Far East, Israel, Iran, South America and Eastern Europe. Contributing design firms include giants such as Pentagram, Vignelli Associates, Chermayeff & Geismar, Wolff Olins, Landor, Total Identity and Ken Miki & Associates as well as dozens of highly creative, emerging studios. Logotype mini is an important and essential companion volume to Logo and Symbol minis.

Source-Related Grid Systems

Knoll Design

Grid Systems in Graphic Design

How to Think Like a Great Graphic Designer

The Graphic Design of David Carson

The Vignelli Canon

In the 1950s and 60s, the design studio of J.R. Geigy AG was the launching pad for one of the great periods in Swiss graphic design. This marvelously-illustrated text is the first comprehensive presentation of Geigy design.

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.

The definitive monograph on a master of modern design. The graphics, interiors, and products designed by Vignelli Associates are internationally recognized for their refined aesthetics, evolving modernity, and crisp execution. This landmark volume is devoted to Massimo and Lella Vignelli's influential work produced from their New York headquarters since the 1960s, as well as rarely seen early work produced in their native Italy. Design: Vignelli presents the brilliant multidisciplinary approach of the Vignellis, from designs for corporate identity programs including American Airlines, Bloomingdale's, and Benetton, to world-famous signage for the New York subway system. Their firm was also notable for its interior and furniture design, designs for magazines and newspapers, glassware and tableware, and an exhaustive collection of book designs. Many of these works have been cited as masterpieces of twentieth-century design and are included in the design collection of the Museum of Modern Art as well as in many other important museum collections.

American Modernism

Graphic Design for Non-profit Organizations

How Inclusion Shapes Design

Introduction to Buddhism and Meditation

Ecodesign