LAURENCE KING

# DESIGN AND TYPOGRAPHY
## FOR FALL 2009

*from*

Laurence King Publishing

Princeton Architectural Press

Chronicle Books

CHRONICLEBOOKS.COM/
DESIGNARCH

We are pleased to present this catalog of design titles from three leading book publishers: Laurence King Publishing, Princeton Architectural Press, and Chronicle Books. Compiled for architecture educators, practitioners, students, and enthusiasts, this listing offers a glimpse at the comprehensive line of books offered by these three publishers in the areas of graphic design, 3-D design, typography, illustration, and theory. As you look through this catalog, or on the website, we hope you'll find books that will inspire, challenge, and educate.

## Laurence King Publishing / www.laurenceking.com

Publishing books across the spectrum of creative arts—including art, architecture, design, graphic design, fashion, film, photography, and craft—Laurence King Publishing has an international reputation for creating books that are authoritatively written and beautifully designed, and provide essential information for students and professionals, as well as general readers.

## Princeton Architectural Press / www.papress.com

For more than 25 years Princeton Architectural Press has published books on architecture, design, and visual culture that have won critical acclaim, commercial success, and professional awards for the beauty of their design and the quality of their scholarship. The company is proud to publish books that cross boundaries and defy easy categorization. Their unique definition of design includes not only the diversity of form and function found in the architectural and landscaped environment, but also the material artifacts of the physical world and their many manifestations in our visual culture.

## Chronicle Books / www.chroniclebooks.com

Founded in 1967, Chronicle Books continues to challenge conventional publishing wisdom, setting trends in both subject and format, building an international reputation for award-winning, distinctive publishing that is instantly recognizable for its spirit, creativity, and value. Known for its persistence in exploring the medium of the book as art form, Chronicle Books collaborates with artists, designers, and manufacturers to create sophisticated and critically acclaimed books unlike any other trade publisher, and maintains a list that includes much-admired illustrated books and gift products in design, art, architecture, photography, food, lifestyle, pop culture, and acclaimed children's titles.

For more information and a complete listing of titles, visit
**www.chroniclebooks.com/designarch**.

To request an examination copy:

**E-mail: academic@chroniclebooks.com**
**Phone: Wendy Hagenmaier at 415.537.4229**

# CONTENTS

**THE WAYFINDING HANDBOOK**
**INFORMATION DESIGN FOR**
**PUBLIC PLACES**

David Gibson

Where am I? What can I do here? Where can I go from here? How do I get out of here? Consciously or not, we ask such questions every day as we navigate the places and spaces of our lives. *The Wayfinding Handbook* is an exciting new volume in our acclaimed Design Brief series. Professional wayfinding designer David Gibson draws on more than thirty years of experience in collaborating with architects, planners, developers, managers, and civic leaders to offer an insider's view of this rapidly evolving discipline. Using real-life examples, Gibson illustrates the way type, color, mapmaking, dimensional forms, material selection, and new media are used to create effective wayfinding systems.

2009 / 152 pp / 5 b/w images / pb / 978-1-56898-769-9 / $24.95 / CDN $32.50
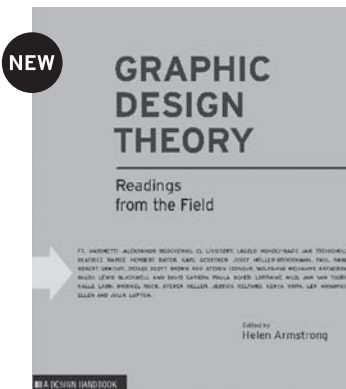
**GRAPHIC DESIGN THEORY**
**READINGS FROM THE FIELD**

Helen Armstrong, Editor

The titles in our best-selling Design Brief series are highly praised by graphic design students, educators, and professionals worldwide as invaluable resources. Each beautifully designed, affordable volume offers a concise overview of a design fundamental—the hows of design. But as most seasoned designers will tell you, a comprehensive education also requires an understanding of the whys of design practice. *Graphic Design Theory* presents groundbreaking, primary texts from the most important historical and contemporary design thinkers. From Aleksandr Rodchenko's "Who We Are: Manifesto of the Constructivist Group" to Kenya Hara's "Computer Technology and Design," this essential volume provides the necessary foundation for contemporary critical vocabulary and thought.

2009 / 152 pp / 41 color + 32 b/w images  / pb / 978-1-56898-772-9 / $24.95 / CDN $32.50
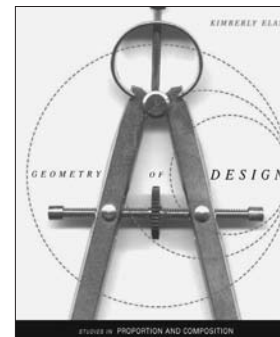
**GEOMETRY OF DESIGN**
**STUDIES IN PROPORTION**
**AND COMPOSITION**
DESIGN BRIEF SERIES

Kimberly Elam

*Geometry of Design* takes the reader on a geometrical journey, lending insight and coherence to the design process by exploring the visual relationships that have foundations in mathematics as well as the essential qualities of nature.

2001 / 108 pp / 4 color + 92 b/w ill. / 978-1-56898-249-6 / pb / $19.95 / CDN $25.95

**DIY—DESIGN IT YOURSELF**
DESIGN BRIEF SERIES

Ellen Lupton

*DIY: Design It Yourself* provides the tools you'll need to create projects from conception through production. Tips include how to "think like a designer" and so much more.

2006 / 176 pp / 250 color ill. / 978-1-56898-552-7 / pb / $19.95 / CDN $25.95
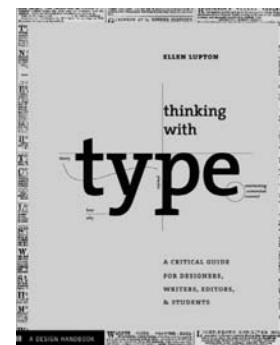
**THINKING WITH TYPE**
**A CRITICAL GUIDE FOR DESIGNERS,**
**WRITERS, EDITORS, & STUDENTS**

Ellen Lupton

*Thinking with Type* is a clear and concise typographic primer by leading design educator and critic Ellen Lupton. *Thinking with Type* has an accompanying website, www.thinkingwithtype.com.

2004 / 176 pp / 100 color ill. / 978-1-56898-448-3 / pb / $19.95 / CDN $28.95
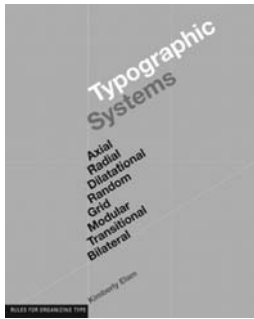
## TYPOGRAPHIC SYSTEMS

Kimberly Elam

2007 / 160 pp / 55 color + 400 b/w ill. / 978-1-56898-687-6
pb / $19.95 / CDN $30.95

## VISUAL GRAMMAR
DESIGN BRIEF SERIES

Christian Leborg

2006 / 96 pp / 200 2-color ill. / 978-1-56898-581-7
pb / $19.95 / CDN $28.95
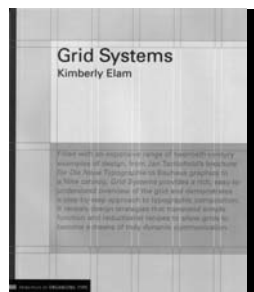
## GRID SYSTEMS
PRINCIPLES OF ORGANIZING TYPE
DESIGN BRIEF SERIES

Kimberly Elam

2004 / 120 pp / 45 color + 200 2-color ill. / 978-1-56898-465-0
pb / $19.95 / CDN $28.95
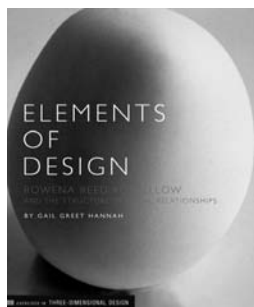
## ELEMENTS OF DESIGN
ROWENA REED KOSTELLOW AND THE
STRUCTURE OF VISUAL RELATIONSHIPS
DESIGN BRIEF SERIES

Gail Greet Hannah

2002 / 160 pp / 150 color ill. / 978-1-56898-329-5
pb / $19.95 / CDN $28.95

## YOUNG GUNS 6
AND THE UNDISCOVERED LETTER

The Art Directors Club with lettera27

This two-volume set explodes with creative inspiration. The first volume, *Young Guns 6*, is a compilation of the groundbreaking visual media and design chosen by ADC through their annual design challenge to benefit lettera27. The accompanying volume, *The Undiscovered Letter*, is a Moleskine cahier filled with images that envision the 27th letter of the alphabet. Designers, artists, and others impassioned by visual creativity will find that this duo of books, with their signature Moleskine forms, are perfectly at home nestled in the bikebag or next to the computer.

2009 / volume 1: 350 pp, volume 2: 128 pp / full-color images throughout / 978-0-8118-86945-4
pb / $40.00 / CND $52.00

## 365
AIGA YEAR IN DESIGN 29

AIGA

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.

*365: AIGA Year in Design 29* is the sourcebook for the 2008 winners of the "365: AIGA Annual Design Competition," which recognizes exciting new work in communication design, including packaging, branding, advertising, corporate communication, typography and illustration and entertainment; and the "AIGA 50 Books/50 Covers," a competition that reviews the best-designed books and book covers.

2009 / 300 pp / 300 color images / 978-0-8118-6916-4 / pb / $40.00 / CND $52.00

## DIGITAL TEXTILE DESIGN

Melanie Bowles and Ceri Isaac

New digital textile-printing technology enables designers to work with an almost unlimited palette of colors to produce work of staggering detail in relatively short timescales. Written specifically for textile designers, *Digital Textile Design* provides the know-how for students and professionals who wish to use Adobe Photoshop and Illustrator as design tools. A series of inspirational tutorials, presented in step-by-step format, guide the reader through the process of creating designs that will be suited to both the traditional textile production process, and to the new industry of digital printing onto fabric.

2009 / 192 pp / 200 ill. / 978-1-85669-586-2 / pb / $35.00 / CND $45.95

## TEXTILES NOW

Drusilla Cole

*Textiles Now* celebrates international contemporary textile design, focusing on fabric and fiber designs from the past five years. The book is lavishly illustrated with photographs showing the textiles and their end use. Clear captions provide information on the contributing artists techniques and inspirations enabling a deeper critical understanding and appreciation of the medium. Organized into three sections embracing constructed textiles; dyed painted and printed textiles; and stitched and mixed-media textiles the images are arranged to make an impressive visual statement.

2001 / 272 pp / 400 ill. / 978-1-85669-572-5 / pb / $35.00 / CDN $45.95

## TWENTIETH CENTURY PATTERN DESIGN

Lesley Jackson

The first book to examine pattern as an essential part of twentieth-century design history is now available in paperback. Organized by decade, *Twentieth-Century Pattern Design* details the technical innovations that affected the development of modern textiles and wallpapers. With stunning color plates and lively text, Lesley Jackson takes readers on a tour of the development of twentieth-century patterns from around the world. Focusing on surface pattern in the home, Jackson draws frequent parallels to the worlds of fashion, packaging, and graphics and explores the interrelationship between painting and pattern design. The result is a book that is as inspiring as it is informative. *Twentieth-Century Pattern Design* is an invaluable resource for modern design enthusiasts and historians, collectors, and interior and graphic designers.

2007 / 224 pp / 360 color images / 978-1-56898-712-5 / pb / $35.00 / CDN $45.95
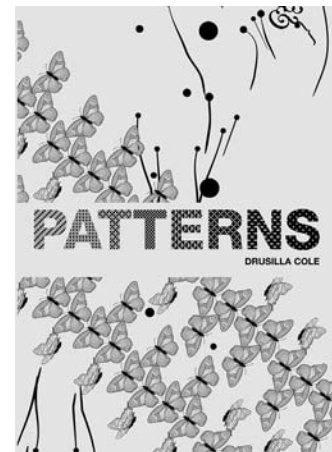
## PATTERNS
### NEW SURFACE DESIGN

Drusilla Cole

Pattern is back, and what better way to celebrate its revival than with a compendium of the best pattern design from around the globe? This book showcases some of the most innovative pattern designs, including graphics, textiles, fashion, furnishings, ceramics, tiles, wallpaper, and stationery, from designers working both commercially and independently. Figurative, funky, abstract, pixel-based, graphic, or retro patterns are all featured in this visual feast of the best work to emerge in the last five years.

2007 / 240 pp / 400 color ill. / 978-1-85669-505-3 / pb / $25.00 / CDN $33.00

## ESSENTIALS OF VISUAL COMMUNICATION

Bo Bergström

*Essentials of Visual Communication* is an inspiring and uniquely accessible guide to visual communication. The book presents the major disciplines in today's media, and puts theory into practice, explaining how to achieve a strong communication chain – from strategy and messages to design target and influence – to reach the audience. This book will be invaluable for anyone wanting to communicate through the use of images and text, and in particular for students, whether in the fields of graphic design, advertising, editorial design, journalism, new media, information technology, mass communication, photography, film or television – in fact, any discipline that seeks to deliver a message through words and pictures. *Essentials of Visual Communication* is illustrated throughout with up-to-date examples of best practice from around the world that help to put visual theory into context. Summary boxes provide a useful aid to revision and reference.

Bo Bergström has extensive experience in visual communication. He is responsible for courses at design schools and universities, conducts workshops for photographers and journalists, leads seminars for industry, and is also a consultant. He has written six books and has been awarded many prizes for his work in communication.

2009 / 240 pp / 482 ill. / 978-1-85669-577-0 / pb / $35.00 / CND $45.95

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## COPYWRITING

Mark Shaw

Creating effective copywriting is of vital importance in today's design and communication industries. This book explores the challenges of commercial writing, providing the tools to become a confident and versatile copywriter. Leading copywriting talents from both the UK and the US are interviewed, major campaigns covering all areas of the industry are illustrated in colour and examined in depth, and exercises and tips aid in developing writing, editing, and presentation skills.

2009 / 216 pp / 80 ill. / 978-1-85669-568-8 / pb / $24.95 / CND $32.95
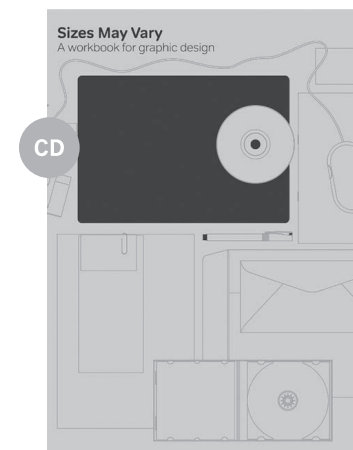
## SIZES MAY VARY
### A WORKBOOK FOR GRAPHIC DESIGN

Mark Boyce

With CD-ROM

A sketchbook, notebook and reference book in one, *Sizes May Vary,* is a unique working tool for graphic designers and students. The sketchbook area provides a space for sketching and visualizing, containing more than 200 pages of thumbnails and scale line drawings of commonly reproduced formats, including stationery sets, letterheads, business cards and compliment slips; envelopes, mailers and postcards; CDs and DVDs; jewel cases and digipacks; posters and billboards; and browser windows and banner ad spaces.  A 16-page reference section provides essential information on a range of topics, from international paper sizes and digital formats to measurement conversion tables. Plain paper and graph paper, signature sheets and a notebook area offers extra space for ideas and thoughts.

2008 / 336 pp / 2000 ill. / 978-1-85669-543-5  / pb / $24.95 / CDN $32.95
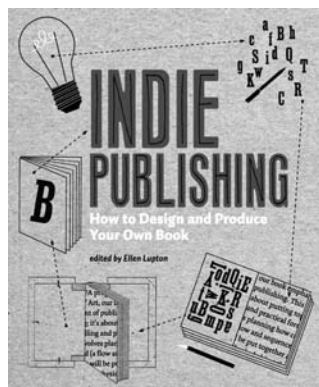
## INDIE PUBLISHING
### HOW TO DESIGN AND PRODUCE YOUR OWN BOOK

Edited by Ellen Lupton

*Indie Publishing* is a practical guide to creating and distributing printed books regardless of your background, skill set, or ambition. It will help you realize projects of every scale and budget, from the traditional bookmaking techniques used to create zines to the more ambitious industrial production methods required to produce hardcover books in large quantity.

*Indie Publishing*'s special focus on the visual design of books makes it unique among publish-it-yourself manuals. Readers are taken step-by-step through the process of designing a book to give it personal style as well as visual coherence and authority.

Published with the Herb Lubalin Center, The Cooper Union.

2008 / 176 pp / 270 color images / 978-1-56898-760-6 / pb / $21.95 / CDN $28.95

## BY ITS COVER
### MODERN AMERICAN BOOK COVER DESIGN

Ned Drew and Paul Sternberger

*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.

2005 / 192 pages / 200 color ill. / 978-1-56898-497-1 / $29.95 / CDN $33.50
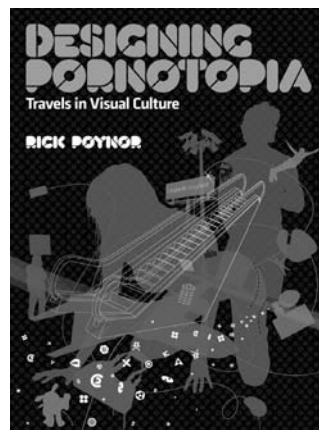
## DESIGNING PORNOTOPIA
### TRAVELS IN VISUAL CULTURE

Rick Poynor

Explicit sexual imagery has erupted in every medium and on every surface. While some react to it by pointing and laughing, hardly anyone has stopped to seriously consider its impact. Behind this phenomenon lies the normalization of pornography, which along with the complete turnaround in social attitudes to it, has been one of the most momentous developments in contemporary life. In *Designing Pornotopia*, Rick Poynor explores recent advertising and design and the invasion of sexual imagery into everyday life, revealing how advertising walks the fine line between prudish and vulgar imagery.

2006 / 208 pp / 37 color images / 978-1-56898-607-4 / pb / $24.95 / CDN $32.50

## MAKE IT BIGGER

Paula Scher

An outspoken voice in the world of graphic design for more than twenty years, Paula Scher has developed a worldwide reputation for her bold, modern graphics and her incisive, sometimes stinging, critiques of the design profession. In *Make in Bigger*, Scher candidly reveals her thoughts on design practice, drawing on her own experiences as one of the leading designers in the United States, and possibly the most famous female graphic designer in the world. Pointed and funny, it is an instructive guide for all those who navigate the difficult path between clients, employees, corporate structures, artists, and design professionals. *Make it Bigger* provides a survey of Scher's groundbreaking work, from her designs as art director at Columbia Records, to her identity for New York's Public Theater, to her recent work for the *New York Times*, Herman Miller, and the American Museum of Natural History's Rose Center planetarium.

2002 / 256 pp / 300 color photographs / 978-1-56898-332-5 / hc / $45.00 / CDN $58.50
2002 / 256 pp / 300 color photographs / 978-1-56898-548-0 / pb / $19.95 / CDN $29.95

## THE HANDY BOOK OF ARTISTIC PRINTING
### A COLLECTION OF LETTERPRESS EXAMPLES, WITH SPECIMENS OF TYPE, ORNAMENT, CORNERS, BORDERS, TWISTERS, WRINKLERS, PRINTERS DEVILS, AND OTHER FREAKS OF FANCY

Doug Clouse and Angela Voulangas

Print design, like virtually all other decorative arts, exploded in a profusion of ornament during the late-nineteenth century. "Artistic printing," as this style of Victorian graphic design was called, was dense with embellished typefaces, color images, and ornaments, all framed by intricate borders. Used widely for bills, menus, advertisements, flyers and on other ephemeral products, this commercial style, for a while, represented the "best" of popular taste.

2009 / 224 pp / 185 color images / 978-1-56898-7057 / pb / $40.00 / CDN $52.00

## THERE'S NOTHING FUNNY ABOUT DESIGN

David Barringer

*There's Nothing Funny About Design* is a selection of David Barringer's writings since the publication of *Emigre 68: American Mutt Barks in the Yard*. It is a collection of design essays that approaches design culture in a literary and personal way, with humor and intentionally breaking forms (crossing and subverting definitions of literature, the critical essay, satire, poetry, personal reflections). The collection includes previously published essays (in magazine format), many of which are included in this volume in extended form, and a number of new, previously unpublished material (specifically in "The Business of Design" section).

2009 / 264 pp / 160 b/w images / 978-1-56898-828-3 / pb / $24.95 / CDN $32.50

## OVER AND OVER
### A CATALOG OF HAND-DRAWN PATTERNS

Mike Perry

*Over and Over: A Catalog of Hand-Drawn Patterns* collects groundbreaking work from 50 of today's most talented designers who create patterns by hand and use them in their work in inventive and innovative ways. From Deanne Cheuk's patterns that adorn current fashion, to those of Robin Cameron that explore her interest in art, to Garrett Morin's patterns that arose from an exercise for a character called Eloie, the examples in this book push the boundaries of the traditional concept of what a pattern is.

2008 / 256 pp / 250 color images / 978-1-56898-757-6 / pb / $35.00 / $45.50

## HAND JOB
### A CATALOG OF TYPE

Michael Perry

*Hand Job* collects groundbreaking work from fifty of today's most talented typographers who draw by hand. Graphic designer and hand typographer Michael Perry selects work representing the full spectrum of design methods and styles. Each hand-drawn work is entirely shaped by the artist's unique process—every one a carefully executed composition enhanced by unplanned "accidents" of line, color, and craft. *Hand Job* also includes photographs of found type, artists studios, and the tools that help make typography come to life. Whether you are looking to invigorate your design work or are just in need of a little offbeat inspiration, *Hand Job* will have you reaching for your favorite pen.

2007 / 256 pp / 500 color ill. / 978-1-56898-626-5 / pb / $35.00 / CDN $45.00
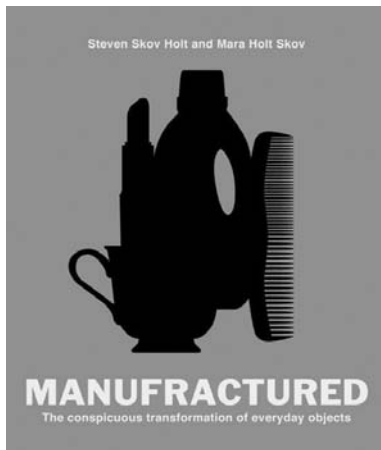
## MANUFRACTURED
### THE CONSPICUOUS TRANSFORMATION OF EVERYDAY OBJECTS

Steven Skov Holt
and Mara Holt Skov

This volume reveals a major trend taking place today in visual and material culture—the radical appropriation of consumer goods as raw material for art- and object-making. A growing number of artists, craftspeople, and designers are realigning traditional craft practices with already manufactured objects and materials to marry the uniquely handmade with the uniformly mass-produced. Published to coincide with a show at the Museum of Contemporary Craft in Portland, Oregon, *Manufractured* offers an arresting look at the new crossover of craft, art, and design, and an exciting new cultural genre.

2008 / 144 pp / 80 color images / 978-0-8118-6509-8 / hc / $35.00 / CDN $45.00

## THE PRINTMAKING BIBLE
### THE COMPLETE GUIDE TO PRINTING MATERIALS AND TECHNIQUES

Ann d'Arcy Hughes
and Hebe Vernon-Morris

Perennially popular, printmaking is enjoying a contemporary resurgence—but no comprehensive up-to-date manual on the subject exists. At over 400 pages and packed with 1,000 full-color photos and illustrations, *The Printmaking Bible* is the definitive resource to the ins-and-outs of every variety of serious printmaking technique practiced t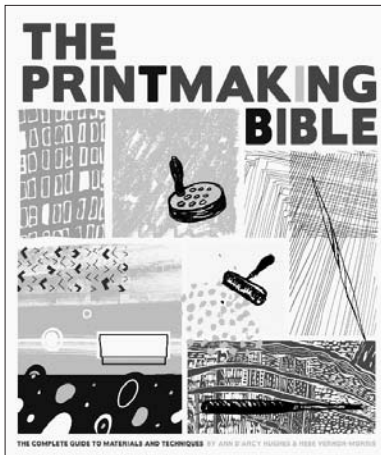oday. In-depth instructions are accompanied by profiles that show how working artists create their prints. Historical information, troubleshooting tips, and an extensive resource section provide more invaluable tools. Perfect for students, artists, print aficionados, and collectors, this is truly the ultimate volume for anyone involved in this creative and influential art form.

2008 / 416 pp / 1000 color images / 978-0-8118-6228-8 / $50.00 / CDN $69.95

## ART OF THE MODERN MOVIE POSTER
### INTERNATIONAL POSTWAR STYLE AND DESIGN

Judith Salavetz, Spencer Drate,
and Sam Sarowitz
With text by Dave Kehr

Critically authoritative, visually stunning, and physically massive, *Art of the Modern Movie Poster* is the first and last word on post-WWII film poster design. Showcasing fascinating examples from 15 nations, this collection of more than 1,500 exemplary designs is a must-have for film buffs and design and poster aficionados alike. The posters are organized by country of origin, offering an intriguing glimpse into each region's unique visual sensibility and sometimes unexpected takes on familiar films. Gathered from the renowned collection of the Posteritati Gallery in New York—one of the largest holdings of international film posters in the world—this volume is the definitive survey of both film and popular graphic art in the modern era.

2008 / 516 pp / 1500 color images / 978-0-8118-6171-7 / hc / $75.00 / CDN $97.00

## SIGNS
### LETTERING IN THE ENVIRONMENT

Phil Baines

This book focuses on the letterforms and typography in public places from road signs to building names that help us to navigate cities and countryside and contribute to a sense of place. Featuring examples from around the world, the book discusses the function and execution of signage. Visually led *Signs* contains 700 color images grouped together thematically and described in extended captions showing the best current examples alongside historical material. Part resource part celebration, the book forms an exciting visual compendium. Phil Baines is an accomplished designer and senior lecturer in typography at Central Saint Martins College of Art & Design and co-curator of the Central Lettering Record. He is a frequent contributor to the quarterly graphic design magazine *Eye*.

2008 / 192 pp / 700 ill. / 978-1-85669-576-3 / pb / $19.95 / CDN $26.50

### DOT DOT DOT 17

Edited by Stuart Bailey

The must-read journal on every designer's desk, *Dot Dot Dot* covers design in the widest possible sense. Steering clear of both commercial portfolio presentations and impenetrable academic theory, it offers intelligent, passionate, and clever writing on the tangled web of influences that determine the shape of contemporary cultural production. Art, music, language, film, literature—you never know what you might discover on its offbeat pages. Featuring a design as unexpected as its contents, *Dot Dot Dot 17* presents new artifacts from its ongoing investigation into the past, present, and future of visual culture.

2008 / 104 pp / 14 color + 90 b&w images / 978-0-97946-542-0 / pb / $16.95
CDN $21.95

### ONEHUNDREDAT360°
#### GRAPHIC DESIGN'S NEW GLOBAL GENERATION

Michael Dorrian and Liz Farrelly

Scanning the world for the best new graphic design talent, Michael Dorrian and Liz Farrelly have collated the work of 100 new designers, from São Paulo to Tokyo, Melbourne to Los Angeles. The book focuses on practitioners still in the first decade of their career and details projects, aesthetics, and methodologies that push boundaries and redefine working practices. As well as pinpointing the best new talent worldwide, this visually stunning survey provides a showcase of cutting-edge imagery for a student and professional audience. Full biographies and contact details are provided for each designer/studio.

2007 / 352 pp / 500 color ill. / 978-1-85669-526-8 / pb / $29.95 / CDN $38.95
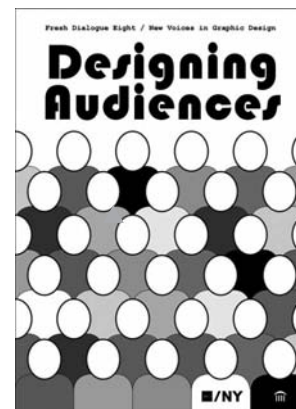
### FRESH DIALOGUE 8: DESIGNING AUDIENCES
#### NEW VOICES IN GRAPHIC DESIGN

AIGA NY, moderated by Ze Frank

Each year the New York chapter of AIGA brings together emerging designers for Fresh Dialogue, a panel discussion that provides a forum to present and talk about work, thoughts, and ideas.

This lively Fresh Dialogue volume includes designers from a variety of media: Stefan Bucher with his wildly popular Daily Monster series; Eric Rodenbeck with the Flickr mapping brainchild Mappr as well as live data visualizations at Digg Labs; and Katie Salen with Karaoke Ice, the traveling karaoke ice cream truck. *Designing Audiences* is a stimulating and entertaining discussion of the changing role of the designer in the era of constant feedback. The moderator is popular online personality Ze Frank, creator of the web-based "the show with zefrank," stand-up comic, and soon-to-go-Hollywood charmer.

2008 / 128 pp / 130 color images / 978-1-56898-751-4 / pb / $16.95 / CDN $23.95
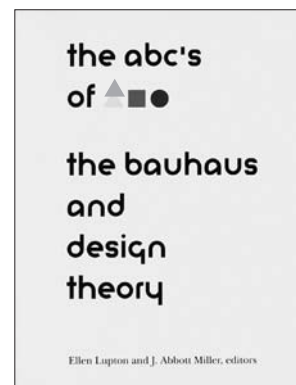
### THE ABC'S OF TRIANGLE SQUARE CIRCLE
#### THE BAUHAUS AND DESIGN THEORY

Ellen Lupton and J. Abbott Miller

The essays collected in *The ABCs of Triangle Square Circle: The Bauhaus and Design Theory* trace the origins and impact of the Bauhaus, addressing modernist design theory in relation to the 19th-century kindergarten movement, and Bauhaus graphic design in relation to the ideal of a universal "language" of vision. Additional essays address psychoanalysis, fractal geometry, and Weimar culture.

Published with the Herb Lubalin Study Center, The Cooper Union.

1991 / 64 pp / 105 b/w ill. / 978-1-87827-142-6 / pb / $24.95 / CDN $28.50
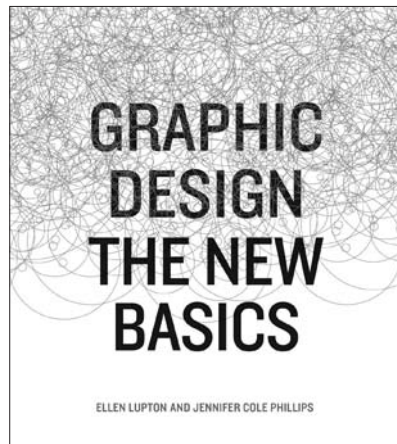
## GRAPHIC DESIGN
### THE NEW BASICS

Ellen Lupton and Jennifer Cole Phillips

How do designers get ideas? Many spend their time searching for clever combinations of forms, fonts, and colors inside the design annuals and monographs of other designers' work. For those looking to challenge the cut-and-paste mentality there are few resources that are both informative and inspirational. In *Graphic Design: The New Basics,* Ellen Lupton, best-selling author of such books as *Thinking with Type* and *Design It Yourself,* and design educator Jennifer Cole Phillips refocus design instruction on the study of the fundamentals of form in a critical, rigorous way informed by contemporary media, theory, and software systems.

2008 / 248 pp / 400 color / 978-1-56898-770-5 / hc / $50.00 / CDN $65.00
2008 / 248 pp / 400 color / 978-1-56898-702-6 / pb / $35.00 / CDN $45.50

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## SEVENTY-NINE SHORT ESSAYS ON DESIGN

Michael Bierut

*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, ITC Garamond, the paper clip, *McSweeney's Quarterly Concern*, and color-coded terrorism alert levels, Bierut's intelligent and accessible texts pull design culture into crisp focus.

2007 / 240 pp / 978-1-56898-699-9 / hc / $24.95 / CDN $32.50

## LOGO

Michael Evamy

This book provides graphic designers with an indispensable reference source for contemporary logo design. More than 1300 logos are grouped according to their focal form, symbol, and graphic associations into 75 categories such as crosses, stars, crowns, animals, people, handwritten, illustrative type, etc. Logos are also indexed alphabetically by name of company/designer and by industrial sector. To emphasize the visual form of the logos, they are shown predominantly in black and white. As a bonus, the book's jacket opens to form a poster with all the logos displayed.

2007 / 352 pp / 110 color ill. / 1190 b+w / 978-1-85669-528-2 / $40.00 / CDN $51.95
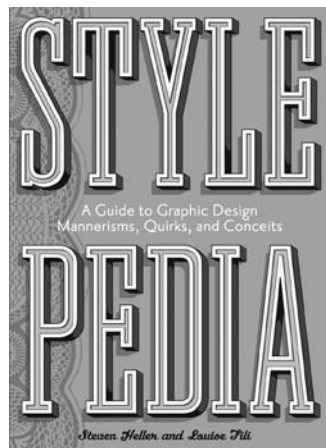
## STYLEPEDIA
### A GUIDE TO GRAPHIC DESIGN MANNERISMS, QUIRKS, AND CONCEITS

Steven Heller and Louise Fili

*Stylepedia* is the first handy, cross-referenced desk guide to the kaleidoscope that is modern design. In more than 100 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 T-shirt, iconic everyday items of yesterday and today provide valuable inspiration to designers and design aficionados. As quirky as it is useful and packed with lavish color illustrations, this designer's design compendium is the only one of its kind.

2006 / 336 pp / 600 color ill. / 978-0-8118-3346-2 / pb / $29.95 / CDN $32.95

## PENTAGRAM PAPERS

Pentagram Partners
Delphine Hirasuna, Editor

Celebrated global design firm Pentagram has produced a series of signature annual documents, known as *Pentagram Papers*, exclusively for clients and colleagues since 1975. On the occasion of the firm's 35th anniversary, these Papers were collected together for the first time. Each explores a unique topic of interest to the Pentagram designers—Mao buttons, rural Australian mailboxes, and the pop architecture of Wildwood, New Jersey, have all been featured subjects. Included are in-depth reproductions, a detailed discussion of the Papers' origins, and an exclusive new Paper created especially for this book.

2006 / 224 pp / 220 color + b/w ill. / 978-0-8118-5563-1 / hc / $60.00 / CDN $78.00
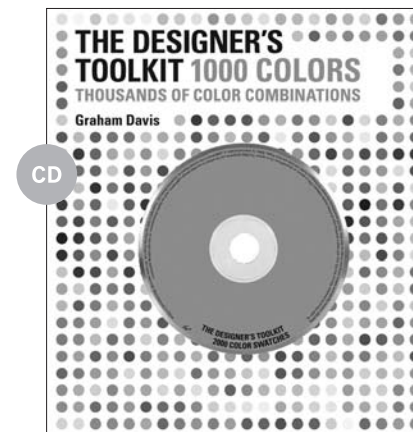
## THE DESIGNER'S TOOLKIT
### 1000 COLORS, THOUSANDS OF COLOR COMBINATIONS

WITH CD-ROM

Graham Davis

*The Designer's Toolkit* series provides proven, fast-track instruction to help both experienced and amateur designers identify the best tools for the job, and then employ them to create successful professional-quality work. Fundamental to all design, color is always informed by adjacent colors, so choosing appropriate color combinations is essential. *The Designer's Toolkit* and its accompanying CD are structured by color themes—historical period, mood or feeling, the natural world, and so on—for easy access to color combinations that work for particular projects. The CMYK values are included for quick reference, and palettes can be imported directly to your desktop or saved in a number of different file formats.

2008 / 160 pp / 350 color ill. + CD / 978-0-8118-6305-6 / hc / $29.95 / CDN $32.95
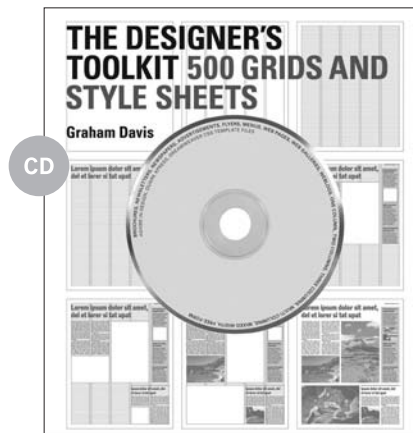
## THE DESIGNER'S TOOLKIT
### 500 GRIDS AND STYLE SHEETS

WITH CD-ROM

Graham Davis

Good graphic design relies on a simple, fundamental concept: the grid. With the invisible, unifying structure they provide, grids bring consistency and visual harmony to multi-page or multi-screen documents. *The Designer's Toolkit* is the first book to streamline the use of this critical tool, providing a fast-track way for both experienced and amateur designers to identify and employ the best grid for the job. A CD embedded in the book's cover includes 500 ready-to-use grid templates formatted for the most commonly used design programs. The templates can be used as-is or be easily customized to create professional-quality work. This unique book-plus-CD package provides the foundation for anyone to create effective, original, and sophisticated design.

2007 / 160 pp / 350 color ill. + CD / 978-0-8118-6051-2 / hc / $29.95 / CDN $38.95
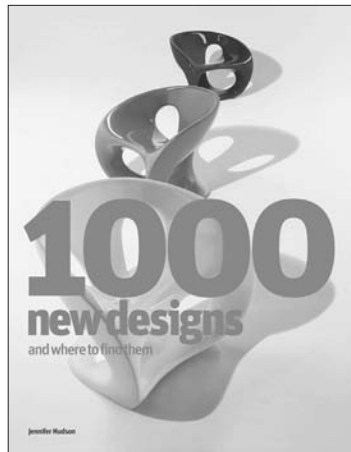
### 1000 NEW DESIGNS AND WHERE TO FIND THEM
### A 21ST-CENTURY SOURCEBOOK
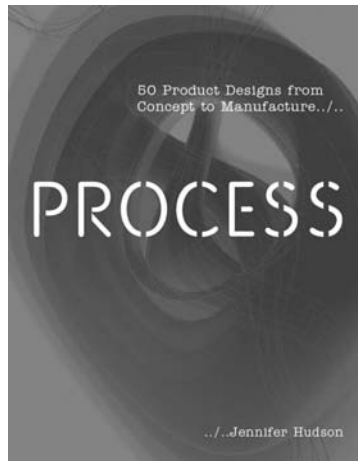
Jennifer Hudson

Bringing together the best of contemporary design for the home, this is a comprehensive roundup of 1000 striking and innovative objects produced in the last five years. It covers furniture, storage, lighting, textiles, carpets and rugs, bathrooms, table- and kitchenware, and electronic products. Web addresses of designers and manufacturers are given for every object, along with full captions and color illustrations, making every design easy to source. Also included are commentaries providing insight into current design developments, a listing of the best design stores around the world, and revealing interviews with 30 top designers.

2006 / 352 pp / 1000 color ill. / 978-1-85669-466-7 / pb / $29.95 / CDN $38.95

### PROCESS
### 50 PRODUCT DESIGNS FROM CONCEPT TO MANUFACTURE

Jennifer Hudson

This book provides an in-depth study of the creative and manufacturing processes behind 50 contemporary domestic design objects. The work of both long-established and emerging designers is featured. Each project is presented through explanatory text as well as inspirational image, sketch, detail shots of production processes and the completed product. *Process* offers students and professional designers alike, an interesting and useful insight into how products are designed.

2008 / 240 pp / 350 color ill. / 200 b+w / 978-1-85669-541-1 / pb / $45.00 / CDN $58.50
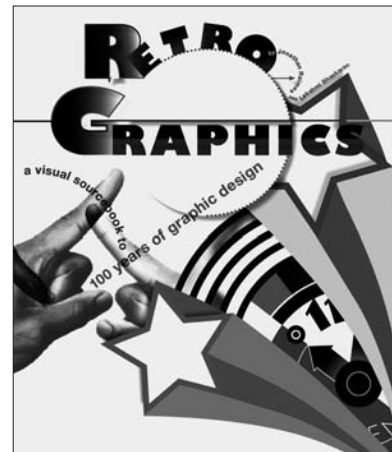
### RETRO GRAPHICS
### A VISUAL SOURCEBOOK TO 100 YEARS OF GRAPHIC DESIGN

Jonathan Raimes and
Lakshmi Bhaskaran

*Retro Graphics* makes it easy for DIY designers to mimic the most prominent styles of the past hundred years. A plethora of authentic design models—from Art Deco and Gothic Revival to Pop Art and Post Modernism—are presented and broken down into their component parts in this handy sourcebook. These entries include step-by-step techniques, color palettes, typefaces, illustration styles, and ornamentation to help anyone create the look of such diverse materials as Victorian advertisements and pulp fiction book covers. History can't be revived, but it can be simulated with this richly illustrated and meticulously researched visual encyclopedia.

2007 / 176 pp / 350 color + b/w ill. / 978-0-8118-5508-2 / pb / $24.95 / CDN $27.95

### GRAPHIC DESIGN COOKBOOK
### MIX & MATCH RECIPES FOR FASTER, BETTER LAYOUTS

Leonard Koren and R. Wippo Meckler

With over 100,000 copies sold, *Graphic Design Cookbook* is one of the most useful all-purpose resources for designers and anyone who wants to create a dynamic layout for magazines, newsletters, books, posters, and other media. With a fresh new cover and more than a thousand line drawings, the book illustrates effective design devices, type treatments, spatial solutions, and pictorial presentations, allowing examination and comparison of various options in no time. It can be opened to virtually any page for instant access to great ideas. As a catalyst for cooking up endless new design recipes, this classic goes on inspiring one generation of designers to the next.

2001 / 142 pp / b/w ill. / 978-0-8118-3180-2 / pb / $15.95 / CDN $17.95
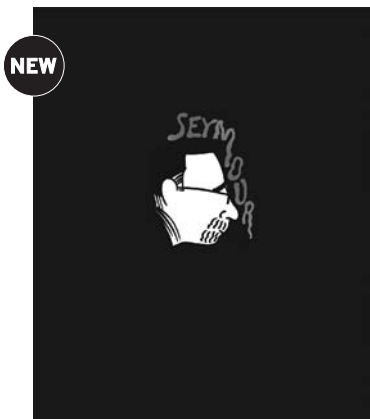
**SEYMOUR**
**THE OBSESSIVE IMAGES OF**
**SEYMOUR CHWAST**

Introduction by Steve Heller
Essay by Paula Scher

A revolutionary of visual culture, Seymour Chwast is one of the most influential illustrators of the last half century. Filled with hundreds of his distinctive illustrations, *Seymour* is a career-spanning volume, sure to be an indispensable addition to the libraries of illustration buffs, pop-culture aficionados, and Chwast's die-hard fans. As co-founder of Push Pin Studios, Chwast has produced a body of illustrations—humorous, ironic, political, and utterly unique—that are as inspirational to designers and illustrators today as they were when they first came on the scene over sixty years ago. *Seymour* is a spectacular and extensive tribute to a monumental figure in American illustration.

Seymour Chwast has designed and illustrated more than 30 books.

Steven Heller is the author of many books on design and culture.

Paula Scher has been a partner at Pentagram Design since 1991.

2009 / 272 pp / 270 color images / 978-0-8118-6546-3 / hc / $40.00 / CND $52.00

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**IT IS BEAUTIFUL...THEN GONE**

Martin Venezky

Martin Venezky is not your typical point-and-click designer. While he is adept at operating a mouse, he is just as comfortable cutting and pasting type from old books or collaging found signs or making his own photographs. What results are the unique creations of a unique eye. And with this eye and his design firm, Appetite Engineers, Venezky has created beautiful and influential work for *Speak* and *Open* magazines, the Sundance Film Festival, Reebok, and numerous publishers and arts institutions. *It Is Beautiful...Then Gone* presents Venezky's commercial design work as well as new graphic work created for the book; details of the wall collage that define his office and his aesthetic; the singular photography, collections, and notebooks that define his personality; and text that explains—or at least questions—it all.

2007 / 192 pp / 1392 color + 35 b/w ill. / 978-1-56898-729-3 / $29.95 / CDN $38.95

**SOAK WASH RINSE SPIN**

Tolleson Design

Steve Tolleson's approach to design might best be described as scientific: it involves relentless research in which every element of a project is subject to rigorous study. The end results of this process are designs that are meticulously executed, sometimes cerebral, but never without emotion and wit. *Soak Wash Rinse Spin* investigates the cycles of the Tolleson Design creative process through a textual and graphic layering of information involving four phases: research, collaboration, visual exploration, and environmental influences.

1999 / 320 pp / 800 color ill. / 978-1-56898-198-7 / $45.00 / CDN $58.50

## DANIEL EATOCK
### IMPRINT

Imagine the work of a young designer for whom concept and humor are more important than the glossy aesthetics of mainstream periodicals and design annuals and for whom the message trumps the media, and you begin to get an idea of the refreshingly smart and thought-provoking work of Daniel Eatock. Rejecting the widely held opinion that work made without a client is "art" and work for hire is "design," Eatock challenges both categories by purposely blurring the distinction. The first monograph on this unconventional practitioner, *Daniel Eatock Imprint* is as unconventional as the artist himself. Constantly oscillating between art and graphic design, this book is full of Eatock's astute observations and eccentric obsessions.

2008 / 224 pp / 700 color images / 978-1-56898-788-0 hc / $60.00 / CDN $66.95
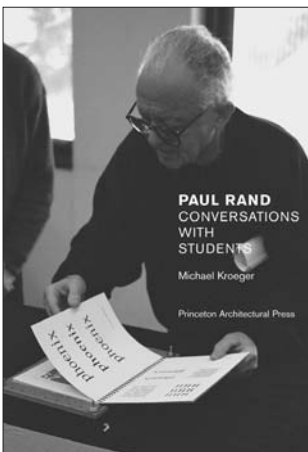
## PAUL RAND
### CONVERSATIONS WITH STUDENTS

Michael Kroeger

As one of the most influential and inspirational graphic designers of the 20th century, Paul Rand defined modern American graphic design. His iconic logo designs for IBM, UPS, and the ABC television network distilled the essences of modernity for his corporate patrons. This latest volume of the popular *Conversations with Students* series presents Rand's last interview, recorded at Arizona State University one year before his death in 1996. Beginners and seasoned design professionals alike will be informed by Rand's words and thoughts on varied topics ranging from design philosophy to design education.

2007 / 96 pp / 30 b+w ill. / 978-1-56898-725-5 / pb / $19.95 / CDN $25.95
[For other titles in series, go to www.papress.com]

## MODERN DOG
### 20 YEARS OF POSTER ART
(NOT CANINE RELATED)

Mike Strassburger and Robynne Raye

Seattle-based design studio Modern Dog's heady mix of cheeky humor and punk rock aesthetics makes it unique among design firms—and a lot of fun. Gathered here for the first time is its groundbreaking work in poster design over the past two decades—design that is both contemporary or "modern" and devoted to mirroring the current through persistence or "doggedness."

What's more—and unusual in a design monograph—their text is laugh-out-loud funny. Interviews with founders Mike Strassburger and Robynne Raye by design luminaries James Victore and Rick Valicenti and an essay by critic Steven Heller illuminate the working methods of these creators of iconic and irreverent fin-de-siècle design.

2008 / 160 pp / 200 color ill. / 978-0-8118-6168-7 / hc / $27.50 / CDN $35.95
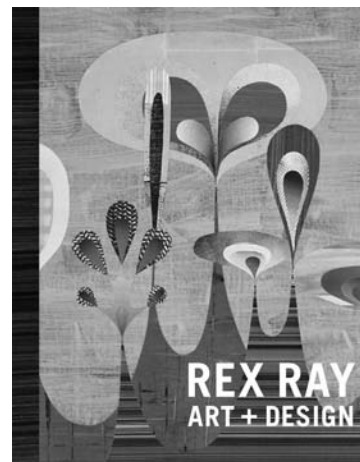
## REX RAY
### ART + DESIGN

Douglas Coupland
Michael Paglia
Steven Skov Holt

Rex Ray's highly collectible artwork is coveted in design as well as art circles. His color-bursting, curvaceous art graces the walls of high-design hotels, world-class museums, and hip restaurants, yet remains, as acclaimed author Douglas Coupland puts it in his foreword, "unslick, but superslick at the same time." Abstract and handcrafted, with a retro-futuristic mid-century feel, Rex Ray's meditations on fluid forms are a rare combination of sophistication and decorative appeal.

2007 / 160 pp / 150 color ill. / 978-0-8118-5975-2 / hc / $35.00 / CDN $38.95

## 1000 FONTS
### AN ILLUSTRATED GUIDE TO FINDING THE RIGHT TYPE-FACE

Edited by Bob Gordon
Text by Graham Davis,
Robin Dodd,
and Keith Martin

Finding the perfect font is tricky, and in an increasingly digital age, the options seem endless. This handy volume takes the mystery out of font selection by displaying the entire alphabet and numerals for 1000 unique typefaces, making it easy for designers—or anyone who works with type—to find the perfect face for any job. An easy-to-understand icon system organizes hundreds of fonts, making searching and cross-referencing easy. And, an additional feature, color photos offer real-world examples of many of the fonts in action, showing how they translate from screen to final layout. Accessible and thorough, *1000 Fonts* is an indispensable tool for novice and expert designers alike.

Bob Gordon teaches graphic design and art at both the University of Brighton and Kingston University, England. He has more than 40 years of experience working with typography.

2009 / 512 pp / full-color images throughout / 978-08118-6846-4 / pb / $29.95 / CND $38.95

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## FRAKTUR MON AMOUR

Judith Schalansky

When was the last time a book on typography made you swoon? Just wait until you feast your eyes on *Fraktur Mon Amour*, Berlin-based graphic designer Judith Schalansky's love letter to Blackletter fonts.

Blackletter, also known as Fraktur or Gothic type, was commonly used throughout Europe in the Middle Ages. By the end of the Renaissance it had mostly been replaced by the typeface Latin Antiqua. The use of Blackletter type became taboo in Germany after World War II because it was incorrectly associated with the Nazis, who actually banned its use in 1941 because it was falsely believed to be a Jewish invention. Revelations about the true history and meaning of Blackletter type have resulted in a resurgence in usage by graphic designers. Companies such as Nike, Reebok, and Coca-Cola now use Fraktur in their advertising. It decorates posters, album covers, and even skin in the form of tattoos. But a comprehensive collection of the most beautiful classic faces, as well as the best new variations, has been missing until now.

*Fraktur Mon Amour* reproduces 300 variations of Blackletter fonts, ranging from historical fonts to contemporary reinventions, in a sensuous, beautifully crafted, hot-pink prayer book-style catalog that is destined to become a fetish object for designers and type enthusiasts. Each Blackletter font is presented on a full page along with its complete alphabet, date of origin, the name of its designer, and its original foundry. On the facing page is a composition created from that font that explores the subversive beauty of this unique typeface. In addition, 137 of these fonts—including four created exclusively for this book—are collected on an enclosed CD (Mac and PC) for free private and restricted commercial use. *Fraktur Mon Amour* is the winner of several awards, including the Type Directors Club of New York's 2007 Award for Typographic Excellence.

2008 / 648 pp / 300 complete character sets, CD (Mac & PC) containing 137 fonts
978-1-56898-801-6 / hc / $75.00 / CDN $98.00

For an examination copy, contact katharine@papress.com.
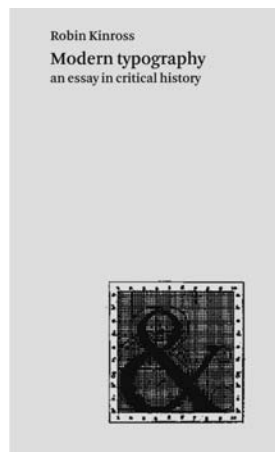
## MODERN TYPOGRAPHY
### AN ESSAY IN CRITICAL HISTORY
2ND EDITION

Robin Kinross

*Modern Typography* is Robin Kinross's classic survey of European and North American typography since 1700. The book breaks ground by focusing on the history of typography as an intricate web of social, technical, and material processes rather than a parade of typeface styles. Kinross's clear, concise writing combined with his extensive knowledge of the history of typography create a gold standard for how design history ought to be written.

2004 / 224 pp / 64 b+w ill. / 978-0-907259-18-3 / pb / $27.50 / CDN $35.95
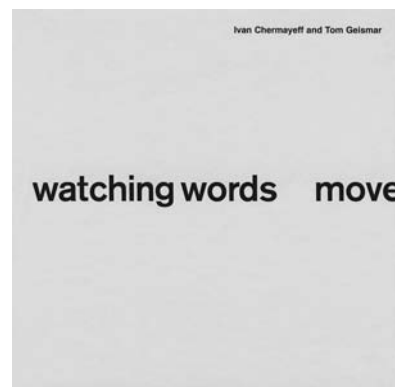
## WATCHING WORDS MOVE

Ivan Chermayeff, Tom Geismar

Words have the power to move. In 1962, a modest design studio created its own riff on that statement in the form of a small booklet of typographic brilliance, and changed forever how designers thought about the graphic potential of words. Decades later, the impact of *watching words move* is still felt. Never before had the idea been so lucidly and playfully expressed that type itself could speak; that word-forms carried their own implied visual meanings; that the placement of letters on the page could suggest motion, narrative, emotion—just about anything. Now widely available for the first time, this reproduction of the original includes thoughts by numerous influential designers on the lasting impact of this lively type primer.

2006 / 64 pp / b+w ill. / 978-0-8118-5214-2 / hc / $10.00 / CDN $13.00

## SKETCHBOOKS
### THE HIDDEN ART OF DESIGNERS, ILLUSTRATORS & CREATIVES

Richard Brereton

A fantastic source of inspiration, the book gives insight into the inner workings and private inspiration of creatives from the world of advertising, design, graphic design, fashion design, art, street art, and illustration. Intimate and often unseen, sketchbooks document the sources of inspiration as well as the journey to final execution. Providing a showcase of ideas, the sketchbooks themselves are complemented by interviews where the artists explain how they use their sketchbooks and how these relate to finished works, giving readers a direct and unmediated insight into the process of research and creation.

Richard Brereton began his career in the London and New York art markets, before becoming a television producer for the BBC. He currently lives and works in London and is the editor of *GRAPHIC*.

2009 / 240 pp / 530 ill. / 978-1-85669-582-4 / pb / $24.95 / CND $41.95

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Daniel Kluge
Hiro Kurata
Asako Masunouchi
Robert Nicol
Peter Saville
Simon Spilsbury
Holy Wales

## FORECAST
### NOZONE X

Edited by Nicholas Blechman

*Forecast* revisualizes abstractions about everything from our environment to our waistlines, from the stock market to the Middle East through the eyes of cartoonists and graphic designers who have made comics with a conscience: Ward Sutton imagines a nation divided into a red and a blue zone; Paula Scher maps out the Northern Hemisphere of 2100; Elizabeth Amon interviews *New Yorker* journalist Elizabeth Kolbert on global warming; and Tom Tomorrow looks back on the legacy of Bush-Cheney. Ultimately, *Forecast* is an optimistic book: using humor, it encourages all of us to take responsibility for predictions of the future and to take action to affect change.

2008 / 168 pp / 170 two-color images / 978-1-56898-793-4 / pb / $24.95 / CDN $27.95

## STREET SKETCHBOOK
### INSIDE THE JOURNALS OF INTERNATIONAL STREET AND GRAFFITI ARTISTS

Tristan Manco

With interest in graffiti and street art at a record high, the time is ripe for the first-ever volume to reveal the working methods and private fixations of more than 60 leading international street artists through their personal sketchbooks. Artists' sketchbooks offer exclusive access into the creative process—their dog-eared, paint-splattered, sometimes crumbling pages have an intimate and visceral appeal. *Street Sketchbook* includes never-before-seen works by new and acclaimed figures such as Banksy (UK), Alexander Purdy (US), and more, as well as sketches that have formed the basis of large public works. Ingenious throughout, these sketchbooks epitomize the audacious originality of vision that defines the street art scene today.

2007 / 272 pp / 500 color ill. / 978-0-8118-6138-0 / hc / $35.00 / CDN $45.95
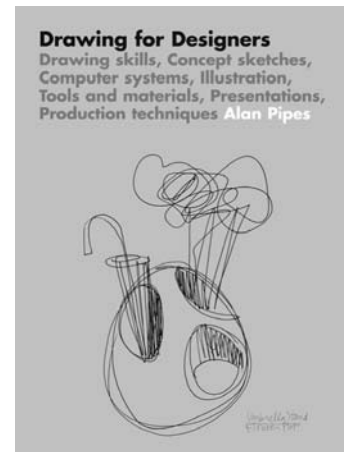
## DRAWING FOR DESIGNERS

Alan Pipes

*Drawing for Designers* offers a comprehensive guide to drawing for product/industrial designers and students. As well as industrial product design, the book encompasses automotive design and the design of other 3D artifacts, such as jewelry and furniture. Covering both manual and computer drawing methods, it follows the design process from initial concept sketches through presentation drawings and visualizations. Case study spreads featuring famous designer products shown both as drawn concepts and the finished object are interspersed with the chapters. There are also several 'how-to-do-it' step-by-step sequences.

2007 / 224 pp / 230 color + 70 b/w ill. / 978-1-85669-533-6 / pb / $29.95 / CDN $38.95

## HOW TO BE AN ILLUSTRATOR

Darrel Rees

At last! Here is true practical help for budding freelance illustrators. This book helps you avoid the pitfalls that can ruin a career, with advice on crucial first impressions, how to create a portfolio and approach clients, how to negotiate contracts, and how to handle, deliver, and bill the first job. It discusses how to set up a studio, maintain a steady flow of work, and manage time and money. In addition, it provides information on successful self-promotion, self-publishing, and the pros and cons of agents.

Packed with useful tips gleaned from the author's own career and his work as an agent handling major artists in the US and UK, the book includes interviews with nine big-name illustrators.

2008 / 160 pp / 40 color + 40 b/w / 978-1-85669-530-5 / pb / $24.95 / CDN $32.95

**NEW**

## DESIGNING SUSTAINABLE PACKAGING

Scott Boylston

*Designing Sustainable Packaging* challenges the next generation of designers to re-envision packaging design in a more environmentally responsible way, and examines an array of techniques and methodologies for creating innovative and sustainable packaging designs, from first concept to final production.

The book is organized into two distinct sections embracing first the theory, and then the practice of eco-friendly packaging design. In the first part of the book, after introducing the student to the background of packaging design and its purpose, the author focuses on issues of sustainability. Through a series of case studies and interviews he looks at some of the companies that are leading the way in sustainable packaging. The second part of the book provides practical information on creating eco-friendly packaging and follows various projects through, step by step.

Scott Boylston is a writer and professor of graphic design at Savannah College of Art and Design. He also lectures widely on the social, cultural and ethical aspects of graphic design. He is the author and designer of *Creative Solutions for Unusual Projects* and *Corrosion: Season of Anecdote* A poetic exploration of ecological decline across the globe. Boylston previously worked as the art director of a New York City design firm and owned an environmentally-friendly surfwear company.

2009 / 192 pp / 400 ill. / 978-1-85669-597-8 / pb / $40.00 / CND $52.00

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**NEW**

## I MISS MY PENCIL

Martin Bone and Kara Johnson of IDEO

What if doorbells used smell instead of sound? What if watches told time more slowly on weekends? Designers at the ground-breaking firm IDEO—the most innovative design company in the world—push themselves to ask seemingly outrageous questions like these daily as they work to construct the products that shape our lives. Following 12 design experiments conceived by designers at IDEO, *I Miss My Pencil* takes a voyeuristic look at what designers do daily, might get to do once, and sometimes only hope to do. Each experiment is made real through collaboration, sketching, prototyping, fabrication, and photographing to go beyond the conceptual to the curiously concrete.

Martin Bone is an award-winning design director at IDEO.

Kara Johnson leads initiatives at IDEO exploring the intersection of materials, design, and brand.

IDEO is one of the most innovative companies in the world.

2009 / 272 pp / full-color photographs throughout / 978-0-8118-6075-8 / hc / $50.00 / CND 65.00

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EXPERIMENTS INCLUDE:

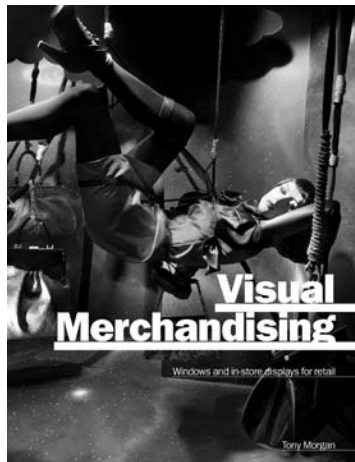What Does A Laptop Taste Like?

    Ink

    Blow

    Smellbell

    Loop

How Knitting Became Cool...

    Pixelated

    Trademark

    Scuff

    PhotoCopy

Julie Andrews Made Me Do It.

    Screw Cork

    Herbendingetje

    C60

    Black

## VISUAL MERCHANDISING
### WINDOWS AND IN-STORE DISPLAYS FOR RETAIL

Tony Morgan

A great introduction for retail students, this book offers a user-friendly reference guide to all aspects of visual merchandising and covers both window dressing and in-store areas. Using examples from a range of stores from fashion emporia to supermarkets, the book offers practical advice on the subject, supported by hints and tips from established visual merchandisers. It reveals the secrets of their tool kit, and information on the use of mannequins, the latest technology, how to construct and source props, and explains the psychology behind shopping and buyer behavior.

2008 / 208 pp / 250 color ill. / 50 b+w / 978-1-85669-539-8 / pb / $40.00 / CDN $52.00

## MAKING IT
### MANUFACTURING TECHNIQUES FOR PRODUCT DESIGN

Chris Lefteri

Using contemporary design as a vehicle to describe production processes, *Making It* covers a broad range of almost 90 production methods with descriptive text, specially commissioned diagrams, product shots, and photographs of the manufacturing process. It will appeal not only to product designers involved in lighting, consumer electronics, packaging, domestic accessories, and tableware, but also to interior, furniture, and graphic designers who need access to a range of production methods, as well as to all students of design.

2007 / 224 pp / 300 color ill. / 978-1-85669-506-0 / pb / $35.00 / CDN $45.95
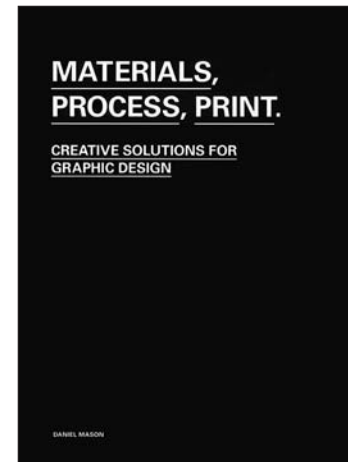
## MATERIALS, PROCESS, PRINT
### CREATIVE IDEAS FOR GRAPHIC DESIGN

Daniel Mason

*Materials, Process, Print* explores the enormous wealth of materials and of print and manufacturing processes currently available to designers. In-depth analysis of specific materials and of key print and manufacturing processes is combined with a series of case studies showcasing innovative practice from major international studios at the cutting edge of contemporary design. Functioning as a handbook for reference and a highly illustrated source of ideas and creative solutions, this book suggests fresh approaches and new ways of thinking for designers working in graphic design and packaging, and will also be of interest to product designers and anyone who commissions design in these fields.

2007 / 208 pp / 200 color ill. / 978-1-85669-510-7 / pb / $40.00 / CDN $52.00

## PACKAGING DESIGN

Bill Stewart

Packaging design became established as a specialist discipline in the 1960s, yet few books have been published that offer sound practical advice for students. Now Bill Stewart describes the design process from concept creation to production, including considerations of brand development and the designer's obligations and responsibilities to the environment. Illustrated by a wide range of packaging examples, including useful tips and ideas for the designer, and concluding with a chapter on career advice, this book will be of interest to all students involved with packaging, whether their focus is structural or graphic design, product design, marketing, or consumer behavioral studies.

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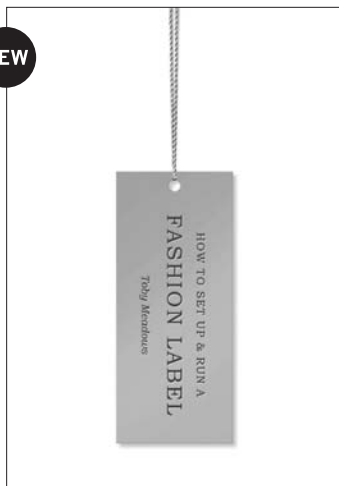
## HOW TO SET UP AND RUN A FASHION LABEL

Toby Meadows

No matter how talented you are as a designer, if you are going to run a successful fashion label you also need to know about business – from marketing and PR to manufacturing your collection, and where to find the money to finance it all. In *How to Set Up and Run a Fashion Label*, Toby Meadows presents a no-nonsense guide to running your own business, whether it is within the clothing, accessories or footwear sectors. Packed with tips, case studies and tasks to help you analyse yourself, your market and your product, the book is designed for anyone wanting to start their own fashion business.

2009 / 176 pp / 137 ill. / 978-1-85669-575-6 / pb / $30.00 / CND $40.00

## SCREEN
### ESSAYS ON GRAPHIC DESIGN, NEW MEDIA, AND VISUAL CULTURE

By Jessica Helfland
Introduction by John Maeda

Designer and critic Jessica Helfand has emerged as a leading voice of a new generation of designers. Her essays appear in places as diverse as *Eye*, *Print*, *ID*, *The New Republic*, and the *LA Times*. The essays collected here decode the technologies, trends, themes, and personalities that define design today and provide a road map of things to come. Her first two chapbooks — *Paul Rand: American Modernist* and *Six (+2) Essays on Design and New Media* — became instant classics. This new compilation brings together essays from the earlier publications along with more than twenty others on a variety of topics.

2001 / 208 pp / 65 color + 120 b/w ill. / 978-1-56898-310-3 / $19.95 / CDN $25.95

## HOW TO BE A GRAPHIC DESIGNER WITHOUT LOSING YOUR SOUL

Adrian Shaughnessy

This book addresses the concerns of young designers who want to earn a living by doing expressive and meaningful work and who want to avoid becoming hired drones working on soulless projects. Written by a designer for designers, and including interviews with Neville Brody, Natalie Hunter, Rudy VanderLans, John Warwicker, Angela Lorenz, Alexander Gelman, Andy Cruz, Kim Hiorthoy, Peter Stemmler, and Corey Holms, it combines practical advice with philosophical guidance to help young professionals embark on their careers.

2005 / 160 pp / 20 b+w ill. / 978-1-56898-559-6 / pb / $19.95 / CDN $25.95
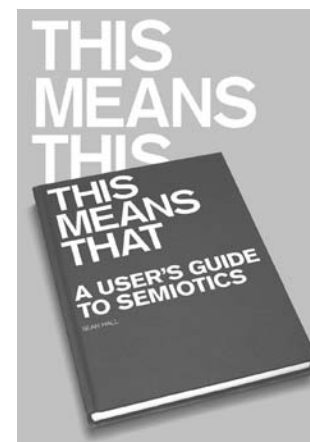
## THIS MEANS THIS, THIS MEANS THAT
### A USER'S GUIDE TO SEMIOTICS

Sean Hall

Semiotics is the theory of signs. Signs are amazingly diverse, from simple road signs that point to a destination, to smoke that warns us of fire, to the culturally-conditioned symbols buried within art and literature. Our reading of signs is very much a part of everyday life, yet semiotics is often perceived as a mysterious science. This introductory book decodes the mystery of semiotics using visual examples instead of abstract theory. Divided into 75 key semiotic concepts, each section of the book begins with a single image or sign, accompanied by a question that invites us to interpret what we are seeing.

2007 / 176 pp / 45 color + 30 b/w ill. / 978-1-85669-521-3 / pb / $28.00 / CDN $33.00

## EVERYDAY ENGINEERING
### HOW ENGINEERS SEE

Andrew Burroughs and IDEO

World-renowned design and innovation firm IDEO uses first-hand observations to inform and inspire its work. As it did with the groundbreaking observational primer *Thoughtless Acts?*, IDEO once again brings its instructive methods to bear on the world around us, this time with an eye toward the inherent but unheralded presence of modern engineering. By observing the built environment we walk through every day—the often-overlooked details of buildings and roads, the joinings and interfaces of our infrastructure—we can learn to see the world as engineers do, and adapt this perspective to critical thinking. Through simple pictures of how objects and environments behave over time, *Everyday Engineering* invites anyone in creative fields, business, and design to see the world through IDEO's eyes.

2007 / 204 pp / 175 color ill. / 978-0-8118-6054-3 / hc / $29.95 / CDN $38.95

## THOUGHTLESS ACTS?
### OBSERVATIONS ON INTUITIVE DESIGN

Jane Fulton Suri and IDEO

*Thoughtless Acts?* is a primer in the observation method that keeps IDEO's practice human-centered and ever ingenious. People unconsciously perform ultraordinary actions every day, from throwing a jacket over a chair back to claim the seat, or placing something in the teeth when all hands are full. These "thoughtless acts" reveal the subtle but crucial ways people behave in a world not always perfectly tailored to their needs. A collection of dozens of (often humorous) snapshots capturing such fleeting adaptations and minor exploitations, *Thoughtless Acts?* provides a privileged peek at how IDEO creates the people-friendly products, services, and spaces for which they are so widely recognized.

2005 / 192 pp / 100 color ill. / 978-0-8118-4775-9 / hc / $29.95 / CDN $38.95

## DESIGN STUDIES
### THEORY AND RESEARCH IN GRAPHIC DESIGN

Audrey Bennett and Steven Heller

*Design Studies*, a collection of 27 essays from an international cast of top design researchers, sets out to mend the schism between research and practice within the discipline of graphic design. Each author outlines methods in which research has aided their design—whether by investigating how senior citizens react to design aesthetics, how hip hop culture can influence design, or how design for Third World nations is affected by cultural differences. Contributors also outline ways in which design educators can teach research methods to their students.

2006 / 464 pp / 50 b+w ill. / 978-1-56898-586-2 / pb / $40.00 / CDN $44.95
[Also available in hardcover: 978-1-56898-597-8 / $65.00]

## COVER ART BY:
### NEW MUSIC GRAPHICS

Adrian Shaughnessy

The album cover is a subject of perennial interest among graphic designers. Revealing state-of-the-art contemporary music graphics, *Cover Art By:* is packed with more than 400 examples of sleeve art. As well as CD and album covers, the insides of CD booklets and the backs of vinyl sleeves are shown.

2008 / 320 pp / 400 color ill. / 978-1-85669-527-5 / pb / $40.00 / CDN $44.00

## INSIDE GAME DESIGN

Iain Simons

*Inside Game Design* offers a unique insight into today's leading game designers, examining in a series of in-depth interviews their influences and the processes that translate their vision into a functioning game. Including industry legends such as David Braben and Michel Ance and new entrants to the field such as Relentless and Keita Takahashi, the interviews contain candid opinions and practical advice about how to enter and work in the industry. The book includes full color artwork, process production sketches, stills from the finished games, studio photographs, and marketing artwork. A ludography listing games and awards is provided for each designer, as well as a detailed glossary and bibliography.

2007 / 160 pp / 300 color ill. / 978-1-85669-532-9 / pb / $29.95 / CDN $38.95

## NEW MEDIA DESIGN

Tricia Austin and Richard Doust

*New Media Design* explains how graphic designers use computers as a medium to combine word, image, motion, sound, and user interaction for the internet, TV, promos, games, animation, CDs, and exhibitions. Mapping the spectrum of career opportunities created by digital technologies in the industry, it also describes the attitudes, skills, and knowledge needed to enter the profession and captures the flavor and excitement of working in this field. The authors' broad perspective—taking in everything from photography and illustration to motion, environmental, and wearable graphics—describes the growing importance of new media for graphic designers in developing new experiences for the information and entertainment industries across the globe.

2007 / 192 pp / 300 color ill. / 978-1-85669-431-5 / $35.00 / CDN $38.95

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