

The book was found

Popular Lies About Graphic Design



Synopsis

Multi award-winning designer, typographer and TED speaker, Craig Ward, presents his first self-authored book - *Popular Lies About Graphic Design*. An attempt to debunk the various misconceptions, half truths and, in some cases, outright lies which permeate the industry of design. Lovingly designed and written both passionately and irreverently, Ward pulls from his ten years of experience to tackle lighter subjects such as design fetishists, Helvetica's neutrality and urgent briefs, alongside discussions on more worthy topics such as the validity of design education, the supposed death of print, client relationships and pitch planning. In addition, the book features contributions and insights from more than a dozen other established practitioners such as Milton Glaser, Stefan Sagmeister, Christoph Niemann and David Carson making it a must for students, recent graduates and seasoned practitioners alike.

Book Information

Paperback: 160 pages

Publisher: Actar; First Edition edition (January 15, 2013)

Language: English

ISBN-10: 8415391358

ISBN-13: 978-8415391357

Product Dimensions: 0.5 x 4.8 x 6.8 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars Â See all reviews Â (22 customer reviews)

Best Sellers Rank: #719,894 in Books (See Top 100 in Books) #140 in Â Books > Arts & Photography > Graphic Design > Commercial > Advertising #335 in Â Books > Arts & Photography > Graphic Design > Typography #2164 in Â Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

Artsy trendy design. Shallow blog-feel style of writing. Yes. He says things that are true with creative and witty turns of phrase. I expected less obvious, and more substance. A first year design student might truly enjoy it. For me it was a waste of money.

The content is excellent, just a great book that every designer must read! The only "but" is that even when I purchase it directly from , the cover fell off :(. But is a good book, YOU NEED TO READ IT!

That Craig Ward is an exceptional talent, one of the most innovative and influential designers in the business right now, is a given. That he'd make a book that would be exciting and elegant was expected. But the happiest payoff of "Popular Lies" is that Ward brings as much vision and wit and clarity to the content of his words as he usually does to the visuals of them. This is a lovely, lively book, one that non-industry readers like me, who just barely qualify as the "fetish for design" types, will adore just as much as the working professionals and students to which Ward so eloquently imparts his wisdom. It's a bold treatise -- he calls the universally loathed comic sans "the typographic equivalent of the innocent man on death row," for example -- but it's also an intelligent, reasoned guide for anyone who wants to turn creativity into a career. "Ultimately," Ward writes to would-be artist enfants terribles, "you're being paid to provide a service and a skill." His book, like his one-of-a-kind style, is at once both wildly romantic and refreshingly practical, a love letter to design that pulls no punches. With this remarkable achievement, Ward has created a work of great humor, substance, and beauty. And, like the master he is, he's made it look effortless.

For years I have referenced Paul Arden's "It's Not How Good You Are, It's How Good You Want To Be" as being the go to resource for honest, insightful and inspirational words on pursuing a career in an industry where success is hard won and setbacks are numerous. This book replaces Mr Arden's as the book I like to have within closest reach. The advice is honest, witty and straightforward and explained through the filter of the author's personal experiences. It is also gorgeous to look at. Frankly, a must read.

The book is a really superb book, and if I had just been reviewing the contents of the book, I would have given it five stars, however, while I was reading the book, the binding of the book melted and the cover fell right off!

Hard to focus on the content when the cover came straight off and the pages are falling apart! The glue is clearly sub-standard - it has managed to seep into the pages leaving an oily residue, while simultaneously cracking and peeling and leaving waxy chunks all over the place. Reading other reviews, it is clearly not an isolated issue. Annoying.

I'd be inclined to give this book a better rating if the binding didn't fall apart the first day I received. Granted it was a hot day in the valley but come on!

The headline says it all. This book is cleverly written. I was hooked after the intro. Very intelligent and really funny. I think anyone (aspiring designers, novices, amateurs, or experts) will and can enjoy this quick read.

[Download to continue reading...](#)

Popular Lies About Graphic Design Lies, Damned Lies, and Science: How to Sort Through the Noise Around Global Warming, the Latest Health Claims, and Other Scientific Controversies (FT Press Science) "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels)) Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) The Complete Portrait Manual (Popular Photography): 200+ Tips and Techniques for Shooting Perfect Photos of People (Popular Photography Books) Popular Christmas Memories, Bk 1: 9 Early Intermediate to Intermediate Piano Arrangements of the Season's Most Popular Songs (Memories Series) Double Agent! Piano Duets: Hal Leonard Student Piano Library Popular Songs Series Intermediate 1 Piano, 4 Hands (Popular Songs, Hal Leonard Student Piano Library) On The Human Condition: St Basil the Great (St. Vladimir's Seminary Press "Popular Patristics" Series) (St. Vladimir's Seminary Press "Popular Patristics" Series) "Aiga Graphic Design, Volume 13" (Aiga Year in Design) (No. 13) Know Your Onions - Graphic Design: How to Think Like a Creative, Act like a Businessman and Design Like a God Create a Logo: 7 Easy Steps to Your Client's Dream Logo (Graphic Design, Logo Design, Brainstorm, Branding, Clients, Sketching) Typographic Design in the Digital Studio (Graphic Design/Interactive Media) Architectural Graphic Standards (Ramsey/Sleeper Architectural Graphic Standards Series) Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) An Anthology of Graphic Fiction, Cartoons, and True Stories (Anthology of Graphic Fiction, Cartoons, & True Stories, Volume 1) The Graphic Canon, Vol. 2: From "Kubla Khan" to the Bronte Sisters to The Picture of Dorian Gray (The Graphic Canon Series) The Wright Brothers: A Graphic Novel (Campfire Graphic Novels) The Adventures of Tom Sawyer: The Graphic Novel (Campfire Graphic Novels) Introducing Literary Criticism: A Graphic Guide (Introducing Graphic Guides)

[Dmca](#)