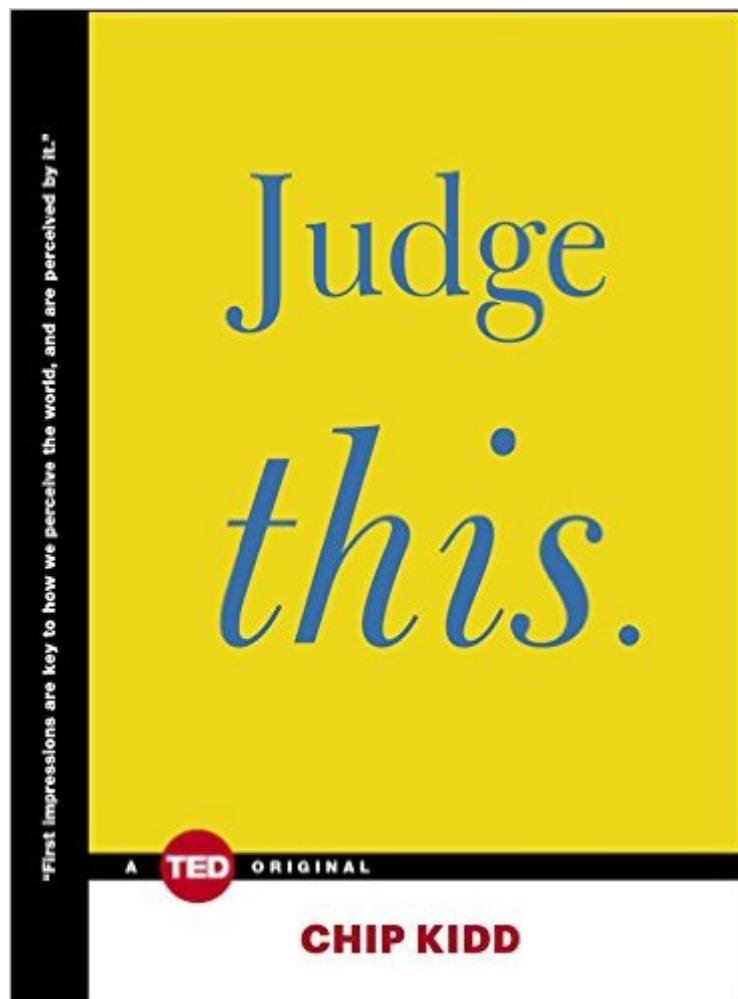


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## Judge This (TED Books)



## **Synopsis**

A fun, playful look at the importance of first impressionsâ "in design and in lifeâ "from acclaimed book designer Chip Kidd. First impressions are everything. They dictate whether something stands out, how we engage with it, whether we buy it, and how we feel. In *Judge This*, renowned designer Chip Kidd takes us through his day as he takes in first impressions of all kinds. We follow this visual journey as Kidd encounters and engages with everyday design, breaking down the good, the bad, the absurd, and the brilliant as only someone with a critical, trained eye can. From the design of your morning paper to the subway ticket machine to the books you browse to the smartphone you use to the packaging for the chocolate bar you buy as an afternoon treat, Kidd reveals the hidden secrets behind each of the design choices, with a healthy dose of humor, expertise, and of course, judgment as he goes. *Judge This* is a design love story, exposing the often invisible beauty and betrayal in simple design choicesâ "ones most of us never even think to notice. And with each object, Kidd proves that first impressions, whether we realize it or not, have a huge impact on the way we perceive the world.

## **Book Information**

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## **Customer Reviews**

Though I do not recommend this in ebook format because of the inability to have the graphic illustration and the commentary on screen at the same time, I never the less found the subject extremely interesting. Chip Kidd shares his reasoning for his choice of book cover art. I thought the method by which he selected the type of cover to be fascinating, and it gave me some insight into

why I am attracted to covers in the bookstore and library. Perhaps I am missing out by not having a color ereader.....\*I received my copy through Netgalley.com in exchange for an honest review.

I loved the storytelling with the relevant process of it all.Great help to writing my master thesis. It helped me draw from my own knowledge in a very creative and inspiring way.Thank you!More like this please!

Chip Kidd is a very lucky man. Right out of graphic design class he was hired into publishing in New York City, and has been a book cover designer at the same firm ever since. He works with the biggest names and gets seemingly free creative reign. He has collected some of his best covers, and the real world design elements that inspired them, into a short, fast little book you can read in an hour or two.Kidd created a continuum, a horizontal line that goes from clarity to mystery, rating various elements of daily life according to how much work it takes to understand them. He measures his book covers by how much they might benefit from extreme clarity to extreme mystery.The medium is the message, so you would expect a book cover designer to publish a book. Unfortunately, this is written as belonging to some other medium. Every image is accompanied by a short paragraph or two, more of a narration than a narrative. The images on the opposite page would have much more impact on a large screen, particularly in an e-book, where you can't see the image at the same times as the text. The whole effort fairly screams to be a 50 minute slide show, with Kidd narrating. He would be far more entertaining than the book.And so it is. This is the print extension of his TED talk, for those who need a paper version of the video available online. The video is much more fun.David Wineberg

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