



Ebook Directory
the best source of ebook

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

File Size: 31397 KB

Print Length: 160 pages

Page Numbers Source ISBN: 8415391358

Publisher: Actar (January 15, 2013)

Publication Date: January 15, 2013

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B01N6S70A5

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #380,751 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #10

in Kindle Store > Kindle eBooks > Arts & Photography > Graphic Design > Commercial >

Advertising #28 in Kindle Store > Kindle eBooks > Arts & Photography > Graphic Design >

Typography #73 in Kindle Store > Kindle eBooks > Arts & Photography > Graphic Design >

Graphic Arts

Customer Reviews

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!

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.

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 Binding on this book is terrible. It fell apart on the day I got it, I returned it to and requested another one but the same thing happened!!! Such bad quality.

Some insight, mostly retelling old tales. Entertaining for graphic artists.

The book is great for seasoned Graphic Designers with years of experience and young, aspiring designers alike; I'd recommend this book to anyone in any sector of business.

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.

This book wasn't exactly what I was thinking it would be. Easy to read, but I wouldn't read it again.

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

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Popular Lies about Graphic Design "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: AIGA Year in Design) Shapes: Geometric Forms in Graphic Design (Graphic Design Elements) Graphic Design School: The Principles and Practice of Graphic Design Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World

Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) The Doctor's Baby Dare (Texas Cattleman's Club: Lies and Lullabies Series) (Harlequin Desire: Texas Cattleman's Club: Lies and Lullabies) 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) 10 Lies Men Believe About Porn: The Lies That Keep Men in Bondage, and the Truth That Sets Them Free (Morgan James Faith) Lies the Gospels Told You (Lies of the Bible Book 2) Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Graphic Icons: Visionaries Who Shaped Modern Graphic Design Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) Graphic Design Thinking (Design Briefs) Color Design Workbook: A Real World Guide to Using Color in Graphic Design Color Design Workbook: New, Revised Edition: A Real World Guide to Using Color in Graphic Design "Aiga Graphic Design, Volume 13" (Aiga Year in Design) (No. 13) "Graphic Design U.S.A., No. 14" (365: Aiga Year in Design)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)