ROCKPORT
PUBLISHERS

THE COMPLETE DESIGN LIST 2012

PUBLISHER'S NOTE

This year marks the 28th anniversary for Rockport Publishers. Twenty-eight is not usually a celebrated anniversary. It doesn't have the same excitement as 25 or 30, but for us, 2012 is a real turning point for the Rockport list. We are a visual reference publisher whose livelihood rests in a world that embraces and values the printed page. In 2012, we are finding challenges around every corner—limited shelf space at bookstores, fewer opportunities for designers and design enthusiasts to browse our books, and growing competition online where design information and inspiration is immediate and, very often, free of charge.

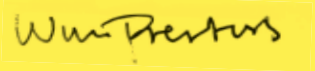
In this brave new world for publishers, booksellers, and book buyers, we feel it is now even more important that we celebrate the printed page with the enthusiasm of true book lovers. In these pages, we offer our readers a complete Rockport backlist catalog—highlighting the books that readers keep coming back to because they offer useful, timeless design information. We've organized these books by category and series, and we've even made some recommendations for course adoption to help design educators and students choose the right books. You can even browse our books on our new Rockport Bookstore App for the iPad.

We celebrate our esteemed authors and designers who offer their knowledge and experience to inspire and educate their peers.

We celebrate the amazing bookstores and booksellers who support design books. These stores are truly destinations for designers, and as such, we have provided a list of stores around the world that we feel offer a superior collection of design books and are well worth visiting.

We also invite you to visit our new online design destination, RockPaperInk.com. Here you will find inspiring and thought-provoking content on branding, typography, logos, color, design management, design for change, posters, fashion, and much more each day, provided by an amazing group of contributors, including Bill Gardner, Jason Tselentis, Robynne Raye, John Foster, Debbie Millman, Stanley Hainsworth, Justin Ahrens, Jake and Pum Lefebure, Yang Kim, Kevin Budelmann, Steve Gordon, Terry Lee Stone, Jay Calderin, and Tony Seddon. If you visit, please sign up for our RockPaperInk mailing list and you will receive monthly news about Rockport and the design community at large, as well as special offers from us and our RockPaperInk contributors!

Enjoy the catalog. We hope you find it very useful. Happy 2012 and happy 28th birthday to Rockport Publishers!



Publisher

ROCKPAPERINK

INSPIRATION, IDEAS, & OPINIONS FROM DESIGN FANATICS

RockPaperInk is a place for designers to come together to share their opinions, creations, and passion for the field. From graphic art to fashion, architecture, and beyond, every topic is fair game, and each contribution builds on the sense of community headed by our experts from around the world. More than anything, this is a spot to foster dialogue about everything design and get inspired by the views, ideas, and hair-pulling conundrums of your fellow creators. Join the conversation at www.rockpaperink.com.

"Designed for those fanatical about design, RockPaperInk doesn't disappoint."
—*Communication Arts* magazine

ROCKPORT'S NEW APP FOR THE iPAD

Rockport has always provided designers with outstanding inspirational and educational reference book content and now designers can browse and shop for titles in e-book format through a new app for the iPad. The app fully preserves and respects the visual complexity of our books, supporting both portrait and landscape presentation with a full suite of features to enhance the reading experience. Users can download free previews and then purchase complete e-books instantly. Visit the App Store to download.

ROCKPORT

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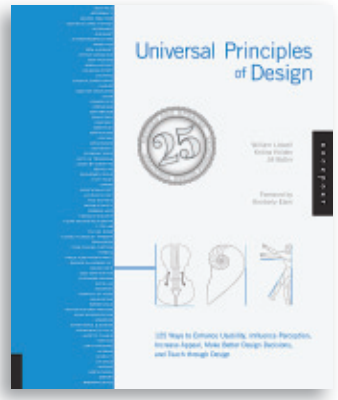
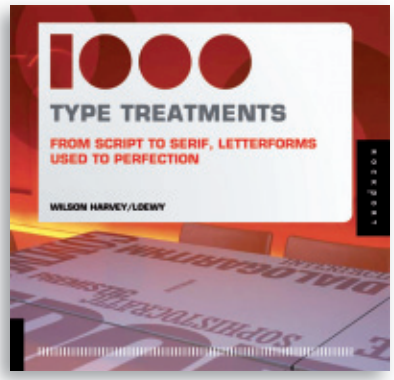
www.rockpub.com
www.rockportpub.co.uk

ROCKPORT
BEST
SELLING
TITLES
1

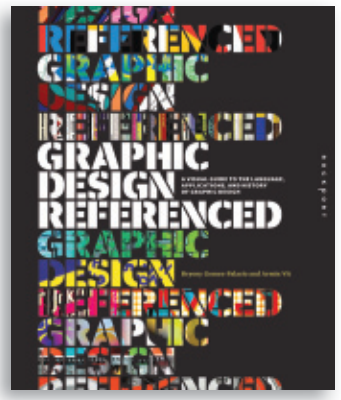

Universal Principles of Design
25


1000
TYPE TREATMENTS
FROM SCRIPT TO SERIF, LETTERFORMS USED TO PERFECTION
WILSON HARVEY/LOEWY

Design Elements
A Graphic Style Manual
to break them
TIMOTHY SAMARA

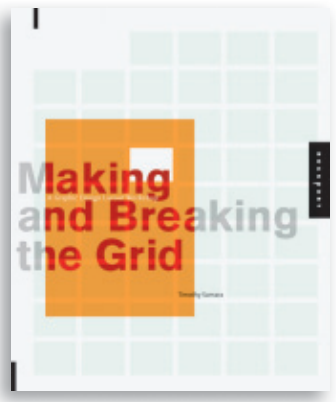
logolounge6

Best Cover Design


REFERENCED
GRAPHIC
DESIGN
REFERENCED
GRAPHIC
DESIGN
REFERENCED
GRAPHIC

COLOR
HARMONY
COMPENDIUM

the
anatomy
of
design

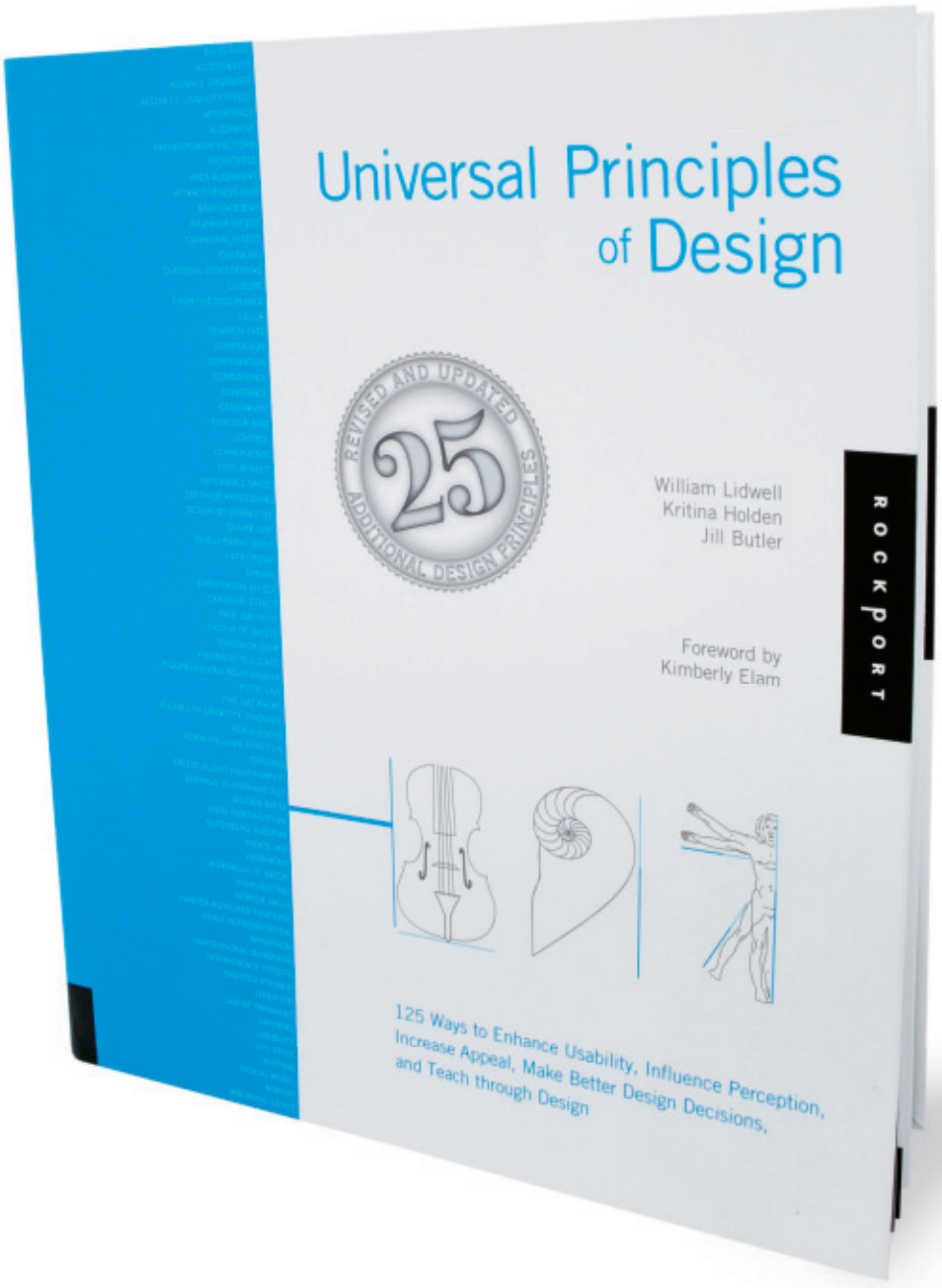

Making
and Breaking
the Grid

Exposure Effect

Iconic Representation
Symbolic
Arbitrary

1

BEST SELLING TITLES



UNIVERSAL PRINCIPLES OF DESIGN

This richly illustrated and easy to navigate cross-disciplinary encyclopedia of design pairs clear explanations of 125 design concepts with visual concepts applied in practice. From the "80/20" rule to chunking, baby-face bias to Occam's razor, and self-similarity to storytelling, every major design concept is defined and illustrated for readers to expand their knowledge. This landmark reference has become the standard for designers, engineers, architects, and students who seek to broaden and improve their design expertise.

For more information, see page 27

CA

"*Universal Principles of Design* reveals the driving forces behind human motivation and brings the designer to an understanding of the intuitive. These principles aren't guesswork. They're real, based on sound research, and they work." —Chair of Graphic + Interactive Communication Department, Ringling College of Art and Design

1000 INDIE POSTERS
JOHN FOSTER
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1000 MORE GREETINGS
CREATIVE CORRESPONDENCE FOR ALL OCCASIONS
1000 BAGS, TAGS & LABELS
DISTINCTIVE DESIGNS FOR EVERY INDUSTRY
1000 PACKAGE DESIGNS
1000 IDEAS BY 100 MANGA ARTISTS
CRISTIAN CAMPOS

1

BEST SELLING TITLES

1,000 SERIES

The books in our 1000 series offer designers a true array of inspiration. Each book is a compendium of all types of innovative options in a specific category such as package design, graffiti and street art, and type treatments. Packed with 1000 images, these comprehensive collections make it easy for the working designer to shop for ideas.

For more information, see pages 65-68

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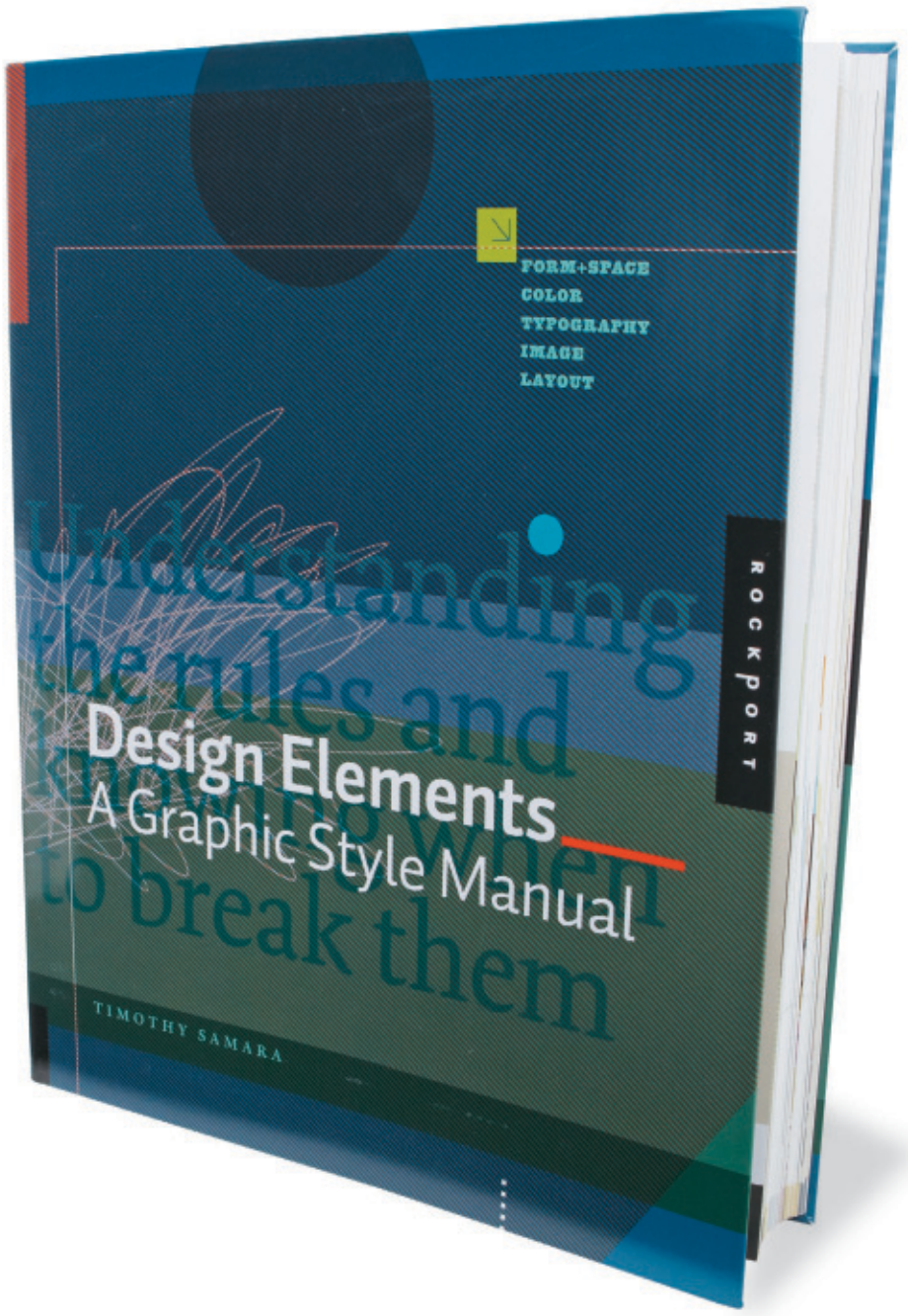
Decoration
Sensuality
Luxury
Fantasy
UPON CLOSER INSPECTION,
WARPING THE PROPORTIONS
PATTERN IS CONSIDERED



1

BEST SELLING TITLES

DESIGN ELEMENTS

With hundreds of tips and examples, this is the most comprehensive manual available outlining the basic principles of layout, typography, color usage, space, image, and how to put it all together. *Design Elements* was created with the design student in mind. The instructional and informative imagery make this the perfect text for designers to learn the fundamental skills that contribute to successful design.

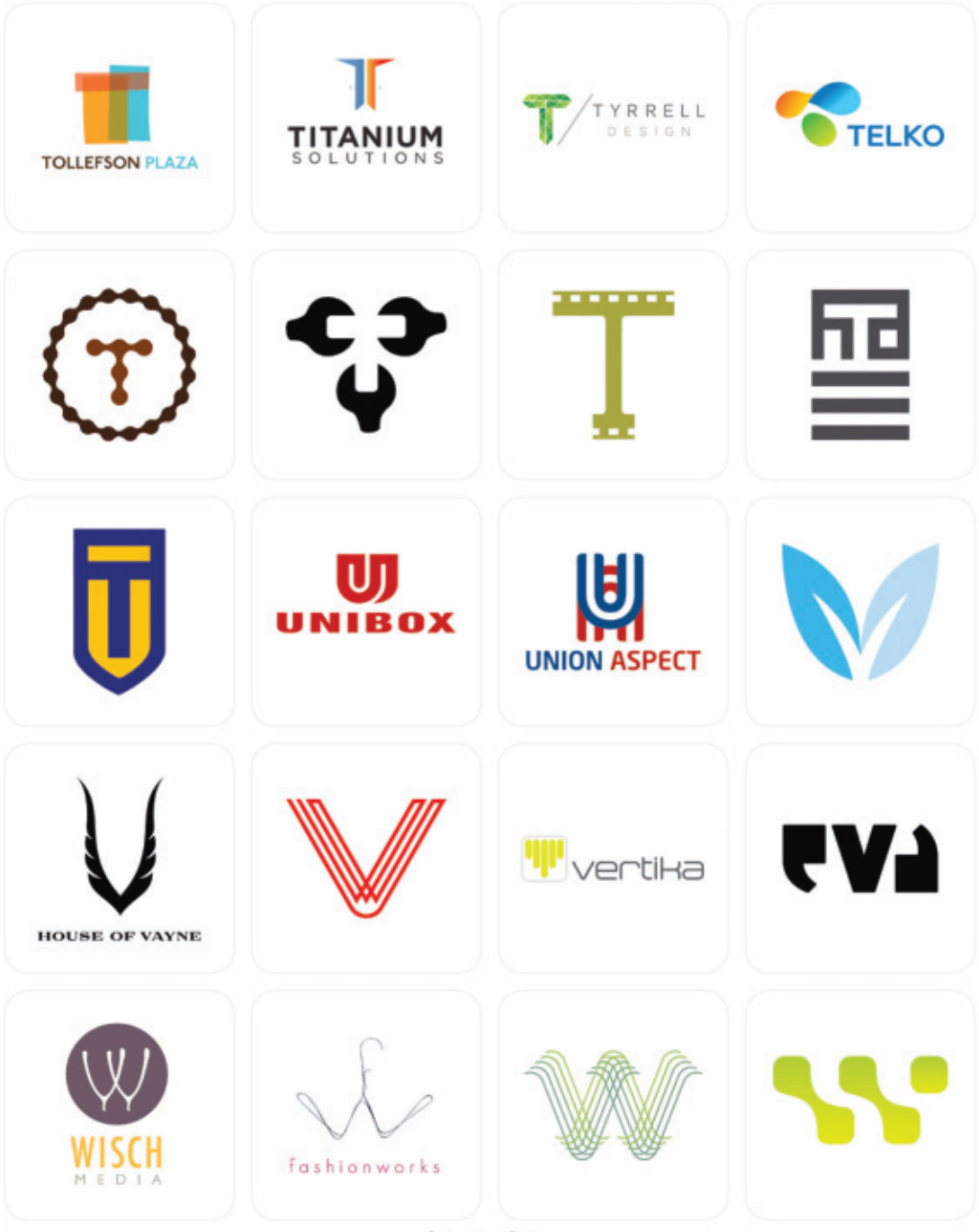
For more information, see pages 25 and 77

CA

"*Design Elements* is a great overview and loaded with images, layouts, and great advice. I am definitely requiring it for my class."
—Professor, Iowa State University's College of Design

"The first day I started reading *Design Elements*, I realized it would be perfect for my students. This book is a must have in the library."
—Instructor, Art Center College of Design

logolounge
2,000 International Identities by Leading Designers
logolounge 2
logolounge 3
logolounge 4
logolounge MASTERclass
3000 Animal & Mythology Logos



1

BEST SELLING TITLES

LOGOLOUNGE SERIES

Each volume in the popular LogoLounge series brings together a diverse collection of thousands of new logos from top designers around the world. The logos are organized by visual categories for easy reference. The LogoLounge Master Library books feature expanded and highly focused collections of logos in areas such as initials and crests, animals and mythology, and shapes and symbols. Available in hardcover, paperback and pocket-size mini editions, the LogoLounge series provides designers with invaluable sources for inspiration and resources for design solutions.

For more information, see pages 82-83

The
GRAND TOUR
Furniture
Textiles
Objets d'Art

POST CARD
The Grand Tour
7134 E. Stetson Drive, Suite 100
Scottsdale, AZ 85251
info@thegrandtourhome.com
www.thegrandtourhome.com
p. 480.990.8687 f. 480.990.1229

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print
rattanaporn puttanya
accountant
pink blue black & orange co., ltd. (color party)
1128 rama 9 road, suanluang, bangkok 10250 thailand
tel. (662) 300 5124, fax. (662) 300 5123
mailus@colorparty.com, color_party@hotmail.com
www.colorparty.com
piyarat punuerai
graphic designer

1

BEST SELLING TITLES

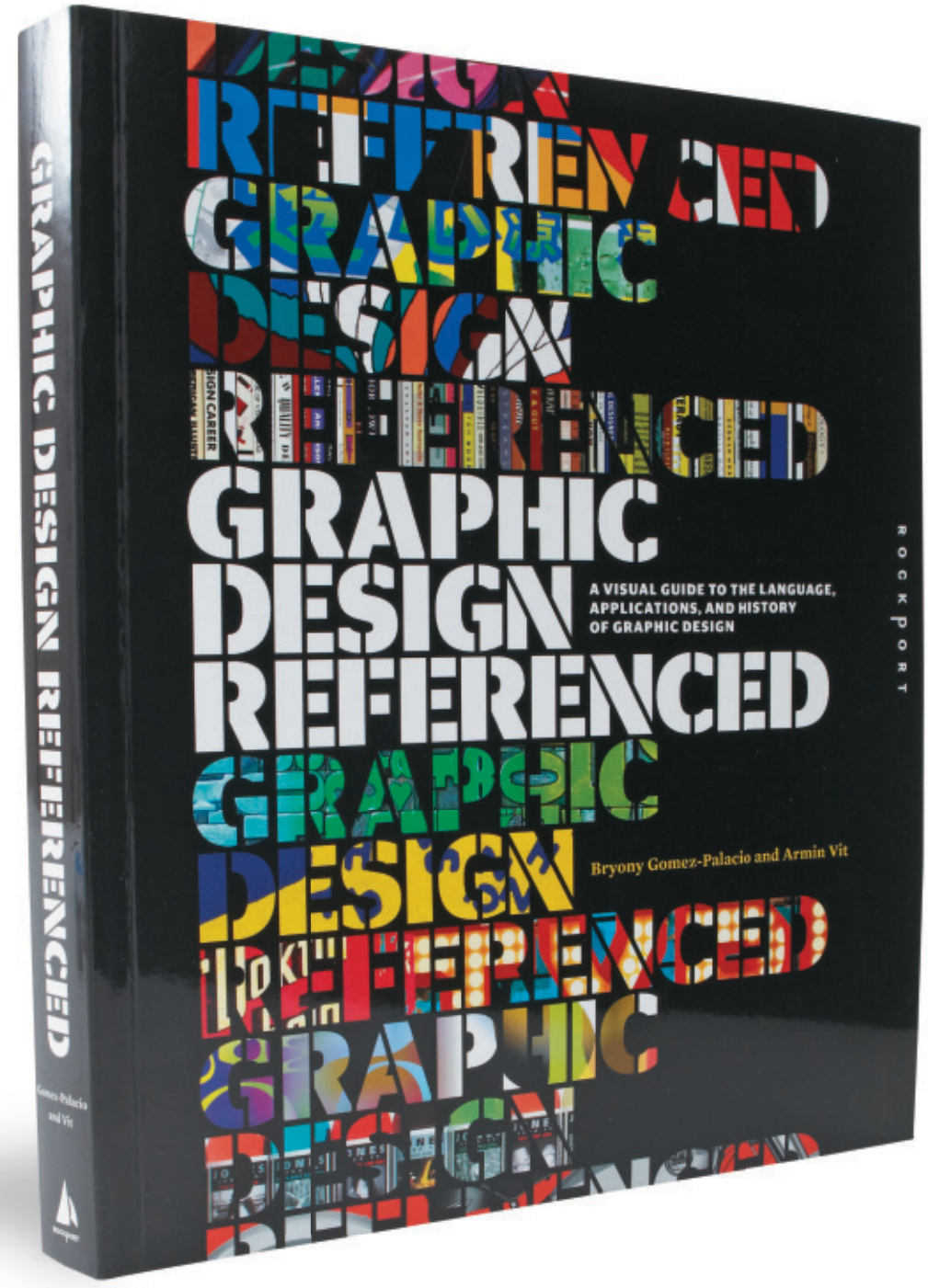
BEST OF SERIES

These go-to sourcebooks for brochure, business card, cover, letterhead and logo, and news design feature innovative collections of the most current and best work by internationally-acclaimed designers. Each highly visual volume offers hundreds of ideas, pages of inspiration, and armloads of advice. Professional designers, corporate executives, and students will want to have these essential resources on their bookshelf to refer to again and again.

For more information, see pages 74-75

Opposite: The Best of Business Card Design 9

CHICAGO
CHICAGO
CHICAGO
CHICAGO
DAZZLE
DAZZLE
OBEY
LE MONDE
LATE JULY



1

BEST SELLING TITLES

GRAPHIC DESIGN, REFERENCED

Graphic Design, Referenced is a visual and informational guide to the most commonly referenced terms, historical moments, landmark projects, and influential practitioners in the field of graphic design. Authors Bryony Gomez-Palacio and Armin Vit document and chronicle the scope of contemporary graphic design, stemming from the middle of the twentieth century to today.

For more information, see page 26

CA

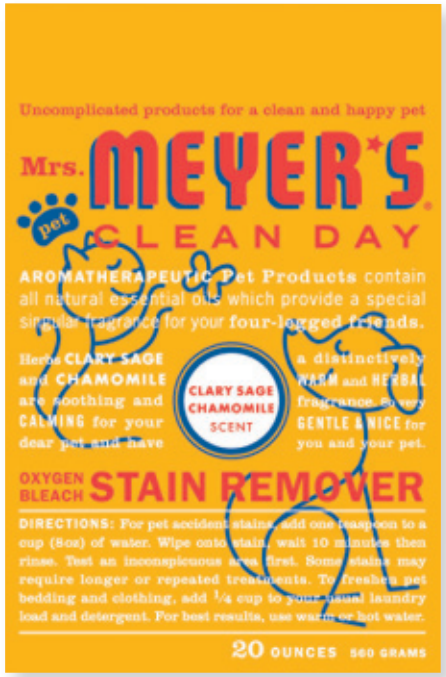
"This is truly a superb contribution to the history of graphic design. Summing up: Essential (four ****)" —*Choice magazine.* Also selected as an Outstanding Academic Title by *Choice*

"Highly recommended for design students." —*Library Journal*

"A must-have (and, as one might expect, aesthetically pleasing) reference book." —*HOW* magazine

"Reading this book is like discussing the love of design among friends with an extraordinary collection of work to share." —*Communication Arts* magazine

Uncomplicated products for a clean and happy pet
Mrs. MEYER'S
pet
CLEAN DAY
AROMATHERAPEUTIC Pet Products contain all natural essential oils which provide a special singular fragrance for your four-legged friends.
Herbs CLARY SAGE and CHAMOMILE are soothing and CALMING for your dear pet and have
CLARY SAGE CHAMOMILE SCENT
a distinctively WARM and HERBAL fragrance. So very GENTLE & NICE for you and your pet.
OXYGEN BLEACH STAIN REMOVER
DIRECTIONS: For pet accident stains, add one teaspoon to a cup (8oz) of water. Wipe onto stain, wait 10 minutes then rinse. Test an inconspicuous area first. Some stains may require longer or repeated treatments. To freshen pet bedding and clothing, add 1/4 cup to your usual laundry load and detergent. For best results, use warm or hot water.
20 OUNCES 560 GRAMS


Uncomplicated products for a clean and happy pet
Mrs. MEYER'S
pet
CLEAN DAY
AROMATHERAPEUTIC Pet Products contain all natural essential oils which provide a special singular fragrance for your four-legged friends.
Herbs CLARY SAGE and CHAMOMILE are soothing and CALMING for your dear pet and have
CLARY SAGE CHAMOMILE SCENT
a distinctively WARM and HERBAL fragrance. So very GENTLE & NICE for you and your pet.
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20 OUNCES 560 GRAMS

1

BEST SELLING TITLES

COLOR HARMONY SERIES

Selecting the right color palette for any design project can make all the difference in getting it right. Our color harmony books offer the most comprehensive reference on the usage of color available today. Hundreds of color combinations are featured, illustrating how colors are used to great effect in design. These books are ideal for designers and all types of artists looking for inspiration and guidance to ensure the right color choices for every project.

For more information, see page 76

DEAD!
LAURIN & KLEMENT
LAURIN & KLEMENT
L'Espresso
NE

1

BEST SELLING TITLES

THE ANATOMY OF DESIGN

In *The Anatomy of Design*, authors Steven Heller and Mirko Ilić have selected forty-nine examples of graphic design to anatomically disassemble piece by piece—tissue by tissue—to reveal an embedded array of influences and inspirations. These are not necessarily the best-known or celebrated objects of graphic design. Instead, they represent some visible and a few obscure contemporary artifacts that are well conceived, finely crafted, and filled with hidden treasures. Some are overtly complex—and their influences easy to see with the naked eye—while others are so simple it is hard to believe a storehouse of inspiration is hidden underneath. This anatomical study teaches us how the body of design history is incorporated into contemporary work—how one motif evolves (and dissolves) into another; how one technique results in a better one.

For more information, see page 53

PLAKAT
SCHWARZ
WEISS

zürcher maler
daDa
AUSSTELLUNG
18.Februar
-19.März
Geöffnet:
Täglich von 10-12 und 14-18 Uhr,
Donnerstag 19.30-21 Uhr, Sonntag 10-12 Uhr.
Eintritt frei

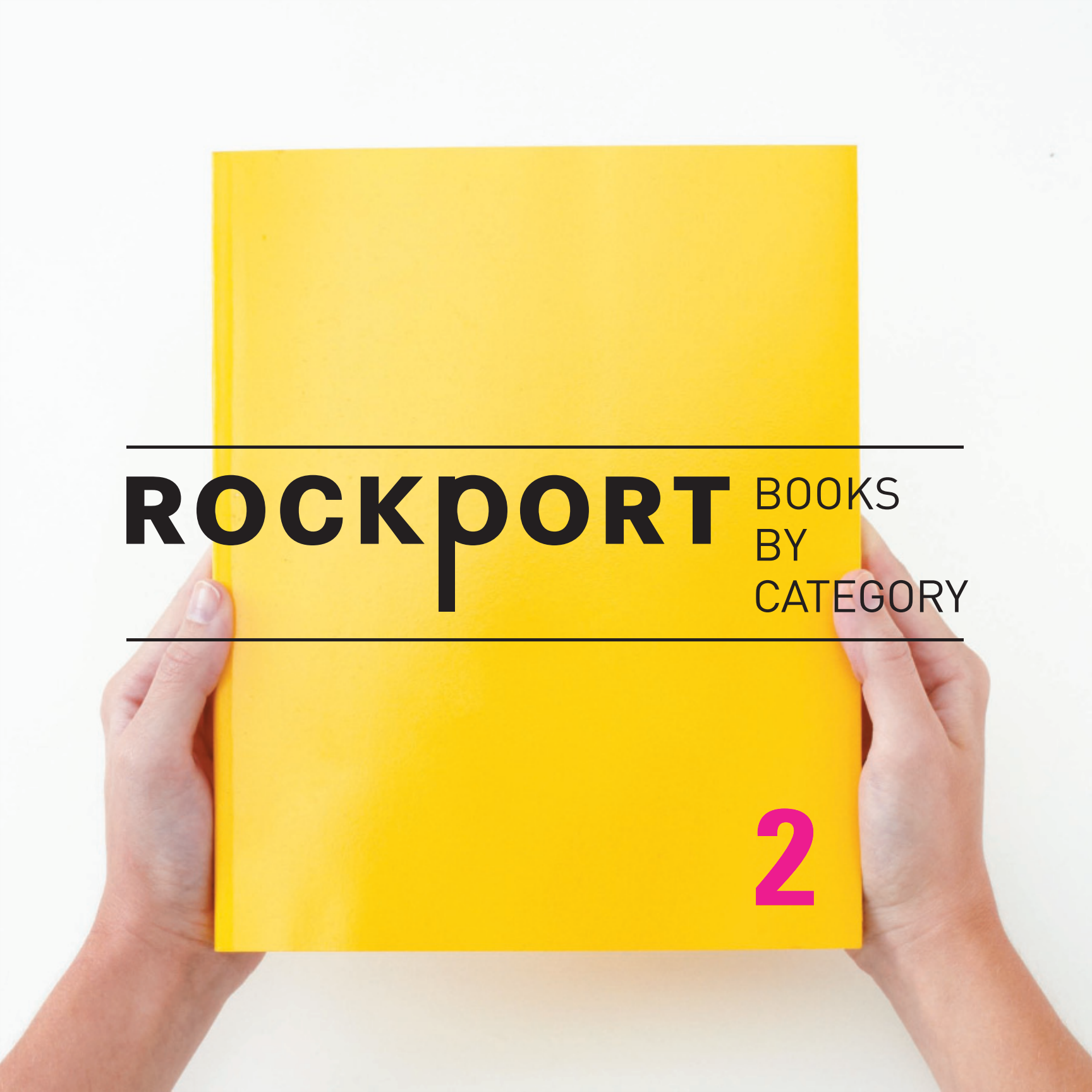
1

BEST SELLING TITLES

MAKING AND BREAKING THE GRID

Making and Breaking the Grid is a comprehensive layout design workshop that assumes that in order to effectively break the rules of grid-based design, one must first understand those rules and see them applied to real-world projects. With this book, designers who haven't formally been introduced to grid use, or who usually avoid using them, may find inspiration to pursue new methods; designers who always use grids may reevaluate the organizing potential of more organic or spontaneous structures. To students, this book can be a valuable resource for seeing a diversity of related work in context.

For more information, see pages 27 and 42


ROCKPORT
BOOKS
BY
CATEGORY
2

2

BOOKS BY CATEGORY

DESIGN FUNDAMENTALS

Design Elements
A Graphic Style Manual
Timothy Samara
ISBN: 9781592532612
Item # 153185 AQ
8 x 10 in, 203 x 254 mm
272 pages, Flexi-bind
300 color photos
Rights sold: Russian, Spanish, Italian, Japanese, Czech, German, Korean, Chinese, Portuguese, English language in Asia excluding Japan, India, Korea
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$30.00 US/£19.99 UK/$37.50 CAN

Design Elements: Color Fundamentals
A Graphic Style Manual for Understanding How Color Affects Design
Aaris Sherin
ISBN: 9781592537198
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Design Elements: Form & Space
A Graphic Style Manual for Understanding Structure and Design
Dennis Puhalla
ISBN: 9781592537006
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8 x 10 in, 203 x 254 mm
168 pages, Flexi-bind
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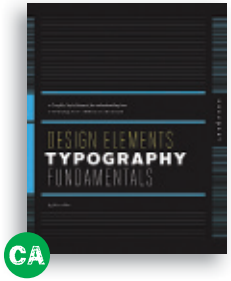

Design Elements, Typography Fundamentals
A Graphic Style Manual for Understanding How Typography Impacts Design
Kristin Cullen
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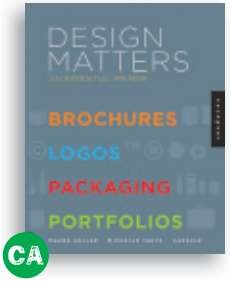

Design Matters
An Essential Primer- Brochures, Logos, Packaging, Portfolios
Capsule, Michelle Taute, and Maura Keller
ISBN: 9781592537389
Item # 195013 AQ
8 x 10 in, 203 x 254 mm
448 pages, PB
900 color photos
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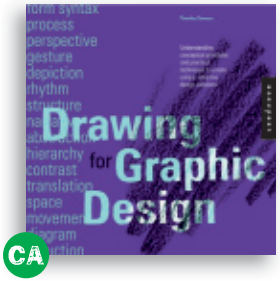

Drawing for Graphic Design
Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions
Timothy Samara
ISBN: 9781592537815
Item # 199782 AQ
9 x 9 in, 229 x 229 mm
192 pages, PB
500 color photos
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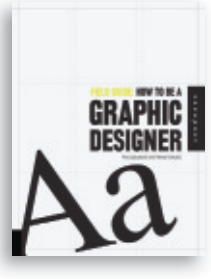
Ct. Qty. 6
$40.00 US/£27.50 UK/$44.00 CAN



Field Guide: How to be a Graphic Designer
Ana Labudovic and Nenad Vukusic
ISBN: 9781592534906
Item # 153205 AQ
6.75 x 9 in, 171 x 229 mm
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400 color photos
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2

BOOKS BY CATEGORY

DESIGN FUNDAMENTALS

Forms, Folds, Sizes, Second Edition
All the Details Graphic Designers Need to Know but Can Never Find
Poppy Evans and Aaris Sherin
ISBN: 9781592534616
Item # 153204 AQ
5.75 x 8.25 in, 145 x 210 mm
336 pages, PB
400 color photos
Rights sold: German
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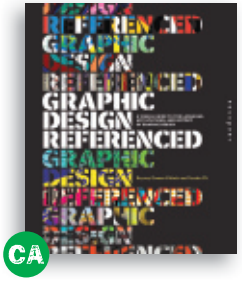
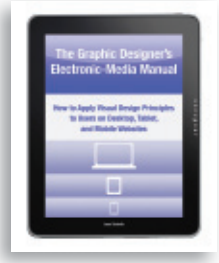
$30.00 US/£19.99 UK/$32.95 CAN



Graphic Design, Referenced
A Visual Guide to the Language, Applications, and History of Graphic Design
Bryony Gomez-Palacio and Armin Vit
ISBN: 9781592537426
Item # 195006 AQ
8.5 x 10 in, 216 x 254 mm
400 pages, PB
1000 color photos
Rights sold: English language in Asia
Ct. Qty. 10
$35.00 US/£25.00 UK/$39.00 CAN
HC ISBN: 9781592534470
$50.00 US/£34.99 UK/$55.00 CAN

Graphic Design, Translated
A Visual Directory of Terms for Global Design
Peter J Wolf
ISBN: 9781592535958
Item # 191713 AQ
8.75 x 10.25 in, 222 x 260 mm
432 pages, HC
1200 color photos
Rights sold: German, French, Portuguese, English language in EU
Ct. Qty. 6
$50.00 US/£35.00 UK/$62.50 CAN



The Graphic Designer's Electronic-Media Manual
How to Apply Visual Design Principles to Engage Users on Desktop, Tablet, and Mobile Websites
Jason Tselentis
ISBN: 9781592537785
Item # 199779 AQ
8 x 10 in, 203 x 254 mm
256 pages, Flexi-bind
300 color photos
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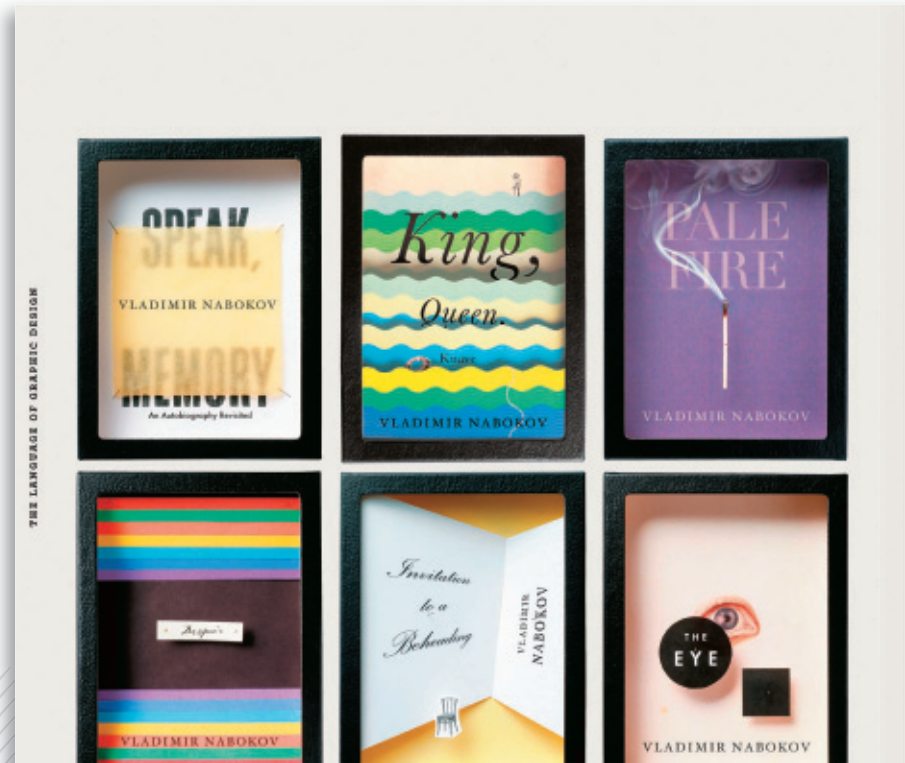

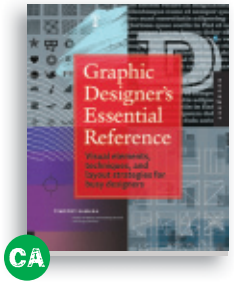

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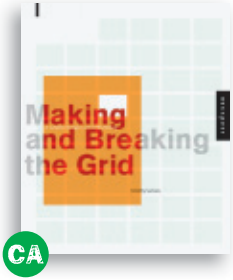

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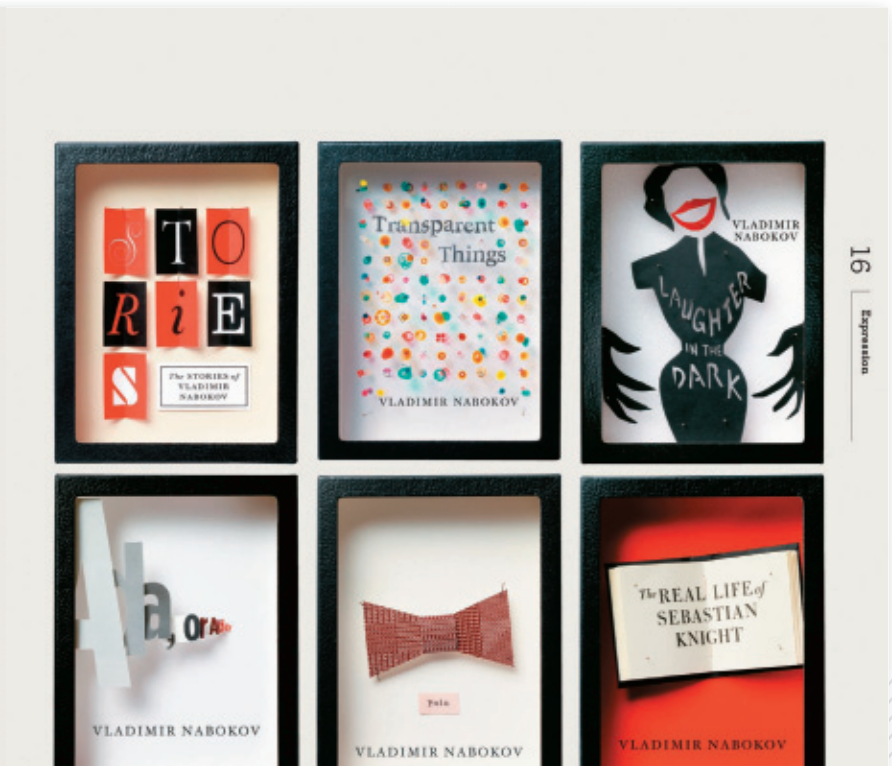

The Language of Graphic Design

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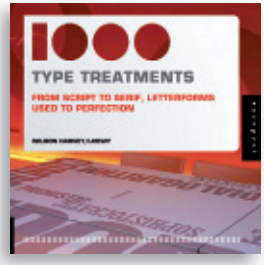

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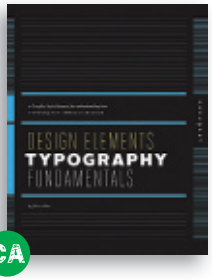

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A Graphic Style Manual for Understanding How Typography Impacts Design
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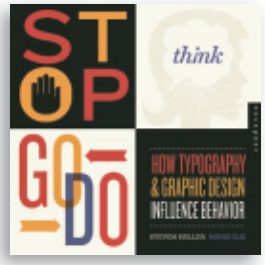

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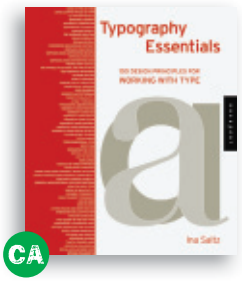

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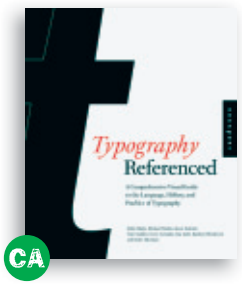

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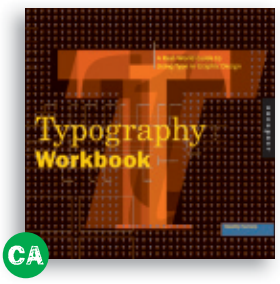

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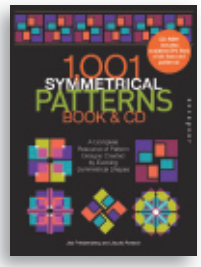

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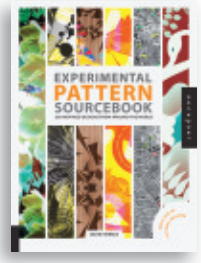

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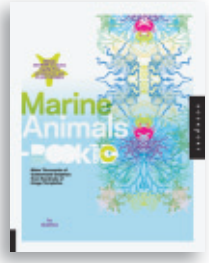

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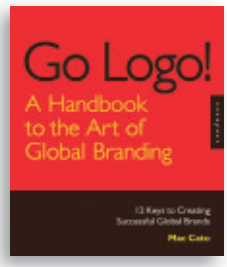

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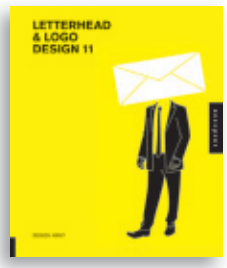

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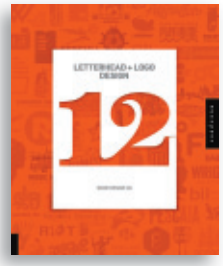

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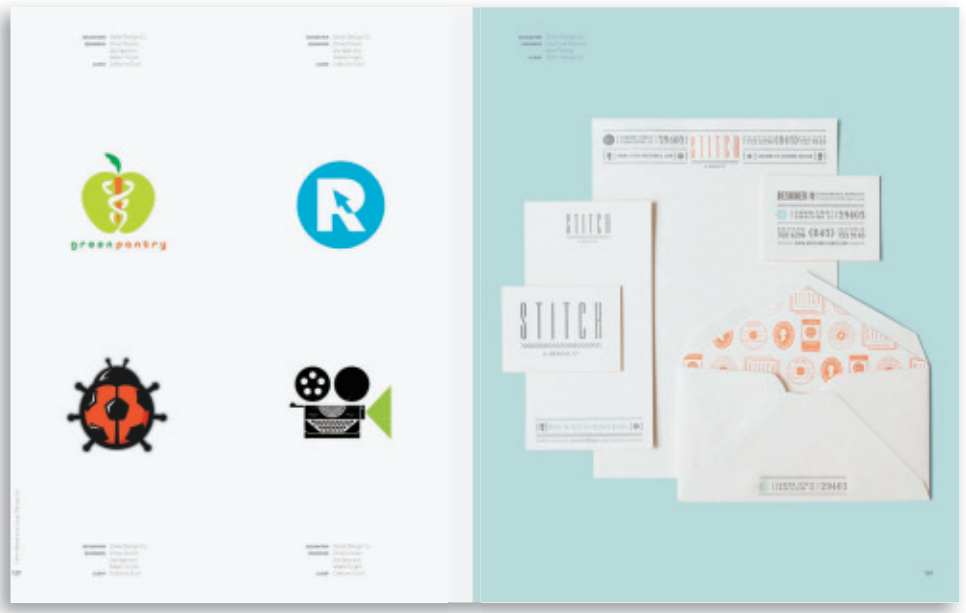

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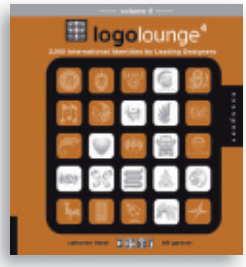

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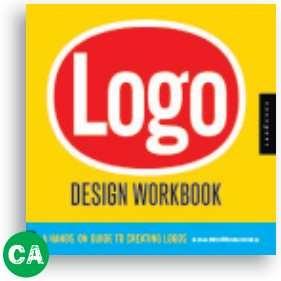

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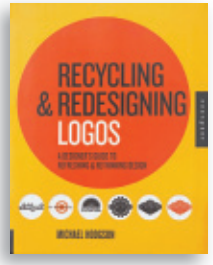

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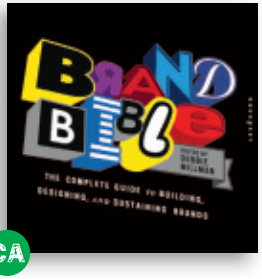

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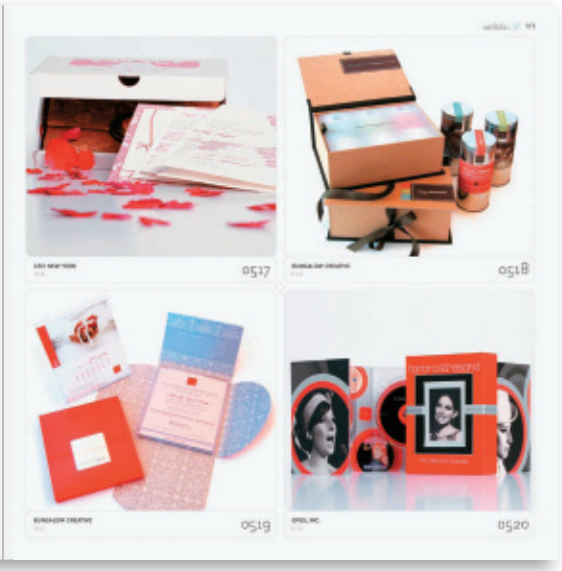

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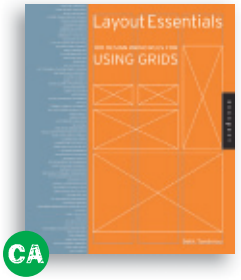

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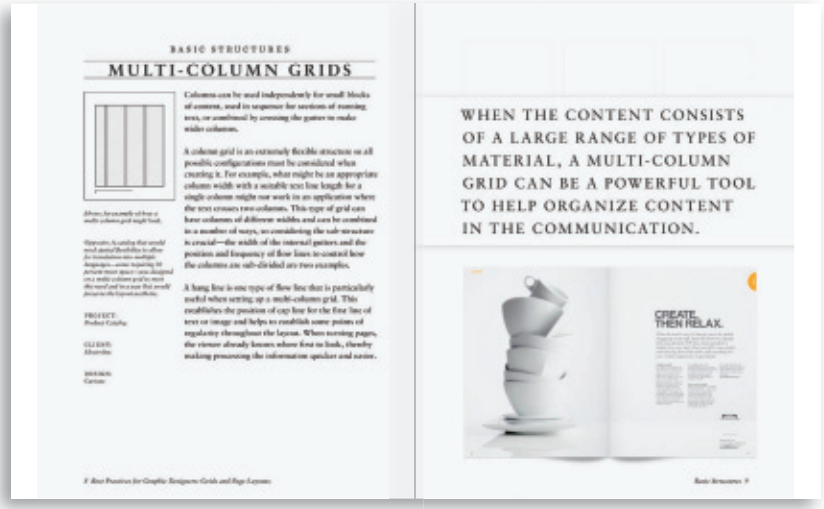

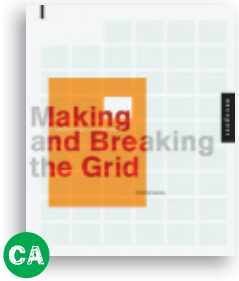

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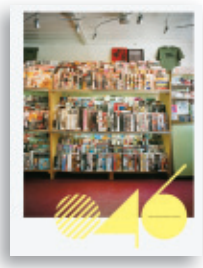

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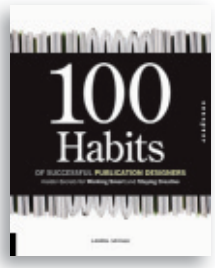

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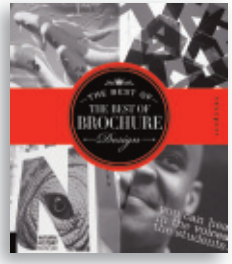

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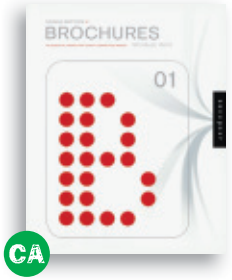

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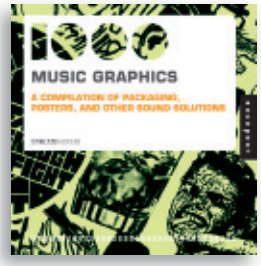

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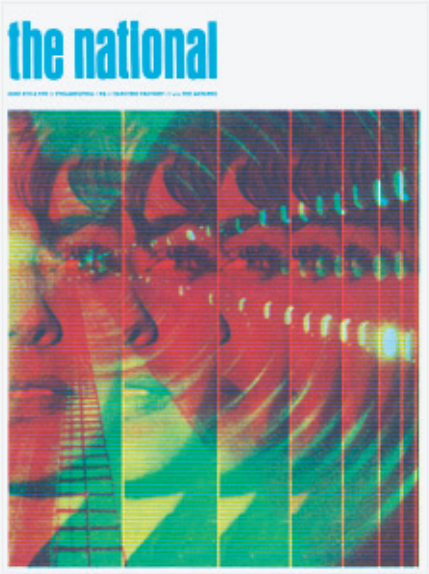
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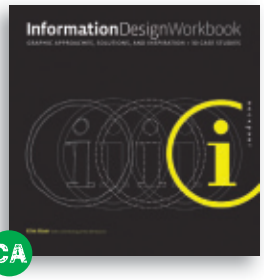

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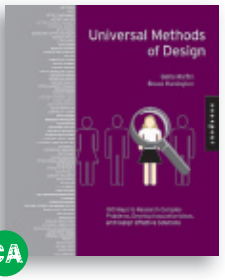

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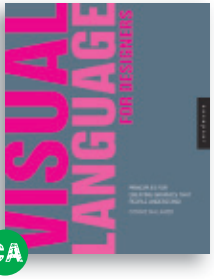

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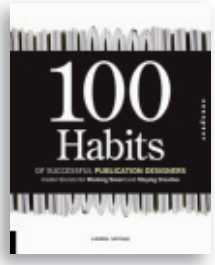

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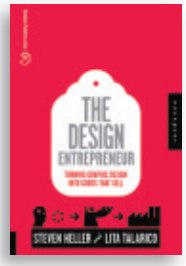

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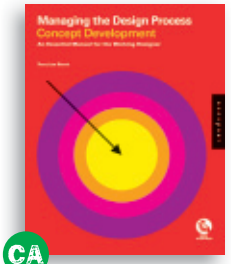

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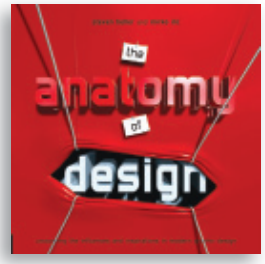

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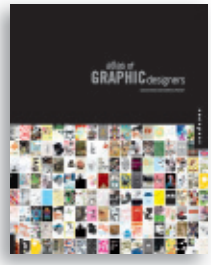

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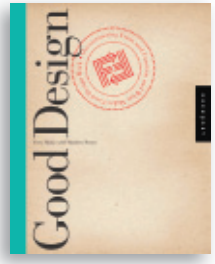

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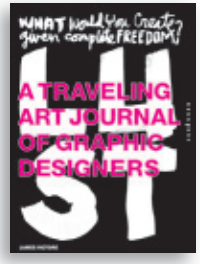

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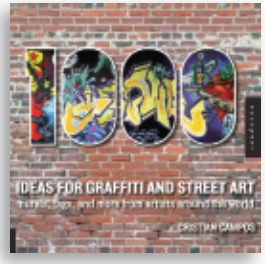

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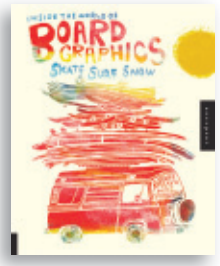

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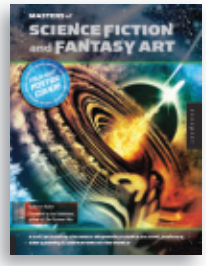

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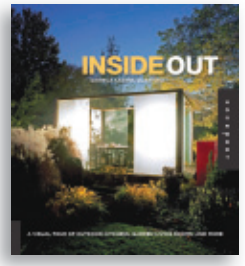

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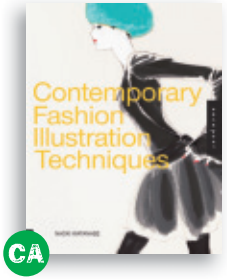

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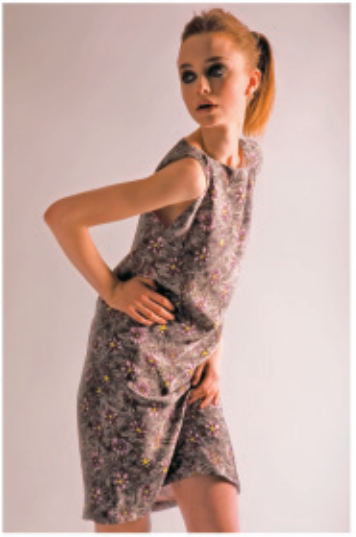
611 Inspiration. I like to lay down all the things that inspire me on the floor (they can be books, objects, magazine cut outs, or words written on paper) and look at them all to see patterns. This is a good way to find a theme. I like to obsessively research what is currently being done and then see what has not been done. It is also good to find a problem or issue that has not been resolved yet. The greater the challenge, the more interesting the outcome.

612 Developing a collection. The concept must become the thought process that creates each garment. It becomes predictable to cut and paste different themes from different time periods. I find it much more interesting to re-design the design process as part of the concept.

613 Materials. I like to buy organic or alternative fabrics which are environmentally friendly. To do this you need to know exactly how and where they are made. It takes a lot of time and effort to trace the material from the fiber all the way to the final fabric. Sometimes I buy through textile agents and other times I am literally talking to the farmer who grows the animal or crop.

614 Individuality vs. group belonging. Creations invoke different responses depending on who is wearing them. Their personality will determine individuality or group mentality.



615

Traditional manufacturing vs. experimentation. I like to find out why people did what they did traditionally and then experiment with it. You must remember that what we find traditional at the moment was once experimentation in the past. I think it is a good idea to have key pieces that represent the essence of the collection.

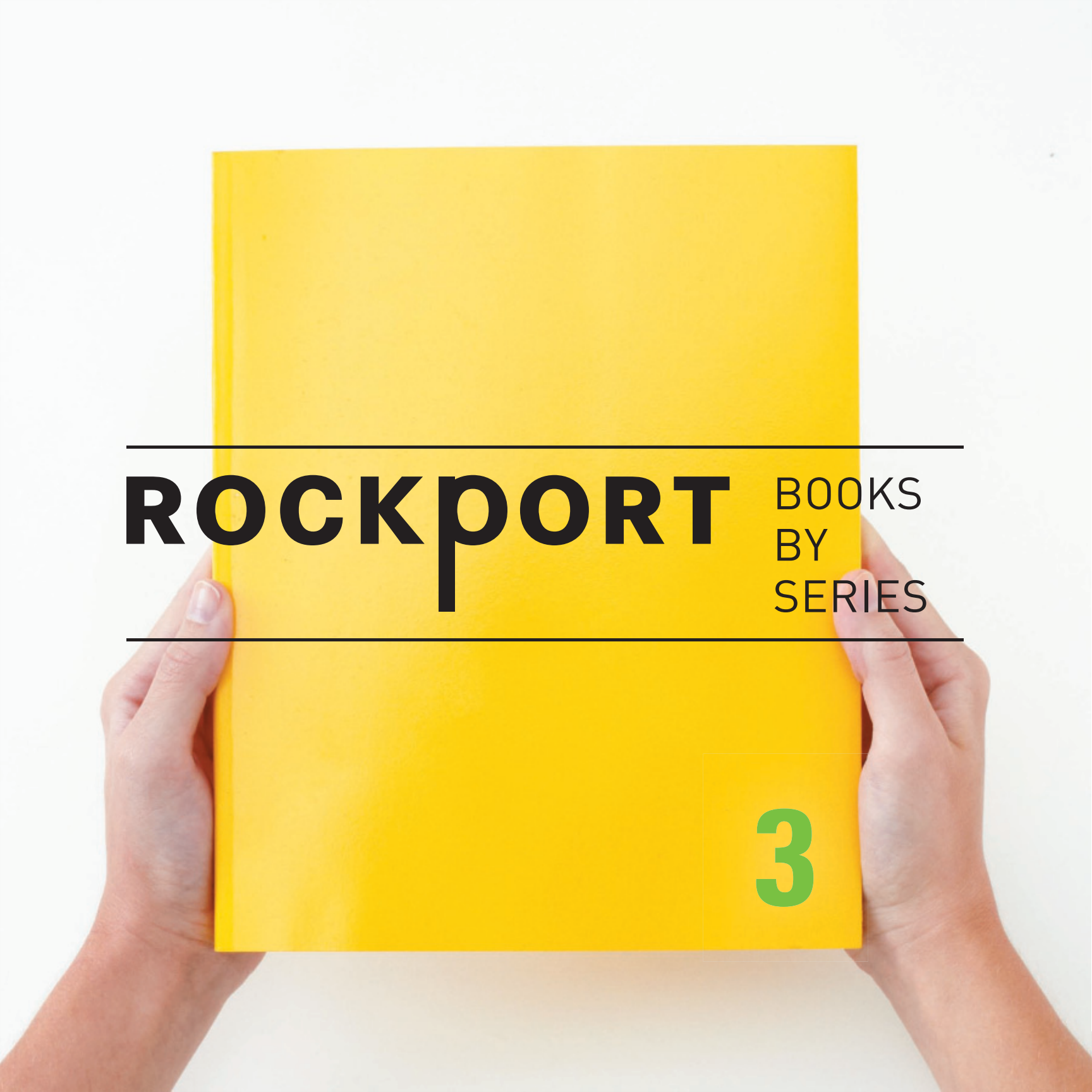
616 Evolution. If you read, research, and experiment as much as possible it will be difficult not to improve every six months. My designs always have a sense of curiosity to them even though the materials, themes, and techniques are constantly changing.

617 Is fashion art? I do not consider myself a fine artist. However, I do create objects of beauty and deal with concepts that some people consider art. I prefer to call it fashion and research.

618 Advice. If you can't create what you want and making it seems impossible, consider then that maybe it does not exist yet and you have to invent it.

619 Good habits. Don't be afraid of failure, learn how to confront your weaknesses and have a financially secure business plan (this is much easier said than done).

620 Acknowledgement. Inspiring others to live in a more sustainable way is the best praise I have gotten for my work.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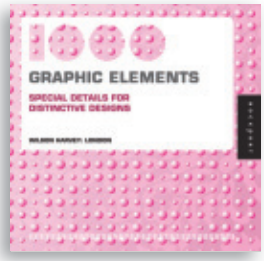

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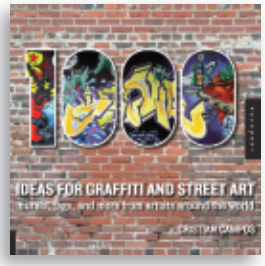

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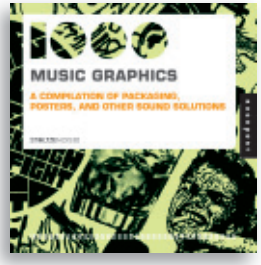

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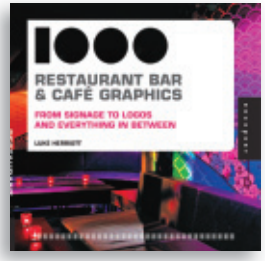

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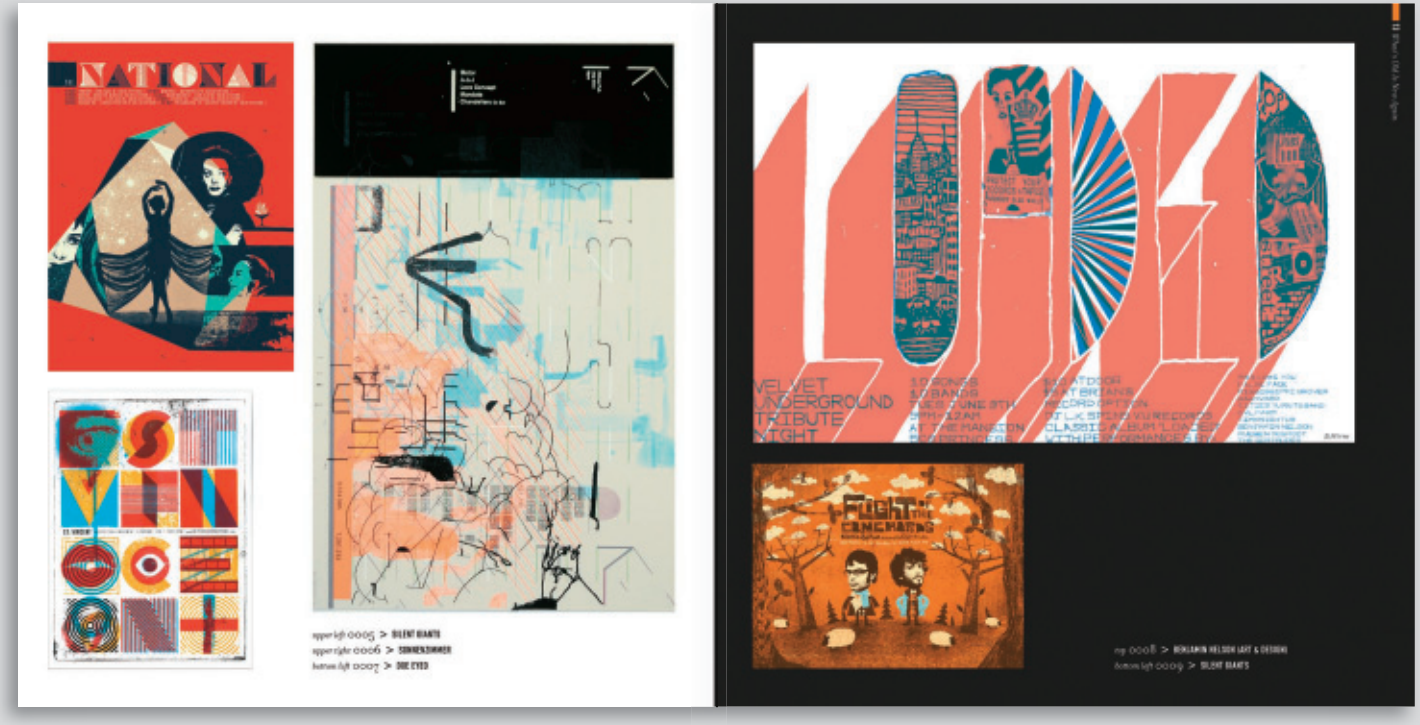

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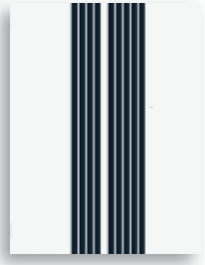

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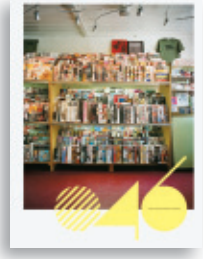

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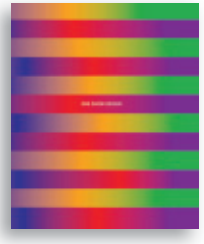

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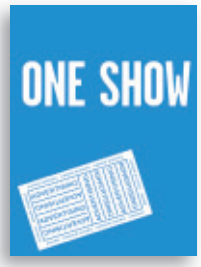

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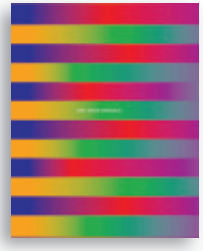

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SHELTER "HOUSE OF CARDS EXHIBITION"

Shelter is the housing and homeless charity. Following the 2008 economic and housing crash, its cause was more pronounced than ever. We were briefed to create a campaign that would raise awareness of the situation. There was also a need to generate new funding.

Our solution was the campaign idea of House Of Cards, a universally recognized metaphor for fragility. This gave us a very simple communication that we could apply to various channels. We produced a high-profile TV commercial (featuring music by Radiohead, an industry first), a press and poster campaign and built life-size models of houses of cards on the 4th Plinth at Trafalgar Square and amongst the tents at Glastonbury (to deliver a specific message about temporary housing).

But to really set the campaign apart from all the other charities and good causes out there, we took the campaign to a new level and invited the country's leading artists, photographers and designers to contribute work to the House Of Cards exhibition. This consisted of the ultimate deck of cards, each one designed by a different artist, which was to be auctioned off for Shelter at the end of the exhibition's run. Haunch Of Venison came on board as exhibition hosts and luminaries such as Damien Hirst, David Bailey and Vivienne Westwood agreed to participate, ensuring that the project started making column inches weeks ahead of the launch date.

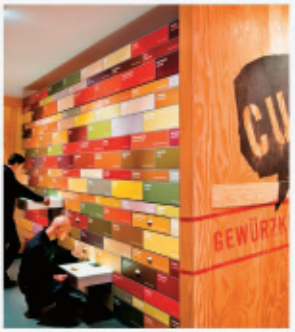
To raise further publicity we opened up one of the cards to the public with a nationwide art competition backed by Metro, the winner being decided by an online public vote. And in the final days leading up to the opening of the exhibition a live poster campaign was launched, with blank card templates being left in poster sites around London and street artists being invited to fill them in.

BRONZE PENCIL

Spatial Design (Single)

Art Director: Richard Brim. Writer: Daniel Fisher
Designers: Jeremy Kanas, Dimitris Lycos. Creative Director: Jonathan Barlay
Client: Shelter. Agencies: Pentagram and Leo Burnett/London

ID No. 10036



E.I. EDUTAINMENT INTERNATIONAL "DEUTSCHES CURRYWURST MUSEUM"

The Currywurst is not just an ordinary kind of sausage. It has achieved cult status. In movies, series productions and even in poems, the snack itself is the location of the event. Stars, politicians and leading figures of the economy are avowed fans. Hardly any other dish is so common and adored at the same time. The brief was to create a museum that honors this cult sausage.

The exhibition showcased the Currywurst as an everyday phenomenon. The visitors experience eight different theme zones, including who invented the Currywurst, what's inside, and in which movies it has shown the show. Large, oversized images and scaled-up motifs recur throughout the exhibition. Comic style speech bubbles stand for the communicative side of snack stalls.

SILVER PENCIL

Spatial Design (Campaign)

Developer: E.I. Edutainment
Designer: Atelier Markgraph
Client: E.I. Edutainment. Agency: Atelier Markgraph/Frankfurt

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Direct Mail: Single

Art Direction: Sapna Bhuwalka Writer: Karunasagar Sridharan Photographer: Raj Mistry
Illustration: Pravin Patil Creative Directors: Russell Barrett, Sonal Dabral
Client: Indus Ardcorus Agency: Mullins ag/Mumbai

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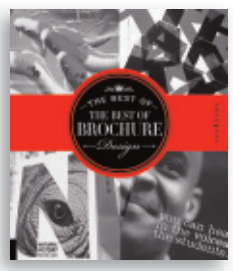

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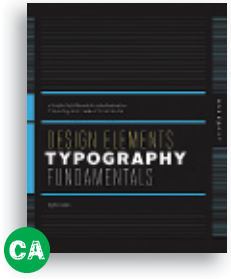

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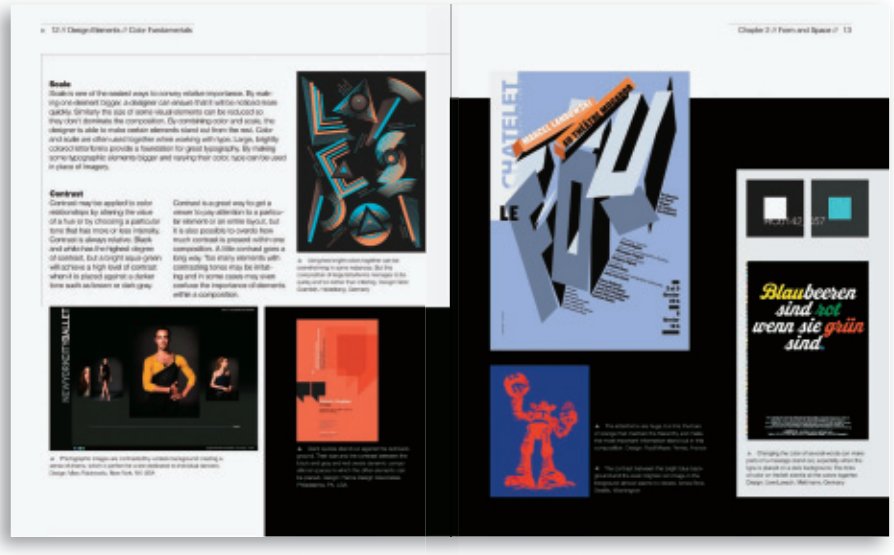

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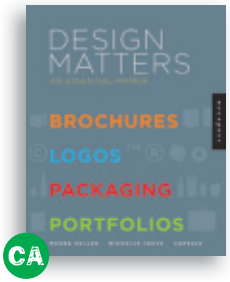

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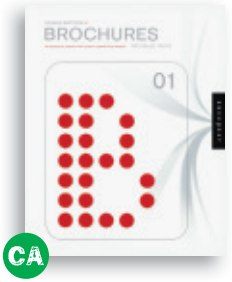

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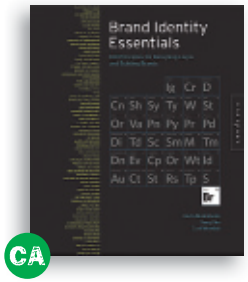

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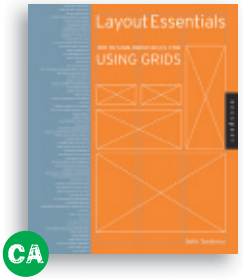

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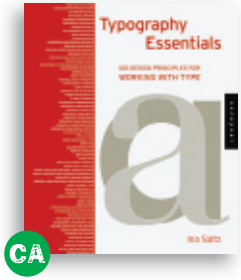

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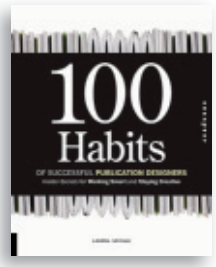

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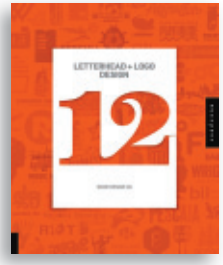

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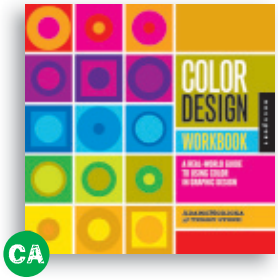

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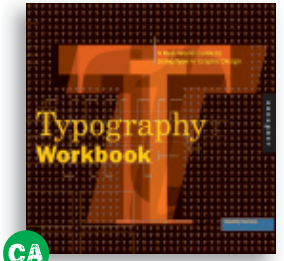

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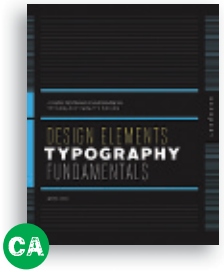

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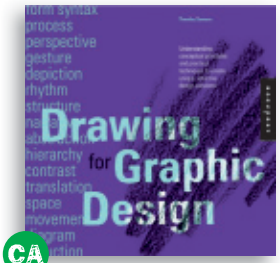

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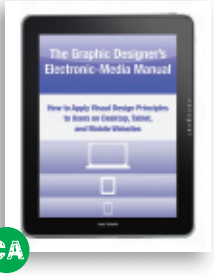

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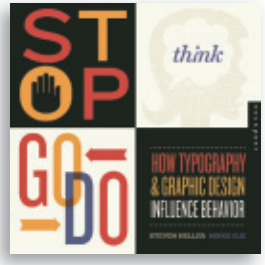

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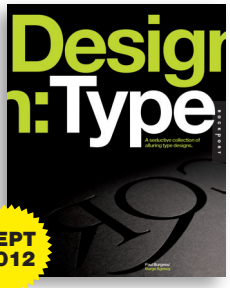

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Paul Burgess is a web designer based in Brighton, UK. He spent 20 years as creative director at some of London's fastest growing agencies, and is now principal of Burge Agency (www.burgeagency.com). Visit him online at iampaulburgess.co.uk.

Tony Seddon's career as a graphic designer has taken him from his native Cornwall, to East Sussex where he now works as a freelance designer and writer. He has authored and co-authored multiple books, including *Graphic Design for Non-designers*; *Art Directing Projects for Print*; and *Thou Shall Not Use Comic Sans*. Visit him online at www.tonyseddon.com.

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An Introduction to the Theory and Application of User-centered Design

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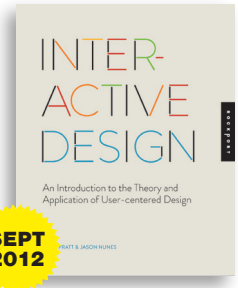

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Andy Pratt is an adjunct professor at the School of Visual Arts, where he teaches about interactive media in the MFA program "Designer as Entrepreneur." He works at the award-winning agency Funny Garbage (www.funnygarbage.com) in New York City. Jason Nunes has managed international projects, led tight-knit teams and worked as a solo consultant for a variety of clients across multiple verticals including media and entertainment, finance, telecommunication, healthcare and technology.

Graphic Design in the Built Environment, A 20th Century History

A Complete Guide to Typography, Imagery, Symbols, and Storytelling in the Modern Landscape

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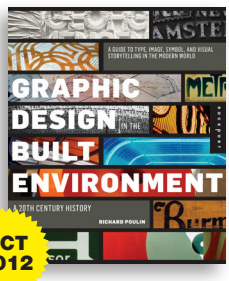

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Richard Poulin (New York, NY) is cofounder, design director, and a principal of Poulin + Morris Inc. (www.poulinmorris.com). Richard is a Fellow of the Society for Environmental Graphic Design, the organization's highest honor, and is a past President and board member of the New York Chapter of AIGA. He has been a faculty member of the School of Visual Arts in New York City since 1992 and was previously an adjunct professor at The Cooper Union.

Fashion Design, Referenced

A Visual Guide to the History, Language, and Practice of Fashion

Alicia Kennedy, Emily Banis Stoehrer, and Jay Calderin

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Alicia Kennedy is a Boston-based editor and writer in the arts and design. She has commissioned numerous design books for Rockport and was cofounder and coeditor of the award-winning *Assemblage: A Critical Journal of Architecture and Design Culture*. Emily Banis Stoehrer is a fashion educator. She heads the Fashion Program at Fisher College in Boston and was formerly a curatorial research associate in textiles and fashion at the Museum of Fine Arts, Boston. Jay Calderin is a fashion educator. He is director of creative marketing at the School of Fashion Design in Boston, founder of Boston Fashion Week, and author of *Form, Fit, Fashion* and *Fashion Design Essentials*.

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A Designer's Manual to Strategic Communication and Presentation

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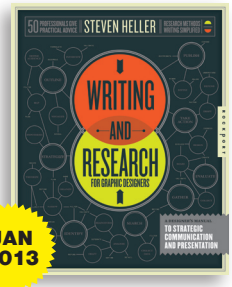

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Steven Heller (New York, NY), a former art director at the *New York Times Book Review*, is co-chair of the MFA Designer as Author Department, Special Consultant to the President of SVA for New Programs. He is the recipient of the Smithsonian Cooper-Hewitt, National Design Museum's 2011 Design Mind Award. He writes the Visuals column for the *New York Times Book Review* and The Daily Heller blog (imprint.printmag.com/daily-heller). He also writes frequently for *Metropolis* and other design magazines, and is author, co-author, and editor of over 100 books on design and popular culture. Vlsit him online at www.hellerbooks.com.

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A Graphic Style Manual for Effective Image Solutions in Graphic Design

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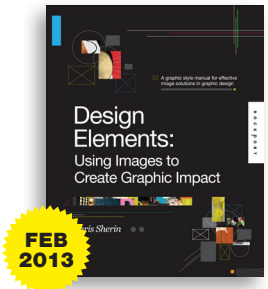

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Aaris Sherin (New York, NY) is an educator, writer and designer. She is currently assistant professor of graphic design at St. John's University in Queens, New York, where she teaches both history and studio classes. She holds a BFA from The School of the Art Institute of Chicago and an MFA from Rochester Institute of Technology.

Playing with Color

50 Graphic Experiments for Exploring the Creative Impact of Color Design Principles

Richard Mehl

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Richard Mehl (New York, NY) teaches two-dimensional design, color theory and typography at the School of Visual Arts in New York City. He is a graphic designer by trade, working on projects for corporate and non-profit clients. Mehl received his MFA from Yale School of Art where he studied with Paul Rand, Bradbury Thompson, Matthew Carter and Edward Tufte.

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The Society for News Design has 2,500 members, including student and professional affiliates in more than 50 countries, and publishes a quarterly, *Design*, as well as other publications. The organization also produces workshops, books, and other media and resources on new media and information design. It is located in North Kingston, Rhode Island.

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Great design and advertising can truly impact the world. The One Show celebrates all of the qualities that go into making a successful ad campaign or design. Considered by many to be the benchmark in advertising annuals, this year's edition features the very best work from around the world from the 2012 One Show and One Show Design contests. In these pages are more than 1,600 four-color images from the finalists and winning entries, insider perspectives from the Gold Pencil winners, a spotlight on the Client of the Year, the college competition winners, and a look into the judging process with a Judge's Choice section. Categories covered include print, design, integrated branding, television, and radio. Lavishly produced with full-color throughout, this book is the must-have annual for creatives, clients, students, and anyone interested in advertising and design.

Founded in 1975 and based in New York City, The One Club produces three annual awards competitions that are widely considered the most respected in the world: the One Show, One Show Design, and One Show Interactive.

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One Show Interactive, Volume XV features all the winners from the 2012 One Show Interactive ceremony. You'll find images from the best websites, banner ads, gaming, integrated, and interactive sites from all over the world. This book also includes in-depth text and interviews with the creatives and producers behind the Gold, Silver, and Bronze winning work. With beautiful imagery throughout, this is a must-have for creatives in interactive advertising, students, and Web enthusiasts.

Founded in 1975 and based in New York City, The One Club produces three annual awards competitions that are widely considered the most respected in the world: the One Show, One Show Design, and One Show Interactive. The One Club is a non-profit organization that hosts educational events, maintains a full-time exhibition gallery, hosts an ongoing series of lectures and events, and produces publications including a quarterly magazine and the One Show and One Show Interactive annuals.

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Founded in 1975 and based in New York City, The One Club produces three annual awards competitions that are widely considered the most respected in the world: the One Show, One Show Design, and One Show Interactive. The One Club is a non-profit organization that hosts educational events, maintains a full-time exhibition gallery, hosts an ongoing series of lectures and events, and produces publications including a quarterly magazine and the One Show and One Show Interactive annuals.

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Jay Calderin teaches a wide variety of fashion and professional development courses at the School of Fashion Design in Boston, where he is also the director of Creative Marketing. He founded and serves as executive director of Boston Fashion Week. He is currently the regional director of the Fashion Group International of Boston, and his designs have appeared in the pages of *Vogue* and *Elle* magazines.

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Kiki Eldridge is a graphic designer and design writer. She is the principal of KE Creative Services, based outside of Boston, Massachusetts.

The Language of Graphic Design
An Illustrated Handbook for Understanding Fundamental Design Principles
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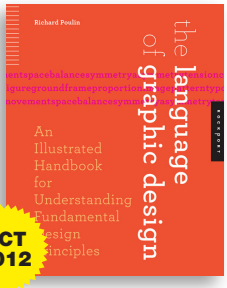

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Richard Poulin is a Principal of Poulin + Morris Inc., an internationally recognized design consultant firm located in New York City. His work has been published in numerous periodicals and books, is in the permanent collection of the Library of Congress, and has received awards from professional organizations, institutions, and publications. Poulin is a Fellow of the Society for Environmental Graphic Design, the organization's highest honor.

LogoLounge 6
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Logos define, distinguish, and disseminate a company's core message. It is no wonder that creating successful marks takes a well-conceived strategy and a skilled hand. This new-in-paperback edition once again celebrates the brilliant work top designers around the world have created for clients both large and small. This book presents the site's best designs of the past year as judged by an elite group of name-brand designers.

Catharine Fishel specializes in working with and writing about designers and related industries. Her writing has appeared in many leading publications. She is editor of the website www.LogoLounge.com and is the author of many books about design, including all of the LogoLounge and LogoLounge Master Library books, *Inside the Business of Graphic Design*, *How to Grow as a Graphic Designer*, *The Freelance Design Handbook*, and *The In-House Design Handbook*. She lives in Peoria, IL.

Bill Gardner is president of Gardner Design. He is the author of all of the LogoLounge, the LogoLounge Master Library series books, and the annual LogoLounge Logo Trend Report. He lives in Wichita, Kansas.

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