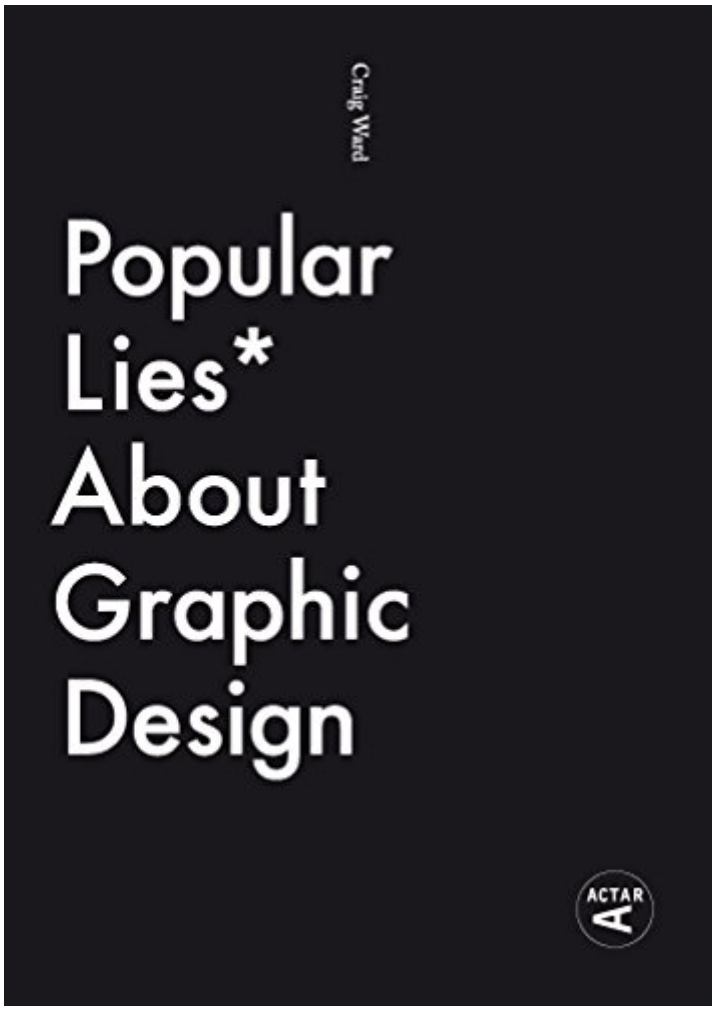
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Popular Lies About Graphic Design



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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 neutralityand 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

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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 go 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.

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