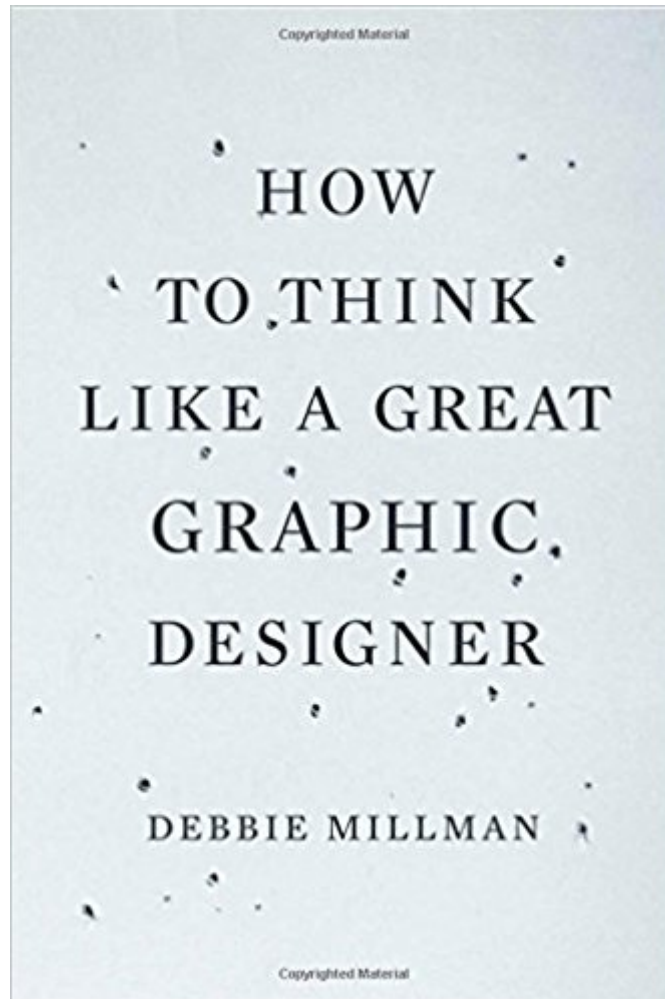


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# How To Think Like A Great Graphic Designer



## Synopsis

Take a peek inside the heads of some of the world's greatest living graphic designers. How do they think, how do they connect to others, what special skills do they have? In honest and revealing interviews, nineteen designers, including Stefan Sagmeister, Michael Beirut, David Carson, and Milton Glaser, share their approaches, processes, opinions, and thoughts about their work with noted brand designer Debbie Millman. The internet radio talk host of Design Matters, Millman persuades the greatest graphic designers of our time to speak frankly and openly about their work. How to Think Like a Great Graphic Designer offers a rare opportunity to observe and understand the giants of the industry. Designers interviewed include: Milton Glaser; Stefan Sagmeister; David Carson; Paula Scher; Abbott Miler; Lucille Tenazas; Paul Sahre; Emily Oberman and Bonnie Siegler; Chip Kidd; James Victore; Carin Goldberg; Michael Bierut; Seymour Chwast; Jessica Helfand and William Drenttel; Steff Geissbuhler; John Maeda. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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## Customer Reviews

This book peers into the world of who's who in the graphic design profession. To a graphic design student, these luminaries are like the mythological Greek gods and goddesses of whom unyielding worshipers pay endless homage to. But you're in for a surprise, because in addition to them sharing their success stories and process, they become mere mortals as they also share their shortcomings, insecurities and vulnerabilities--causing them to appear that much more real, human, and "approachable". We see what makes them tick and what ignites their passion for design. There seems to be a common thread among many of the interviewed designers in the book--that they constantly re-evaluate and question their own work--just as any budding or seasoned designer does. It's a relatively quick read. You can easily get immersed in the content, as it is very engaging. When reading, each designer's personality leaps off the page. You can get a sense of who the ego-maniacal type-A people are--who seek objective approval or validation of their work--and who the far less self-centered ones are, as they are not interested in "proving" themselves worthy of being called a designer. Some designers appear confident and overzealous, while some seem to be weathered and despondent. Overall, it's a good balance. ( sidebar: Chip Kidd is pure comedy gold!) After reading this book, I would feel more comfortable initiating a conversation with Paula Scher if I randomly bumped into her in an elevator, or subway platform, rather than get all choked up in awe and fumble my words. The book appropriately closes with an emotionally charged interview with Massimo Vignelli, which put quite simply is hilarious! Vignelli is funny without trying to be funny.

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