How To Use Graphic Design To Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, And (Every Once In A While) Change The WorldÂ

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Michael Bierut

Synopsis

The first monograph, design manual, and manifesto by Michael Bierut, one of the worldâ ™s most renowned graphic designersâ ”a career retrospective that showcases more than thirty-five of his most noteworthy projects for clients as the Brooklyn Academy of Music, the Yale School of Architecture, the New York Times, Saks Fifth Avenue, and the New York Jets, and reflects eclectic enthusiasm and accessibility that has been the hallmark of his career.ProtÃ©gÃ© of design legend Massimo Vignelli and partner in the New York office of the international design firm Pentagram, Michael Bierut has had one of the most varied and successful careers of any living graphic designer, serving a broad spectrum of clients as diverse as Saks Fifth Avenue, Harley-Davidson, the Atlantic Monthly, the William Jefferson Clinton Foundation, Billboard, Princeton University, the New York Jets, the Brooklyn Academy of Music, and the Morgan Library.How to, Bierutâ ™s first career retrospective, is a landmark work in the field. Featuring more than thirty-five of his projects, it reveals his philosophy of graphic designâ ”how to use it to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world. Specially chosen to illustrate the breadth and reach of graphic design today, each entry demonstrates Bierutâ ™s eclectic approach. In his entertaining voice, the artist walks us through each from start to finish, mixing historic images, preliminary drawings (including full-size reproductions of the notebooks he has maintained for more than thirty-five years), working models and rejected alternatives, as well as the finished work. Throughout, he provides insights into the creative process, his working life, his relationship with clients, and the struggles that any design professional faces in bringing innovative ideas to the world.Offering insight and inspiration for artists, designers, students, and anyone interested in how words, images, and ideas can be put together, How to provides insight to the design process of one of this centuryâ ™s most renowned creative minds.

Book Information

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Customer Reviews

When I first learned of this book, I knew I had to pre-order it. Michael Beirut is one of the most exciting designers of the past few decades (and one of my favorite partners in the NY Pentagram office). His engaging and approachable personality easily becomes visible in his work.Every chapter is wonderfully written and lushly illustrated with his process and the final solution. The chapter "How to be a graphic designer in the middle of nowhere" literally gave me chills as his introduction to design and his growth as an artist was similar to mine.Thank you and bravo, Mr. Bierut for creating easily my new favorite book and quite possibly the BEST book on graphic design. Highly recommended.

I'm a professional graphic designer and read this cover-to-cover. An impressive body of work, well-explained and inspiring in its down-to-earth logic. No arty BS, just problem and solution. Or problem, attempted solution, attempted solution, solution. Hearing a little about the process is part of what makes it inspiring. Pages 18-35 are spreads from his sketchbooks. They're interesting in the beginning but worth looking at again after you've made your way through the book and know the finished projects by then. Also, very cleverly shown at full size within the bigger book isolated against a black background to make them feel like a book within a book.

I really like the content of this book. I'm giving it three stars because the poor quality of the physical binding. These types of books are beautiful, and I do my best to keep them pristine, but after two months there are already cracks appearing between pages, which is disappointing. I hope they correct the problem and give this book the high-quality construction it deserves.

Truly one of the most enjoyable design books I've ever owned - and I own many. Michael Bierut's introduction is funny, humble, and totally engaging - unlike much writing on design - and he just makes you want to know more.

Phenomenal book about graphic design. This is probably the best design book I've read this past

year, and I have read a few. Bierut takes you through his process and some of his most prolific work at Pentagram. The book is beautifully arranged, content is compelling with not too much text, but enough to tell the whole story, and the chosen case studies are incredible! Highly recommended for anyone with an interest in design, or graphic design.

I very much enjoy this book as there are plenty of visual aids to enhance the experience. It definitely felt much more like a coffee table book. However, it is still educational as it is set up in a straightforward way. The projects are titled with a "how to _____" which gives a sense of the idea, and the the body paragraphs describe the design project, along with the history of the project. Then the solution is briefly explained along with plenty of visual representations of the solutions!

This is a fantastic coffee table book displaying Michael Beirut's best branding work visually and descriptively. The style of writing is fantastic and engaging and the work is simply the best standard when it fomes to branding.

It's all what I expected from a design book. Very quick to read, with a lot's of examples and graphics. Michael explain all your work in just one paragraph with all the details you should know about. It's extremely interesting to read. I believe it's a must for all graphic designers

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