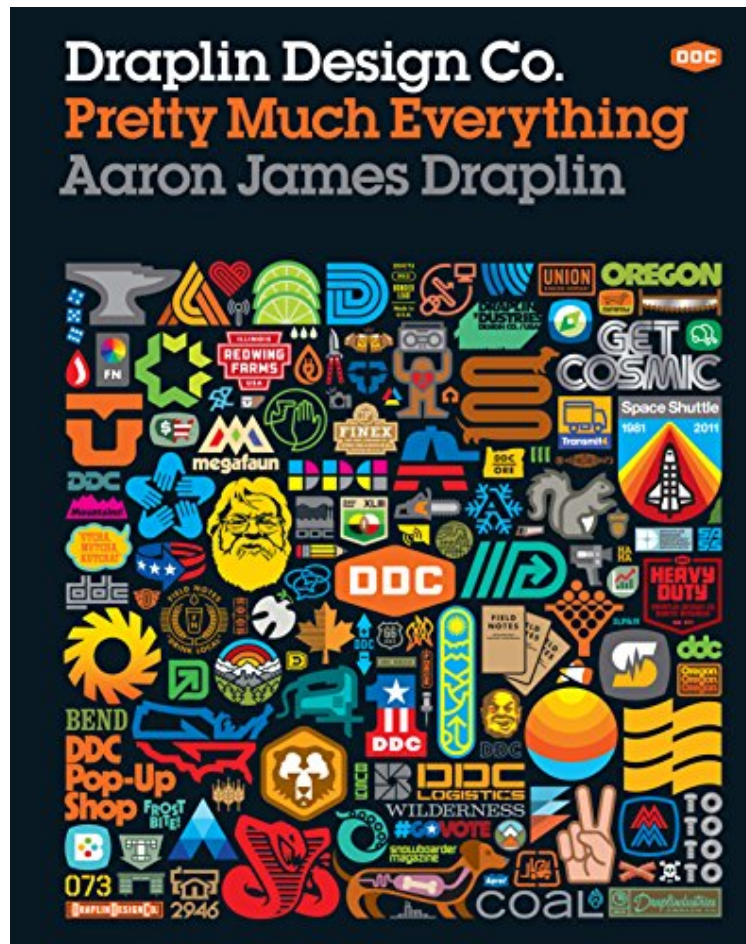


Draplin Design Co.: Pretty Much Everything

Aaron James Draplin

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Aaron James Draplin : Draplin Design Co.: Pretty Much Everything before purchasing it in order to gage whether or not it would be worth my time, and all praised Draplin Design Co.: Pretty Much Everything:

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cardboard slipcase. Due to the weight of the book itself, the corners were badly damaged during shipping / handling. It is a disappointing blemish on an otherwise high quality piece of work., you are doing this book a disservice. 2 of 2 people found the following review helpful. **Pretty Much The Greatest Design Book Ever** By Finn Lloy An inspirational kick in the pants, Aaron's book shows his rise to the top and that there's hope for the rest of us —; if we put in the work! His life-long attention to detail is showcased throughout the book, resulting in an intimate, behind-the-scenes look at our favorite underdog graphic designer. Aaron's transparency is refreshing and his personality comes through on every page; my favorite is the 2-page spread on his dog, Gary! If this book doesn't inspire you to create something new and to start your own thing, I'm not sure if anything else will. For many of us designers, this is what we aspire to become, so it's nice to see one of the good guys win. If you've been on the fence to purchase the book or if you've (been living under a rock?) never heard of Aaron, don't hesitate! You will love this book! I think everyone will be able to see a little piece of themselves inside. **What this book is not:** This is not a text book or instructional book that is going to give step-by-step instructions on how to become a graphic design legend. **What this book is:** The book is full of inspiration from thumbnail sketches to logo variations and DDC merch. Best of all, the book is a steal on , but in general when it comes to premium design books. This could easily be priced at double or triple the price and still be highly sought-after and one of the most demanded graphic design books in recent years. Now, go make some vectors!

Esquire. Ford Motors. Burton Snowboards. The Obama Administration. While all of these brands are vastly different, they share at least one thing in common: a teeny, little bit of Aaron James Draplin. Draplin is one of the new school of influential graphic designers who combine the power of design, social media, entrepreneurship, and DIY aesthetic to create a successful business and way of life. **Pretty Much Everything** is a mid-career survey of work, case studies, inspiration, road stories, lists, maps, how-tos, and advice. It includes examples of his work —; posters, record covers, logos —; and presents the process behind his design with projects like *Field Notes* and the *Things We Love*; State Posters. Draplin also offers valuable advice and hilarious commentary that illustrates how much more goes into design than just what appears on the page. With Draplin's humor and pointed observations on the contemporary design scene, *Draplin Design Co.* is the complete package for the new generation of designers.

Aaron Draplin is sort of like the Bernie Sanders of graphic design. . . . Now the designer is dropping a book called **Pretty Much Everything** (out May 17), and according to the official announcement it's going to be a mid-career survey of work, case studies, inspiration, road stories, lists, covers, and logos. Chances are it's probably going to be pretty damn funny, too.