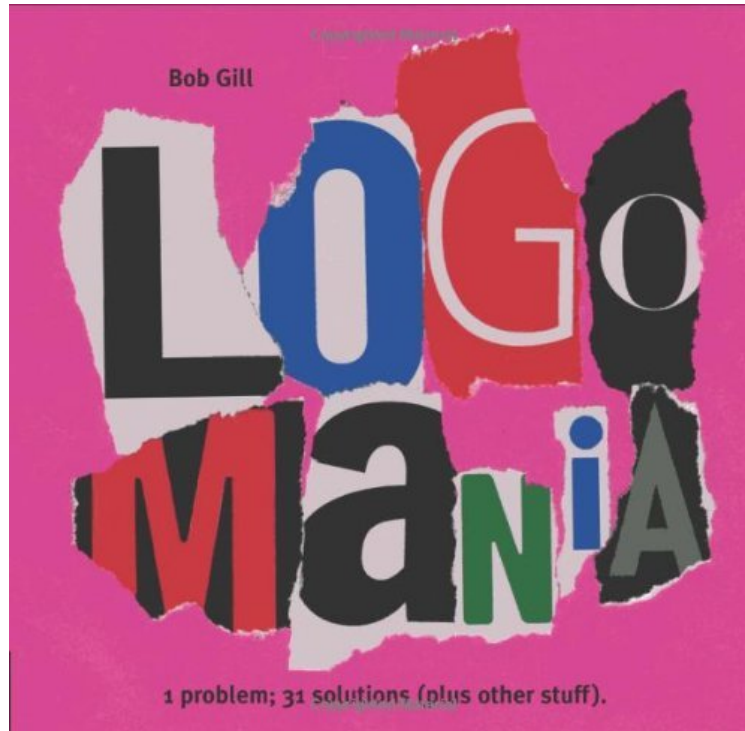


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LogoMania

Bob Gill

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Bob Gill : LogoMania before purchasing it in order to gauge whether or not it would be worth my time, and all praised LogoMania:

The quick-hit format gives designers easy access to creative ideas. Coming up with fresh ideas for logo jobs can be a very difficult process. This book offers designers many new ways to approach, or think about, each job. Gill's message is that for every logo job, there are many solutions, not just one perfect mark. In the back of the book he proves this by designing 31 different logos for the same company. A quick-hit "idea book on how to conceptualize a logo idea", these pages illustrate very simple ways to think about a logo, providing designers with the inspiration and understanding that a business or person can be successfully represented in a variety of ways. A unique approach in its succinctness, Gill has boiled down the most essential creative tactics to single sentences so designers can flip through this book and walk away with many new ideas for design solutions in just minutes.

From the Publisher Here's what Bob Gill's peers are saying about him and his book LogoMania "Bob Gill continues to amaze and enlighten with his latest book which proves that there are unlimited great solutions to the same design problem." Lou Dorfsman "For about half a century, Bob Gill has been responsible for innovative and brilliant work. He demonstrates these characteristics once again in this provocative book, full of insightful observations about graphic design. Essential reading for students and professionals." Milton Glaser "Many of the things I know about logos, I have learned from Gill. Including forgetting all the rules about them." Stefan Sagmeister "The only way to tell which

jobs Gill designed yesterday and which ones were designed years ago, is to look at the date. Styles come and go, but his ideas and teaching philosophy are timeless. That's why Bob Gill is one of the heroes that got me and so many others into graphic design in the first place." -- Michael Bierut, Pentagram Design "Gill's latest is brilliant, witty, and highly digestible. Perfect for students who feel there is only one solution to a problem. Perfect for designers who create formal solutions only." Janet Odgis, Adjunct Professor of Graphic Design, The Cooper Union "Should be required reading in every design school. Bob Gill's latest book has nothing to do with what's hot, and everything to do with solving problems and letting go of all our preconceptions of how design is supposed to look." Ed Brodsky, Director of Maryland University Independent Study: MFA Design Program "Through the brilliance of his design and clarity of presentation, Gill demonstrates to students and peers alike, how creativity can be achieved by breaking the rules." Don Ariev, Professor/Chair, Pratt Institute, Graduate Communications Design Department

About the Author Bob Gill is a designer, illustrator, copywriter, and teacher. He is the founder of Fletcher/ Forbes/Gill, which was later renamed Pentagram. He was elected to the New York Art Directors Club Hall of Fame in 1991, and the Designers and Art Directors Association of London recently presented him with their Lifetime Achievement Award. He lives in New York with his wife, New York Public Radio's Sara Fishko, their son Jack, and their daughter Kate.