Design/Type
A Seductive Collection of Alluring Type Designs
Paul Burgess and Tony Seddon

Featuring a curated collection of about 500 exquisite designs, along with essays from top designers about the essence and importance of good typography in design, Design/Type is an insightful resource filled with mini-workshops that dissect several featured projects and highlight the effectiveness of the type treatments. The first in a new series, this informative sourcebook offers the best of typography in practice and is an essential resource for students and professionals alike.

Paul Burgess is a web designer based in Brighton, UK. He spent 20 years as creative director at some of London’s fastest-growing agencies, and is now principal of Burge Agency (www.burgeagency.com). Visit him online at paulaburgess.co.uk.

Tony Seddon’s career as a graphic designer has taken him from his native Cornwall, to East Sussex where he now works as a freelance designer and writer. He has authored and co-authored multiple books, including Graphic Design for Non-designers; Art Directing Projects for Print; and Thou Shall Not Use Comic Sans. Visit him online at www.tony seddon.com.

Interactive Design
An Introduction to the Theory and Application of User-centered Design
Andy Pratt and Jason Nunes

User experience design is one of the fastest-growing specialties in graphic design. Smart companies realize that the most successful products are designed to meet the needs and goals of real people—the users. This means putting the user at the center of the design process. This innovative, comprehensive book examines the user-centered design process from the perspective of a designer. With rich imagery, it introduces the different UX players, outlines the user-centered design process from user research to user testing, and explains through various examples how user-centered design has been successfully integrated into the design process of a variety of design studios worldwide.

Andy Pratt is an adjunct professor at the School of Visual Arts, where he teaches about interactive media in the MFA program “Designer as Entrepreneur.” He works at the award-winning agency Funnymarine (www. funnymarine.com) in New York City. Jason Nunes has managed international projects, led tight-knit teams and worked as a solo consultant for a variety of clients across multiple verticals including media and entertainment, finance, telecommunication, healthcare and technology.

Writing and Research for Graphic Designers
A Designer’s Manual to Strategic Communication and Presentation
Steven Heller

This book is a complete, introductory guide to various forms of research and writing in design—and how they explain visuals and can be visualized. These pages address communication on various levels and to all audiences. Being able to express the issues and concerns of the design practice demands facts, data, and research. With Writing and Research for Graphic Designers, you’ll learn how to turn information into a valuable asset—one of the key talents of the design researcher.

Steven Heller (New York, NY), a former art director at the New York Times Book Review, is co-chair of the MFA Designer as Author Department, Special Consultant to the President of SVA for New Programs. He is the recipient of the Smithsonian Cooper-Hewitt, National Design Museum’s 2011 Design Mind Award. He writes the Visuals column for the New York Times Book Review and The Daily Heller blog (imprint.printmag.com/dailyheller). He also writes frequently for Metropolis and other design magazines, and is author, co-author, and editor of over 100 books on design and popular culture. Visit him online at www.hellerbooks.com.
Imagery is powerful and evocative. It is one of the most important cornerstones of successful visual communication, and working with imagery is a vital skill for every designer. This authoritative book shows how successful sourcing, creation, and use of imagery can be applied to professional graphic design. As a new addition to the Design Elements series, this essential volume covers when, where, and how to use imagery and explores the unique power images have over an audience. Examples of real-world projects introduce designers to tips and practical strategies for using imagery to create memorable and effective design.

Aaris Sherin (New York, NY) is an educator, writer and designer. She is currently assistant professor of graphic design at St. John’s University in Queens, New York, where she teaches both history and studio classes. She holds a BFA from The School of the Art Institute of Chicago and an MFA from Rochester Institute of Technology.

Richard Mehl (New York, NY) teaches two-dimensional design, color theory and typography at the School of Visual Arts in New York City. He is a graphic designer by trade, working on projects for corporate and non-profit clients. Mehl received his MFA from Yale School of Art where he studied with Paul Rand, Bradbury Thompson, Matthew Carter and Edward Tufte.

The Best of News Design 33rd Edition
The Society for News Design

The Best of News Design 33rd Edition, the latest edition in Rockport’s highly respected series, presents the winning entries from the Society for News Design competition. Bold, full-color layouts feature the best-of-the-best in news, features, portfolios, visuals, and more, and each entry is accompanied by insightful commentary on the elements that made the piece a standout winner. Every industry professional aspires to one day see his or her work in this book.

The Society for News Design has 2,500 members, including student and professional affiliates in more than 50 countries, and publishes a quarterly, Design, as well as other publications. The organization also produces workshops, books, and other media and resources on new media and information design. It is located in North Kingston, Rhode Island.

The Society of Publication Designers’ (SPD) annual competition seeks the very best in editorial design work. Judged by a worldwide panel of top designers, the 47th edition of Rockport’s best-selling SPD series celebrates the journalists, editorial directors, photographers, and other talented individuals who brought events of the year 2011 to our doorsteps and computer screens. Stunning full-page layouts present everything from products to people, and objects to events, in ways that make each palpable and unforgettable. You’ll find featured work published in a wide range of mediums and created by journalistic, design, and publishing talent from around the world.

The Society of Publication Designers is the only organization that specifically addresses the concerns of trade, corporate, institutional, newspaper, and consumer editorial art directors. The SPD encourages artistic excellence by annually judging the work of thousands of design professionals in the United States and abroad. They are based in New York City. Visit them at www.spd.com.
Great design and advertising can truly impact the world. The One Show celebrates all of the qualities that go into making a successful ad campaign or design. Considered by many to be the benchmark in advertising annually, this year’s edition features the very best work from around the world from the 2012 One Show and One Show Design contests. In these pages are more than 1,600 four-color images from the finalists and winning entries, insider perspectives from the Gold Pencil winners, a spotlight on the Client of the Year, the college competition winners, and a look into the judging process with a Judge’s Choice section. Categories covered include print, design, integrated branding, television, and radio. Lavishly produced with full-color throughout, this book is the must-have annual for creatives, clients, students, and anyone interested in advertising and design.

Founded in 1975 and based in New York City, The One Club produces three annual awards competitions that are widely considered the most respected in the world: the One Show, One Show Design, and One Show Interactive. The One Club is a non-profit organization that hosts educational events, maintains a full-time exhibition gallery, hosts an ongoing series of lectures and events, and produces publications including a quarterly magazine and the One Show and One Show Interactive annuals.

The One Show Boxed Set, 2012 Awards

One Show Design, Volume 6 features all of the winners from the 2012 One Show Design competition. With categories including brand and corporate identity, package, environmental and broadcast design from iconic brands, this new annual features the best in design from all over the world. The work highlighted in these pages reflects the merging of advertising and marketing communications with design and the impact that design plays in our everyday culture. With full-color images, this book also includes lively text from the creatives explaining the inspiration behind each piece.

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The One Show Boxed Set is a deluxe edition including all three volumes of the One Show annuals—Advertising, Interactive and Design—in a beautiful slip-cased package.

This set includes:
One Show, Volume 34
One Show Interactive, Volume XV
One Show Design, Volume 6

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Creative ideas are elevated by experience and expertise. New in paperback, Fashion Design Essentials sets forth a challenge to fashion designers: continue to expand your horizons, exercise your skills and experiment with strategies. Inside, you’ll find insight on how to define concepts and render them, understanding textiles and the process of selecting fabrics, developing sewing skills and constructing garments, how to build a reputation, and much more. All 100 insights are beautifully illustrated with real-world fashion designs. If your creativity has staggered or stalled, the variety of subjects in this book will provide new ways to jumpstart it and refocus.

Jay Calderin teaches a wide variety of fashion and professional development courses at the School of Fashion Design in Boston, where he is also the director of Creative Marketing. He founded and serves as executive director of Boston Fashion Week. He is currently the regional director of the Fashion Group International of Boston, and his designs have appeared in the pages of Vogue and Elle magazines.

Brochure design is a perennial in the world of marketing and graphic design, yet it can be challenging to execute successfully. New in paperback, this collection of the world’s best brochure design offers hundreds of ideas, pages of inspiration, and armloads of advice for professional graphic designers and students alike. Using a clean, unfussy presentation, The Best of Brochure Design 11 is a highly visual collection of ideas for everything from choosing type to photo treatments, and everything in between.

Kiki Eldridge is a graphic designer and design writer. She is the principal of KE Creative Services, based outside of Boston, Massachusetts.

For anyone trying to communicate in a new language, one has to first gain a complete understanding of its fundamentals: the ABC’s of that language—definitions, functions, and usage. New in paperback, The Language of Graphic Design provides graphic design students and practitioners with an in-depth understanding of the fundamental elements and principles of their language—graphic design—what they are, why they are important, and how to use them effectively. Organized by the building blocks of the graphic design language, this reference includes work by some of the most successful and renowned practitioners from around the world and how they have applied these fundamental principles to their work.

Richard Poulin is a Principal of Poulin + Morris Inc., an internationally recognized design consultant firm located in New York City. His work has been published in numerous periodicals and books, is in the permanent collection of the Library of Congress, and has received awards from professional organizations, institutions, and publications. Poulin is a Fellow of the Society for Environmental Graphic Design, the organization’s highest honor.

Logos define, distinguish, and disseminate a company’s core message. It is no wonder that creating successful marks takes a well-conceived strategy and a skilled hand. This new-in-paperback edition once again celebrates the brilliant work top designers around the world have created for clients both large and small. This book presents the site’s best designs of the past year as judged by an elite group of name-brand designers.

Catharine Fishel specializes in working with and writing about designers and related industries. Her writing has appeared in many leading publications. She is editor of the website www.LogoLounge.com and is the author of many books about design, including all of the LogoLounge and LogoLounge Master Library books, Inside the Business of Graphic Design, How to Grow as a Graphic Designer, The Freelance Design Handbook, and The In-House Design Handbook. She lives in Peoria, IL.

Bill Gardner is president of Gardner Design. He is the author of all of the LogoLounge, the LogoLounge Master Library series books, and the annual LogoLounge Logo Trend Report. He lives in Wichita, Kansas.
Rockport Publishers creates beautifully illustrated sourcebooks for professional designers and artisans of all types. Rockport’s books present the best in design work from around the world and bring readers inside the world’s most talented design and art studios to see how the work gets done and the inspiration that lies behind each finished piece.

We invite you to visit our new online destination, RockPaperInk.com. Here you will find inspiring and thought-provoking content on branding, typography, logos, color, design management, design for change, posters, fashion, and much more each day, provided by an amazing group of contributors. Join the conversation at www.rockpaperink.com.