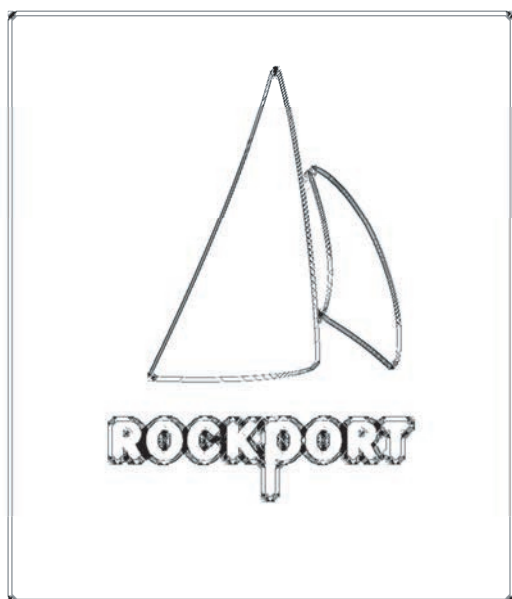


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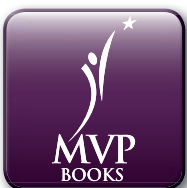
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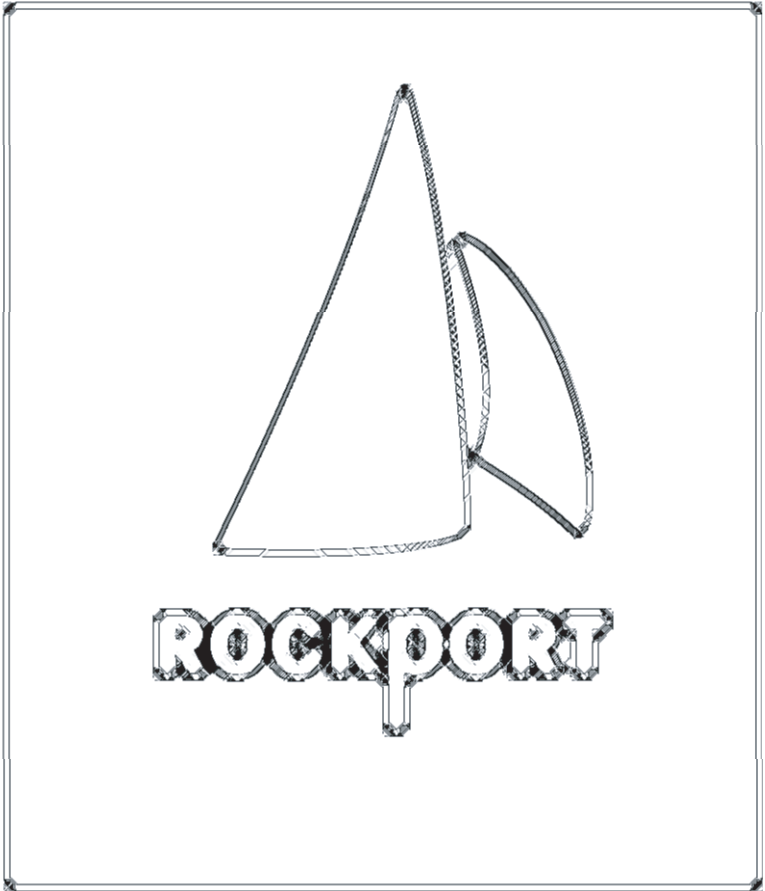
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Steven Heller and Mirko Ilić

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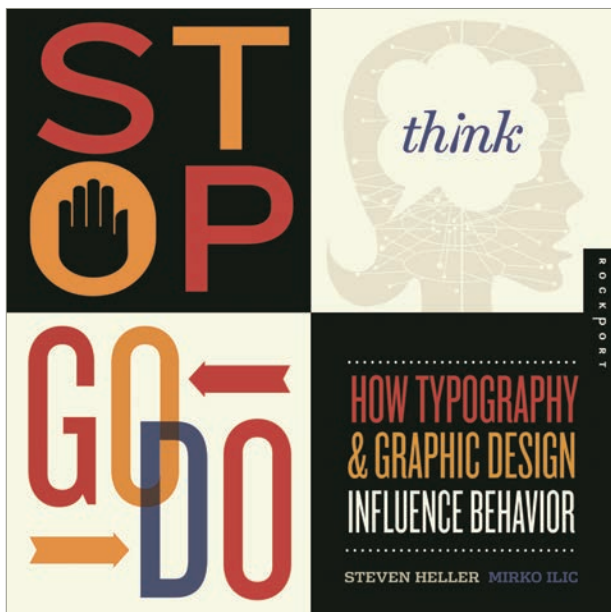
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Steven Heller is the co-chair of MFA Design (Designer as Author + Entrepreneur) at the School of Visual Arts in New York and the co-founder of MFA Design Criticism, MFA Interaction Design, MPS Branding and MFA Products of Design. He is the author or editor of over 135 books, including *I Heart Design*, and coauthor of *The Design Entrepreneur* and *The Anatomy of Design*. <http://www.hellerbooks.com>

Mirko Ilić is founder of Mirko Ilić Corp., in New York City. He has received medals from Society of Illustrators, Society of Publication Designers, Art Directors Club, I.D. Magazine, and Society of Newspaper Design. Ilić is co-author of *The Anatomy of Design* with Steven Heller and co-author of *The Design of Dissent* with Milton Glaser. <http://www.mirkoilic.com>



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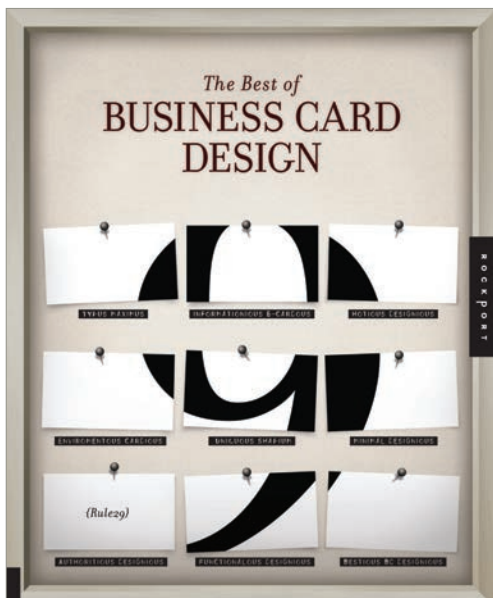
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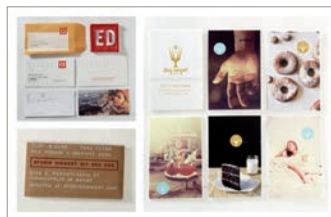
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Eric Kass is the principal of the multidisciplinary art and design studio Funnel in Indianapolis. He has 18+ years of varied design experience crafting award-winning, hard-working brands for a wide range of patrons around the globe, from start-ups to established endeavors, retail products, and unique services to the creative arts.

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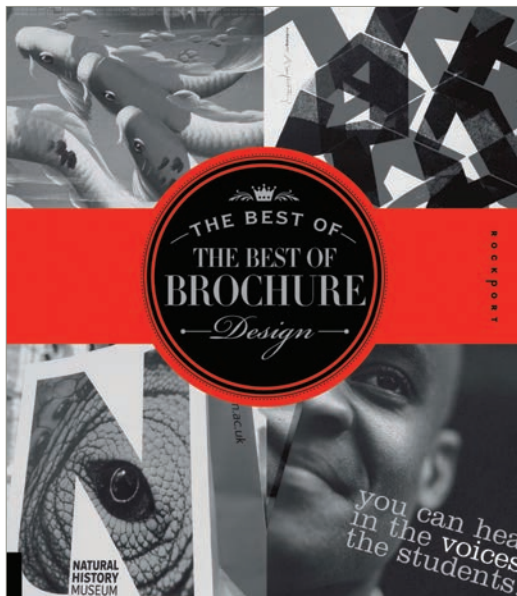
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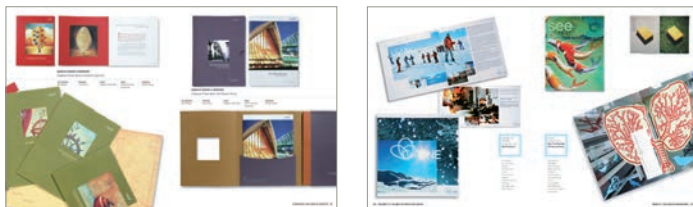
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Jason Godfrey, of Godfrey Design, has designed books for publishers as well as artists catalogues and other handmade books. He studied at the Royal College of Art and has worked at Pentagram in London, Eric Baker Design Associates in New York and Hixco Inc. in Austin, TX.

Ann Willoughby is the founder/president of Willoughby Design Group and a director on the AIGA National Board and the AIGA Brand Experience Board.

Wilson Harvey is an integrated design and marketing agency whose areas of expertise include technology, consulting, sport, investment, and publishing.

Cheryl Cullen is a marketing and graphic design consultant. She is the author of a number of books, including *Then Is Now* and *Identity Design That Works*.

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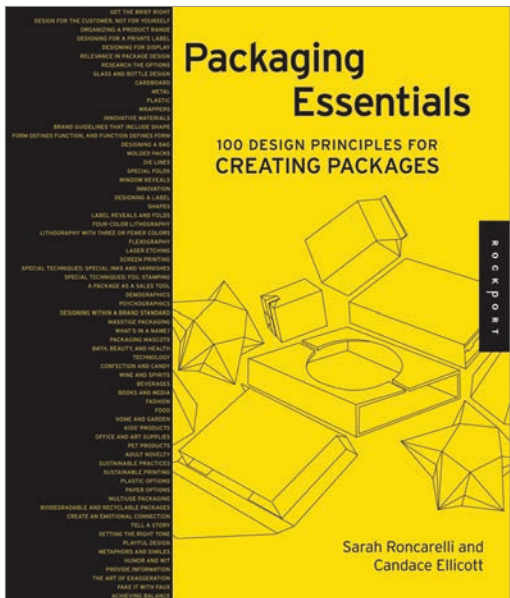
100 Design Principles for Creating Packages

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Candace Ellicott and Sarah Roncarelli are the creative force behind *Fifty Strategy and Creative*, based in Ottawa, Ontario. Candace, as creative director, leads design projects and Sarah as lead strategist and writer articulates the concepts. The firm handles all types of design projects including packaging, branding, and web work.



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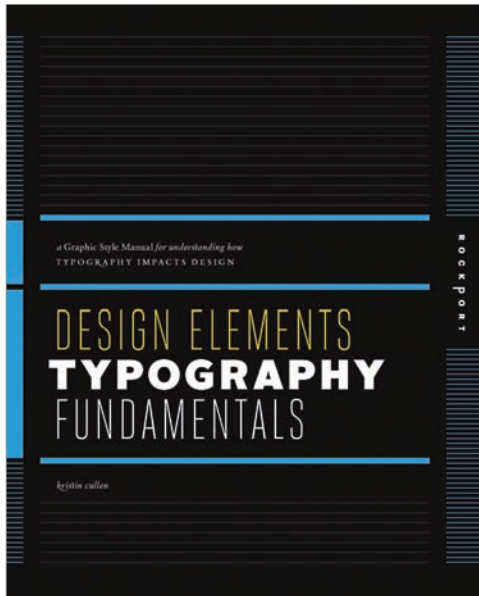
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Kristin Cullen is a Cincinnati-based graphic designer, author, and educator. Her work has appeared in national and international exhibitions, as well as publications, which include *Graphis Poster Annual*, *Graphic Design USA*, *American Corporate Identity*, and *Print*. She also authored and designed *Layout Workbook: A Real-World Guide to Building Pages in Graphic Design*, published by Rockport Publishers.

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Explore the fundamentals of typography with this practical, new guide. An instructional reader rather than historical survey, **Design Elements, Typography Fundamentals** uses well-founded, guiding principles to teach the language of type and how to use it capably. Designers are left with a solid ground on which to design with type. Limitless potential for meaningful and creative communication exists—this is the field guide for the journey!

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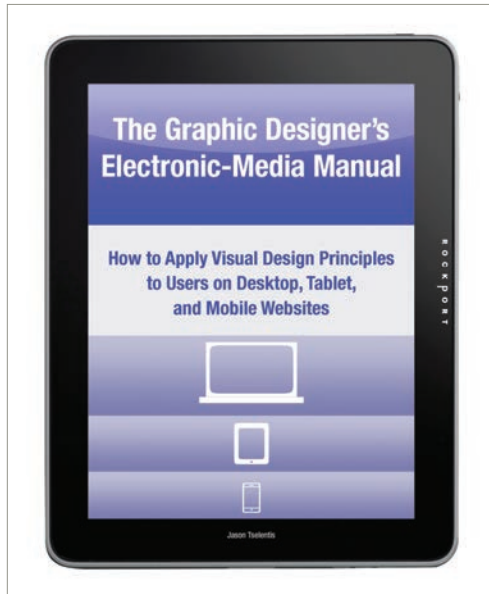
How to Apply Visual Design Principles to Users on Desktop, Tablet, and Mobile Websites

Jason Tselentis



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Jason Tselentis teaches graphic design and typography at Winthrop University, in Rock Hill, South Carolina. He has operated his own design studio since 1996, and he created his first website in 1994. Jason's writings about design and visual culture have appeared in *Arcade*, *Emigre*, *Eye*, and *How* magazines. He is also the author of *Type, Form & Function*. He resides in Charlotte, North Carolina.

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LOGOLOUNGE 7

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Bill Gardner and Anne Hellman

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Bill Gardner is president of Gardner Design and has produced work for Learjet, Thermos, Nissan, Pepsi, Pizza Hut, Kroger, Hallmark, Cargill Corporation, and the 2004 Athens Olympics. He is the author of *LogoLounge I*, *LogoLounge II*, *LogoLounge III* and *LogoLounge IV*. He lives in Wichita, Kansas.

Anne Hellman has been involved in several design titles, including Rockport Publishers' *Joel Desgrippes and Marc Gobe on Emotional Brand Experience*.



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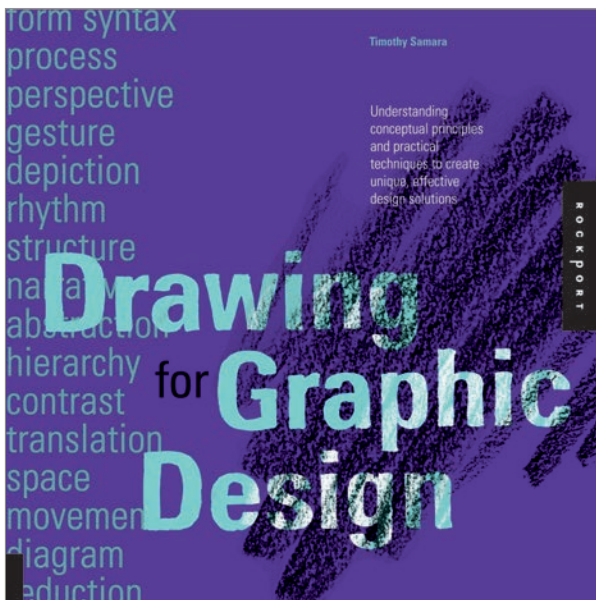
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Timothy Samara is a graphic designer based in New York City, where he divides his time between teaching, writing, lecturing, and freelance consulting through STIM Visual Communication. He has published seven books on design and typography, all through Rockport Publishers: *Making and Breaking the Grid*; *Typography Workbook*; *Publication Design Workbook*; *Type Style Finder*; *Design Elements*; *Design Evolution*; and *The Designers Graphic Stew*.

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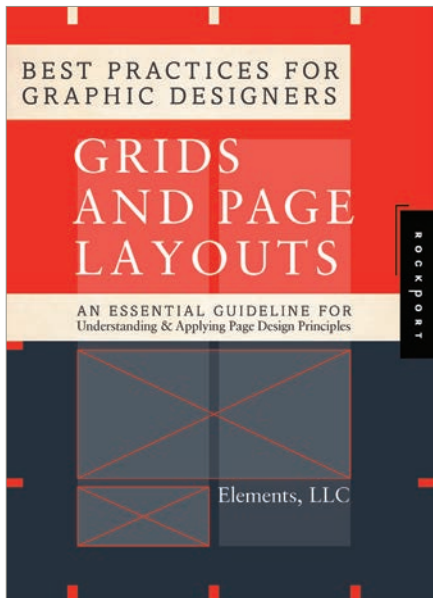
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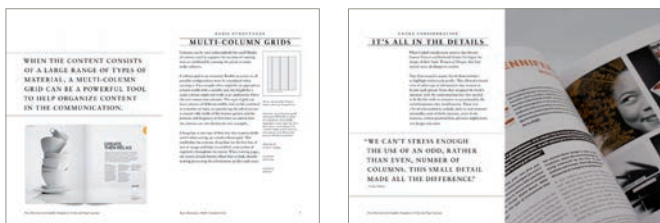
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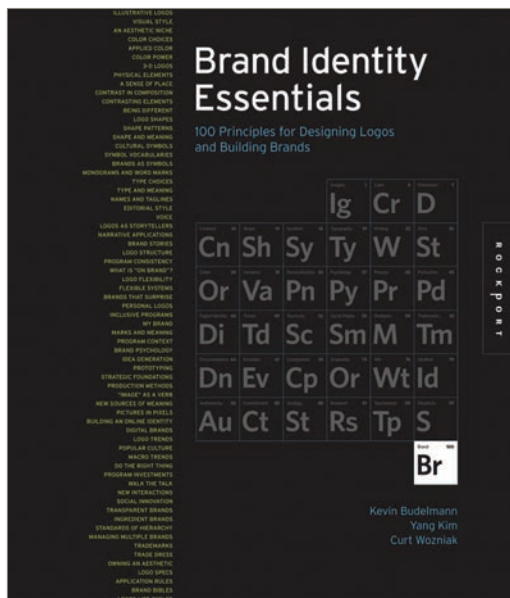
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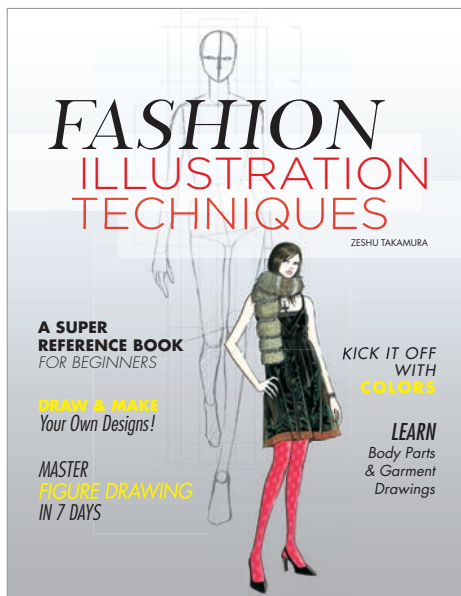
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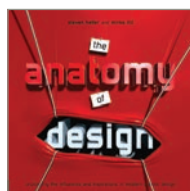
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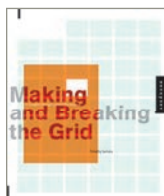
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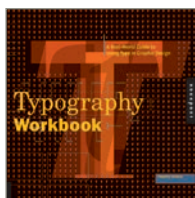
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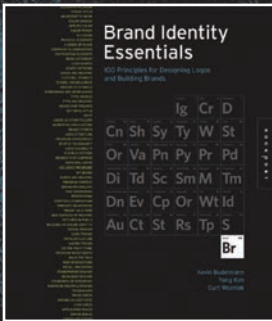
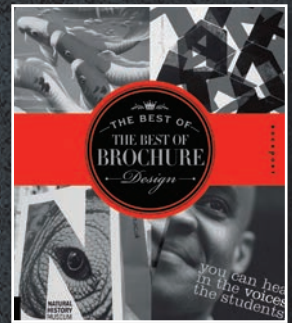
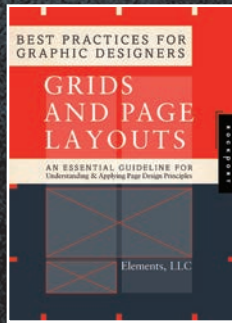
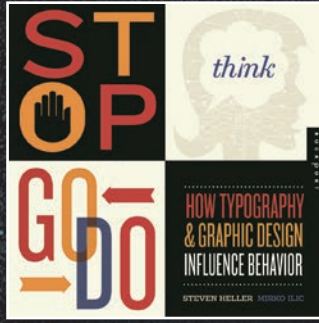
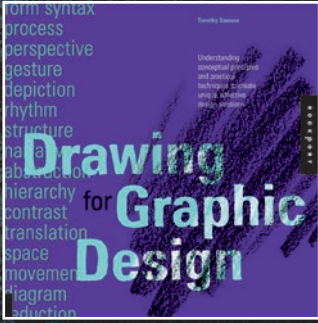
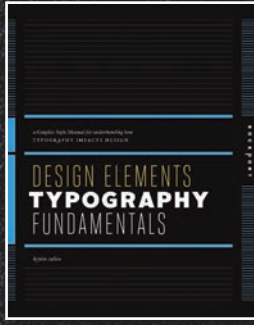
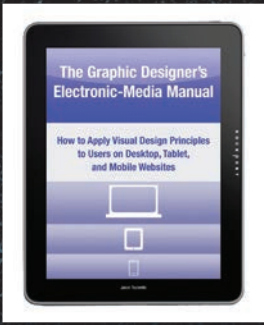
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