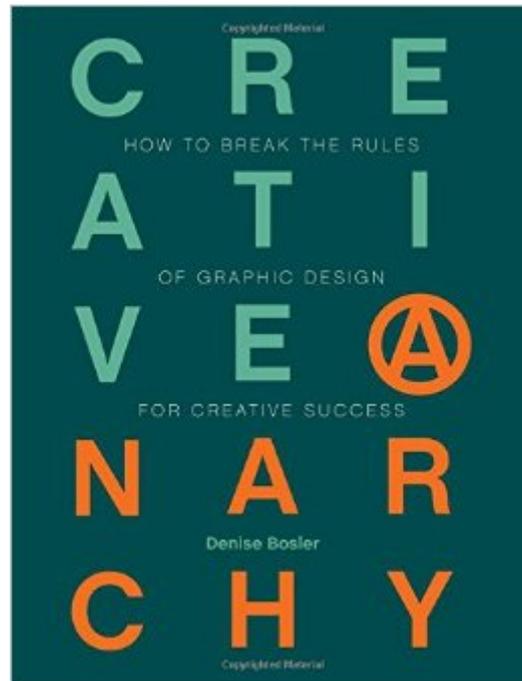


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# Creative Anarchy: How To Break The Rules Of Graphic Design For Creative Success



## Synopsis

Creatives are taught the rules of design by mentors and professors. We are told what to do and how to do it. "Follow the rules and color within the lines," they say. "Only use two fonts on a page and don't make your logo too complicated," they say. It's time for us to tell them to shove it. Creative Anarchy explains and explores both rule-following and rule-breaking design. It includes tips to throw design caution to the wind, designers' stories with galleries of work, and creative exercises to help push your designs to the next level. Creative Anarchy is about great design and awesome ideas. You'll find sections specifically devoted to designing logos, posters, websites, publications, advertising and more.

## Book Information

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## Customer Reviews

Let's start with what I consider the most important point: graphic design professional Denise Bosler never actually advocates "anarchy" or "breaking the rules;" that's a rhetorical flourish. We call them rules for a reason. Rather, she coaches graphic designers, like good attorneys, to know when conventional rules don't apply, and respond accordingly. We've all seen the results when designers, thinking themselves bold and ambitious, ignore fundamentals like color, line, and shape. Bosler doesn't recommend lawlessness. Within this slim but oversized book, Bosler compiles a thorough, synoptic course in graphic design fundamentals. Bosler formats her book like those old-school Ace Doubles novels: hold it right-side up, you'll receive an 88-page primer in rudiments of design, including exercises to experiment with making visually engaging images entirely from straight lines or primary colors. This includes a very thoroughgoing

introduction to Bosler's career specialty, type design. Today's text-intensive world will thank Bosler for that. Flip the book over, Bosler commences a 144-page whirlwind tour of various places where "coloring inside the lines," as she puts it, impedes design's purpose. Flanked by a generous selection of diverse graphic examples, Bosler demonstrates how working professionals lasso the rules to their own purposes. The rules Bosler teaches, which are common in academic art and design programs, guide apprentices with efficiency and grace. But professionals don't serve the rules "the rules serve them. This isn't anarchy," not really. "Don't second-guess your client," Bosler recommends gently; "Explore his [sic] level of creative tolerance by asking him questions.

This is a book that will get you thinking differentially. I am no designer, so will leave the technicalities to people better qualified. But I am a buyer of the results of designers, and this has certainly opened my mind to what I will, and won't accept in the future. I am sure I am not the only purchaser of this book that was not the intended audience. Denise Bosler's approach and overall design of this publication is exquisite. With every page turn there is something both joyful and valuable to explore. Readers will note that you cannot read from cover to cover without turning over the book. This is designed and printed almost like two separate entities which interrelate and support each other beautifully. The book contains sections covering the basics of typography for example serif and non serif fonts and kerning right the way through to statistics on the effectiveness of different layouts. The book set up in the following way: Section 1: Learn The Rules Rule 1: Message Is The Commander Rule 2: The Computer is Only a Tool Rule 3: Remember The Basics Rule 4: Type is Everything Rule 5: Color Matters Rule 6: It's Hip to Be Square Rule 7: Use A Grid Rule 8: Make Things The Same Or Different Rule 9: Leave Your Ego At The Door Rule 10: Break A Rule or Two Then turn the book over for the second part (I loved this approach). Section 2: Break The Rules - Exercise section Advertising Branding Posters Publication Design Promotions and Invitations Packaging Interactive To a non designer the book is both anarchic in design and content.

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