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# Popular Lies About Graphic Design



## Synopsis

Multi award-winning designer, typographer and TED speaker, Craig Ward, presents his first self-authored book - Popular Lies About Graphic Design. An attempt to debunk the various misconceptions, half truths and, in some cases, outright lies which permeate the industry of design. Lovingly designed and written both passionately and irreverently, Ward pulls from his ten years of experience to tackle lighter subjects such as design fetishists, Helvetica's neutrality and urgent briefs, alongside discussions on more worthy topics such as the validity of design education, the supposed death of print, client relationships and pitch planning. In addition, the book features contributions and insights from more than a dozen other established practitioners such as Milton Glaser, Stefan Sagmeister, Christoph Niemann and David Carson making it a must for students, recent graduates and seasoned practitioners alike.

## Book Information

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## Customer Reviews

Artsy trendy design. Shallow blog-feel style of writing. Yes. He says things that are true with creative and witty turns of phrase. I expected less obvious, and more substance. A first year design student might truly enjoy it. For me it was a waste of money.

The content is excellent, just a great book that every designer must read! The only "but" is that even when I purchase it directly from , the cover fell off :( . But is a good book, YOU NEED TO READ IT!

That Craig Ward is an exceptional talent, one of the most innovative and influential designers in the business right now, is a given. That he'd make a book that would be exciting and elegant was expected. But the happiest payoff of "Popular Lies" is that Ward brings as much vision and wit and clarity to the content of his words as he usually does to the visuals of them. This is a lovely, lively book, one that non-industry readers like me, who just barely qualify as the "fetish for design" types, will adore just as much as the working professionals and students to which Ward so eloquently imparts his wisdom. It's a bold treatise -- he calls the universally loathed comic sans "the typographic equivalent of the innocent man on death row," for example -- but it's also an intelligent, reasoned guide for anyone who wants to turn creativity into a career. "Ultimately," Ward writes to would-be artist enfants terribles, "you're being paid to provide a service and a skill." His book, like his one-of-a-kind style, is at once both wildly romantic and refreshingly practical, a love letter to design that pulls no punches. With this remarkable achievement, Ward has created a work of great humor, substance, and beauty. And, like the master he is, he's made it look effortless.

For years I have referenced Paul Arden's "It's Not How Good You Are, It's How Good You Want To Be" as being the go to resource for honest, insightful and inspirational words on pursuing a career in an industry where success is hard won and setbacks are numerous. This book replaces Mr Arden's as the book I like to have within closest reach. The advice is honest, witty and straightforward and explained through the filter of the author's personal experiences. It is also gorgeous to look at. Frankly, a must read.

The book is a really superb book, and if I had just been reviewing the contents of the book, I would have given it five stars, however, while I was reading the book, the binding of the book melted and the cover fell right off!

Hard to focus on the content when the cover came straight off and the pages are falling apart! The glue is clearly sub-standard - it has managed to seep into the pages leaving an oily residue, while simultaneously cracking and peeling and leaving waxy chunks all over the place. Reading other reviews, it is clearly not an isolated issue. Annoying.

I'd be inclined to give this book a better rating if the binding didn't fall apart the first day I received. Granted it was a hot day in the valley but come on!

The headline says it all. This book is cleverly written. I was hooked after the intro. Very intelligent and really funny. I think anyone (aspiring designers, novices, amateurs, or experts) will and can enjoy this quick read.

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