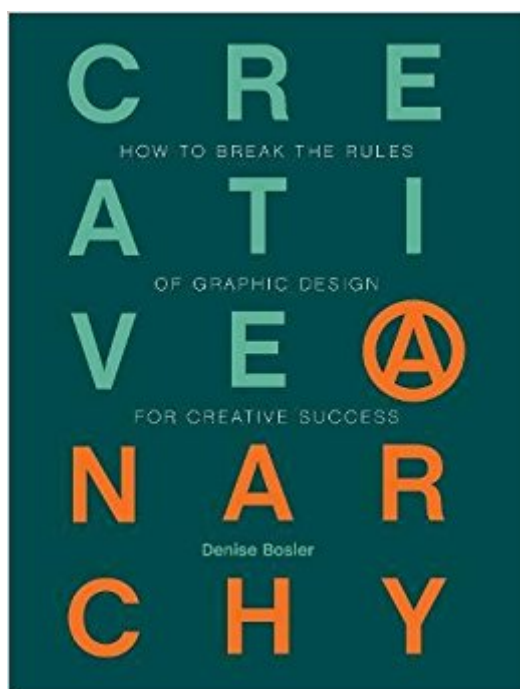The book was found

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

Denise Bosler is a graphic designer, illustrator, and professor of Communication Design at Kutztown University, Kutztown, PA. For the last fifteen years, Denise has focused her design work on print collateral, product packaging, and identity development in both print and digital projects. She has produced numerous award-winning logo and packaging designs featuring hand rendered and custom type.

Great Book!

This book rocks, not only does it have two ways of entering into the book but it is a great source of

inspiration.

Good buy. Interesting and helpful concepts. A refreshing way to take a look at some thing. I'm definitely going to see how this affects my design and I feel confident it will be for the better. Designers, stay fresh and buy this book!

hi

It everything I thought it would be, Great Creative resources

perfect

Great book.

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

rulesÃƒÂ¢Ã â¬Ã â •the rules serve them.This isnÃƒÂ¢Ã â¬Ã â„¢t ÃƒÂ¢Ã â¬Ã Å"anarchy,ÃƒÂ¢Ã â¬Ã Â• not really. ÃƒÂ¢Ã â¬Ã Å"DonÃƒÂ¢Ã â¬Ã â„¢t second-guess your client,ÃƒÂ¢Ã â¬Ã Â• Bosler recommends gently; ÃƒÂ¢Ã â¬Ã Å"Explore his [sic] level of creative tolerance by asking him questions.ÃƒÂ¢Ã â¬Ã Â• In everything from Peter Max-inspired concert posters and Bauhaus teapots to fin-de-siÃƒÂ¨cle book jackets and neon bar signs, Bosler shows how well-done design elements interact with, accentuate, and complete their environment. Like people and tools, designs have their roles to fulfill. Nobody would call this anarchy; IÃƒÂ¢Ã â¬Ã â„¢d call it more like synergy.And what synergy it is. For Bosler, graphic design, like art, has context. Whether weÃƒÂ¢Ã â¬Ã â„¢re packaging a product, or advertising to increase brand awareness, or simply making text inviting to read, design plays an important communicative role. When she shows how Penguin AudiobooksÃƒÂ¢Ã â¬Ã â„¢ ad designers morphed Mark Twain into a pair of headphones, or how almost-invisible kerning and serifs turn illegible fonts into elegant graphics, she proves that design creates conduits between two human minds.Despite the wide range of examples she musters, Bosler mostly keeps emphasis on two-dimensional designs. From ads and posters to books and fliers, we mostly encounter graphic design on flat surfaces these days. Household appliances and architectural marvels may have graphic components, which Bosler tacitly acknowledges, but she permits experts to retain control of the three-dimensional field. Still, considering our media-saturated contemporary society, she clearly retains claim on the largest design categories people regularly encounter.So, since Bosler doesnÃƒÂ¢Ã â¬Ã â„¢t recommend chucking that figurative cherry bomb into graphic design, what does she advocate? Well, she runs a complex gamut, from clean geometric patterns popular in midcentury media, to frenzied psychedelia, to digital shape-morphing in todayÃƒÂ¢Ã â¬Ã â„¢s world. BoslerÃƒÂ¢Ã â¬Ã â„¢s examples and influences refuse categorization. True to her title, Bosler doesnÃƒÂ¢Ã â¬Ã â„¢t attempt formulating any new rules or precluding genuine invention. She shows, instead, how innovative designers pave new roads by thinking outside textbook conventions.I do regret one significant omission: I cannot recall Bosler including any examples of web design. TodayÃƒÂ¢Ã â¬Ã â„¢s code-centric world has made most of us digital design consumers, and the importance of our personal websites, Facebook pages, and other digital footprint, has made many people digital design creators, too. Web design creates important challenges, with the need to carry elements intact across multiple platforms and browser customizations. Slovenly web design is, unfortunately, ubiquitous in todayÃƒÂ¢Ã â¬Ã â„¢s world.Well, slovenly design generally. WeÃƒÂ¢Ã â¬Ã â„¢ve all come across photocopied rock band posters that look like dribbled spaghetti, magazine ads apparently done by prisoners with

crayons, and self-published books with teensy illegible type and missing margins. Advancing technology has put media creation within nearly everybody's grasp, but knowledge of design basics hasn't kept pace. While Bosler's guidance may require some tweaking, even possibly an entire second book, to encompass web-based design, she makes a noble start.Denise Bosler's brief instructional textbook encompasses the basics of nearly every college-level graphic design course. We know it's always harder to learn without a living coach, but Bosler makes guided self-study more possible. In today's world, choked as we are with conflicting media messages and eye-strain-inducing graphics, most media design passes unnoticed beneath our gaze, mere visual static. Careful study of Bosler's book, while incomplete, will help dedicated creators stand above today's grievously crowded field.

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Creative Anarchy: How to Break the Rules of Graphic Design for Creative Success Anarchy Found: Alpha Lincoln: Anarchy Series, Book 1 The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Shapes: Geometric Forms in Graphic Design (Graphic Design Elements) Graphic Design School: The Principles and Practice of Graphic Design Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) The Art of Belief: Design Your Mind to Destroy Limitations, Unleash Your Inner-Greatness, and Achieve the Success of Your Dreams (Success Mindset, Mind Development, Personal Success Book 1) Design Elements, 2nd Edition: Understanding the rules and knowing when to break them - Updated and Expanded The End Of Chaos: Break Away From Bad Habits, Addictions And Self Destructive Tendencies Before They Break You The Break Up Manual For Men: How To Recover From A Serious Break Up, Become Stronger and Get Back Into Life Coffee Break French 4: Lessons 16-20 - Learn French in your coffee break Break Away: Jessie on My Mind (Break Away

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