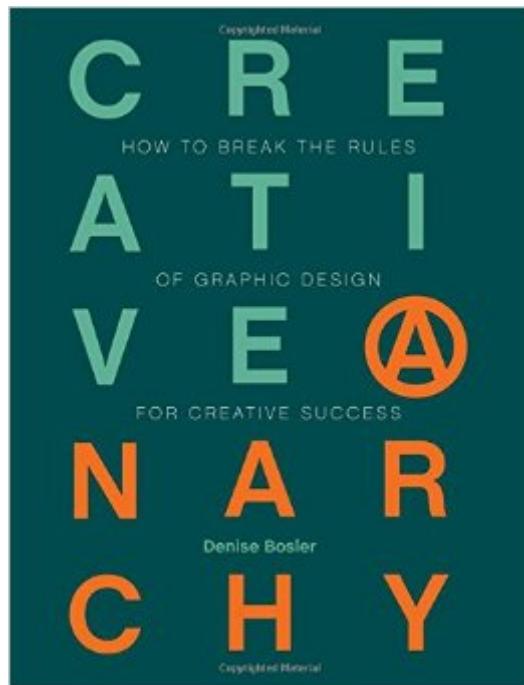


The book was found

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

Paperback: 240 pages

Publisher: HOW Books (January 28, 2015)

Language: English

ISBN-10: 1440333327

ISBN-13: 978-1440333323

Product Dimensions: 8.2 x 0.7 x 10.9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars Â See all reviews Â (19 customer reviews)

Best Sellers Rank: #249,544 in Books (See Top 100 in Books) #35 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #128 in Books > Arts & Photography > Graphic Design > Typography #743 in Books > Self-Help > Creativity

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 upright-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 a anarchist, • 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 wont 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.

[Download to continue reading...](#)

Creative Anarchy: How to Break the Rules of Graphic Design for Creative Success Anarchy, State, and Utopia England's Dreaming, Revised Edition: Anarchy, Sex Pistols, Punk Rock, and Beyond Sons of Anarchy Vol. 3 Design Elements, 2nd Edition: Understanding the rules and knowing when to break them - Updated and Expanded "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels)) Know Your Onions - Graphic Design:

How to Think Like a Creative, Act like a Businessman and Design Like a God Business for Punks: Break All the Rules--the BrewDog Way Never Apply for a Job Again!: Break the Rules, Cut the Line, Beat the Rest First, Break All The Rules: What the World's Greatest Managers Do Differently Marcus Buckingham's First Break All the Rules: What the World's Greatest Managers Do Differently Summary The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands First, Break All The Rules: What The Worlds Greatest Managers Do Differently Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) How to Raise an Adult: Break Free of the Overparenting Trap and Prepare Your Kid for Success Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set: Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance & Life Success) Inside the Business of Graphic Design: 60 Leaders Share Their Secrets of Success The Essential Guide to Graphic Design Success Robert's Rules of Order Newly Revised In Brief, 2nd edition (Roberts Rules of Order in Brief)

[Dmca](#)