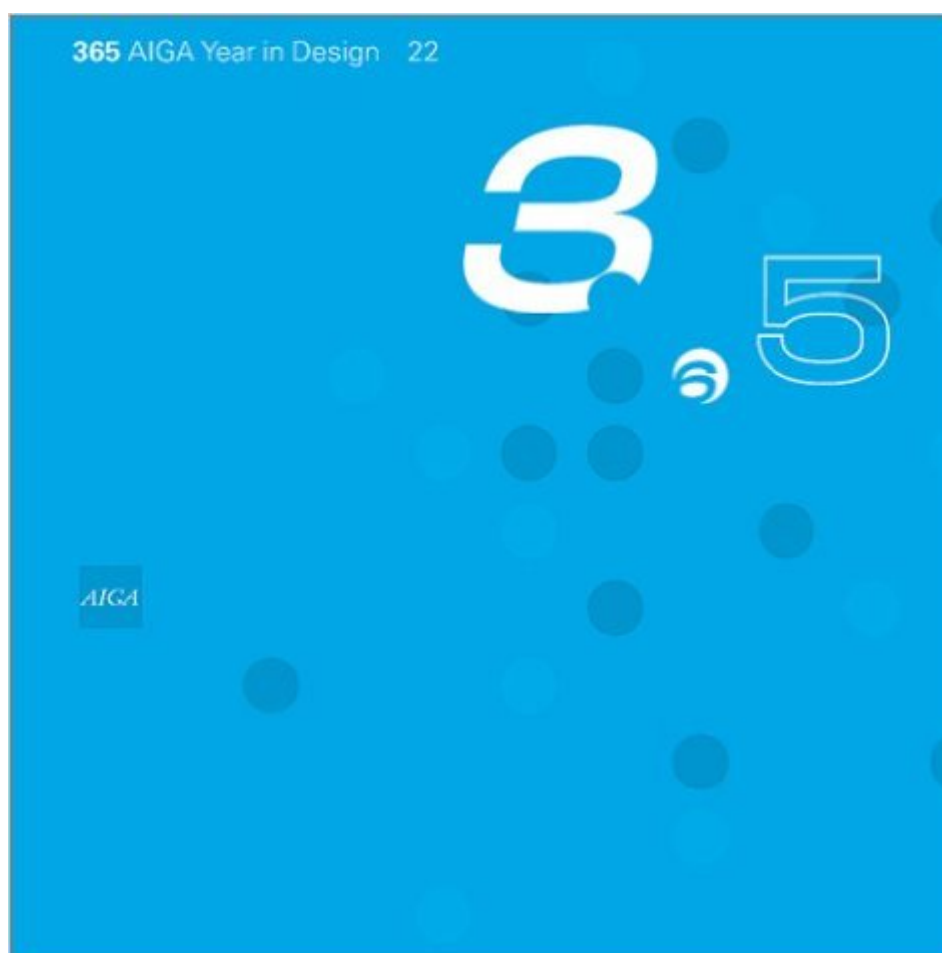


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365: Aiga Year In Design 22



Synopsis

Description: 365 is the American Institute of Graphic Art's annual presentation of the best in American design, and features cutting-edge projects that were selected by a jury of preeminent designers and design critics in 2001. New this year, America's largest and most esteemed design organization has transformed its "Communications Graphics" and "50 Books/50 Covers" competitions into a suite of 12 individual, narrowly focused, independently judged competitions, including: branding applications, design and typography, environmental graphics, experience design, and package design. Conceived by AIGA in conjunction with award-winning Chicago-based book designers studio blue, this year's version of 365 will include 12 essays that contextualize the ever-changing shape of contemporary graphic design and a special section that details statistical findings on creativity and the design process. In addition, AIGA's 2001 gold medalists Samuel Antupit and Paula Scher will be profiled in insightful biographical essays and retrospective portfolios.

Book Information

Series: 365: Aiga Year in Design

Paperback: 496 pages

Publisher: AIGA (April 15, 2002)

Language: English

ISBN-10: 1884081029

ISBN-13: 978-1884081026

Product Dimensions: 9.7 x 10 x 1.2 inches

Shipping Weight: 4.8 pounds

Average Customer Review: 2.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #4,435,299 in Books (See Top 100 in Books) #45 inÂ Books > Arts &

Photography > Graphic Design > Commercial > Annuals #8398 inÂ Books > Arts & Photography >

Graphic Design > Techniques #19548 inÂ Books > Arts & Photography > Decorative Arts & Design

Customer Reviews

Annual awards recipients' biographical material as always appetizing and interesting. However, the following sections depicting current work focus on first-person design-incantations rather than the work. Due to smaller format (reduced dimensions) it's difficult to see the work examples and all nuance is for the most part completely lost. A surprising amount of lengthy unilluminating explanatory text. A very odd section attempting to illustrate very simple survey results in a bizarrely complex manner. I can't use this book as a design reference as I do with previous AIGA annuals, so

I'm going through the bother of returning it.

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