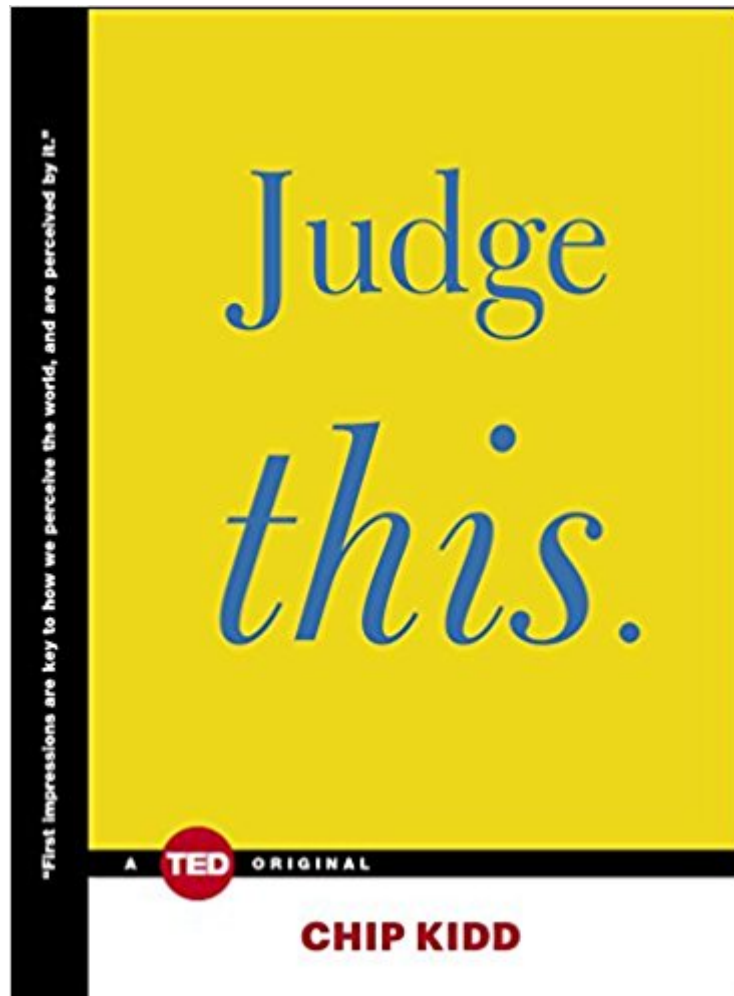




The book was found

Judge This (TED Books)



Synopsis

A fun, playful look at the importance of first impressions—•in design and in life—•from acclaimed book designer Chip Kidd. First impressions are everything. They dictate whether something stands out, how we engage with it, whether we buy it, and how we feel. In *Judge This*, renowned designer Chip Kidd takes us through his day as he takes in first impressions of all kinds. We follow this visual journey as Kidd encounters and engages with everyday design, breaking down the good, the bad, the absurd, and the brilliant as only someone with a critical, trained eye can. From the design of your morning paper to the subway ticket machine to the books you browse to the smartphone you use to the packaging for the chocolate bar you buy as an afternoon treat, Kidd reveals the hidden secrets behind each of the design choices, with a healthy dose of humor, expertise, and of course, judgment as he goes. *Judge This* is a design love story, exposing the often invisible beauty and betrayal in simple design choices—•ones most of us never even think to notice. And with each object, Kidd proves that first impressions, whether we realize it or not, have a huge impact on the way we perceive the world.

Book Information

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Customer Reviews

Chip Kidd is a designer/writer in New York City. His book cover designs for Alfred A. Knopf, where he has worked nonstop since 1986, have helped create a revolution in the art of American book packaging. He is the recipient of the National Design Award for Communications, as well as the Use

of Photography in Design award from the International Center of Photography. Kidd has published two novels, *The Cheese Monkeys* and *The Learners*, and is also the author of *Batman: Death By Design* and the coauthor and designer of *True Prep*, the sequel to the beloved *Official Preppy Handbook*. His 2012 TED Talk has been viewed 1.2 million times and is cited as one of the “funniest of the year.” He is most recently the author of the bestselling >.

Fast and fun read, visually appealing. Chip Kidd, as always is one of my faves in the area of design,

I loved the storytelling with the relevant process of it all. Great help to writing my master thesis. It helped me draw from my own knowledge in a very creative and inspiring way. Thank you! More like this please!

Awesome books, I'd recommend to everyone!

It's not a novel, but it has nice ideas and examples of how to promote something using mystery or clarity or a combination of both.

Not as enlightening as I had anticipated, based upon the review/description. For the \$7.99, I expected a good deal more...

Though I do not recommend this in ebook format because of the inability to have the graphic illustration and the commentary on screen at the same time, I never the less found the subject extremely interesting. Chip Kidd shares his reasoning for his choice of book cover art. I thought the method by which he selected the type of cover to be fascinating, and it gave me some insight into why I am attracted to covers in the bookstore and library. Perhaps I am missing out by not having a color ereader.....*I received my copy through Netgalley.com in exchange for an honest review.

Chip Kidd is a very lucky man. Right out of graphic design class he was hired into publishing in New York City, and has been a book cover designer at the same firm ever since. He works with the biggest names and gets seemingly free creative reign. He has collected some of his best covers, and the real world design elements that inspired them, into a short, fast little book you can read in an hour or two. Kidd created a continuum, a horizontal line that goes from clarity to mystery, rating various elements of daily life according to how much work it takes to understand them. He

measures his book covers by how much they might benefit from extreme clarity to extreme mystery. The medium is the message, so you would expect a book cover designer to publish a book. Unfortunately, this is written as belonging to some other medium. Every image is accompanied by a short paragraph or two, more of a narration than a narrative. The images on the opposite page would have much more impact on a large screen, particularly in an e-book, where you can't see the image at the same times as the text. The whole effort fairly screams to be a 50 minute slide show, with Kidd narrating. He would be far more entertaining than the book. And so it is. This is the print extension of his TED talk, for those who need a paper version of the video available online. The video is much more fun. David Wineberg

Would love to learn more about this book but the sample only includes the cover. I guess in this case you have to "judge this" book by its cover!

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