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# **How To Use Graphic Design To Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, And (Every Once In A While) Change The World**

# **How to**

**use graphic design to sell things,  
explain things, make things  
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**Michael Bierut**



## Synopsis

The first monograph, design manual, and manifesto by Michael Bierut, one of the world's most renowned graphic designers—a career retrospective that showcases more than thirty-five of his most noteworthy projects for clients as the Brooklyn Academy of Music, the Yale School of Architecture, the New York Times, Saks Fifth Avenue, and the New York Jets, and reflects eclectic enthusiasm and accessibility that has been the hallmark of his career. Protégé of design legend Massimo Vignelli and partner in the New York office of the international design firm Pentagram, Michael Bierut has had one of the most varied and successful careers of any living graphic designer, serving a broad spectrum of clients as diverse as Saks Fifth Avenue, Harley-Davidson, the Atlantic Monthly, the William Jefferson Clinton Foundation, Billboard, Princeton University, the New York Jets, the Brooklyn Academy of Music, and the Morgan Library. How to, Bierut's first career retrospective, is a landmark work in the field. Featuring more than thirty-five of his projects, it reveals his philosophy of graphic design—how to use it to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world. Specially chosen to illustrate the breadth and reach of graphic design today, each entry demonstrates Bierut's eclectic approach. In his entertaining voice, the artist walks us through each from start to finish, mixing historic images, preliminary drawings (including full-size reproductions of the notebooks he has maintained for more than thirty-five years), working models and rejected alternatives, as well as the finished work. Throughout, he provides insights into the creative process, his working life, his relationship with clients, and the struggles that any design professional faces in bringing innovative ideas to the world. Offering insight and inspiration for artists, designers, students, and anyone interested in how words, images, and ideas can be put together, How to provides insight to the design process of one of this century's most renowned creative minds.

## Book Information

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## Customer Reviews

When I first learned of this book, I knew I had to pre-order it. Michael Beirut is one of the most exciting designers of the past few decades (and one of my favorite partners in the NY Pentagram office). His engaging and approachable personality easily becomes visible in his work. Every chapter is wonderfully written and lushly illustrated with his process and the final solution. The chapter "How to be a graphic designer in the middle of nowhere" literally gave me chills as his introduction to design and his growth as an artist was similar to mine. Thank you and bravo, Mr. Beirut for creating easily my new favorite book and quite possibly the BEST book on graphic design. Highly recommended.

Excellent. Many examples given and how they developed. Also a bit of humor.

The business of graphic design was made clear and precise with the help of this book

I very much enjoy this book as there are plenty of visual aids to enhance the experience. It definitely felt much more like a coffee table book. However, it is still educational as it is set up in a straightforward way. The projects are titled with a "how to \_\_\_\_" which gives a sense of the idea, and the body paragraphs describe the design project, along with the history of the project. Then the solution is briefly explained along with plenty of visual representations of the solutions!

Really informative and insightful. Enjoy going through every page so far. Would recommend to any aspiring designers.

Such a well-written and approachable book. It masks how smart a communicator the author really is. Terrific case studies too!

Great book!

This is a fantastic coffee table book displaying Michael Beirut's best branding work visually and descriptively. The style of writing is fantastic and engaging and the work is simply the best standard when it comes to branding.

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