

A Smile in the Mind

To Download this book in many format Visit :

<https://wocoentala.org/source1/52e29fbeat19df1673efcedca33efc102>

The best graphic design does more than capture attention and make the audience linger. It prolongs the encounter, compelling the reader not only to notice, but to remember. This book is about making graphics memorable by using witty thinking. It argues that ideas which happen in the mind, stay in the mind.

Beryl McAlhone and David Stuart begin by explaining what wit is and how it works. They make the case for wit in graphic design, seeing humour as the shortest distance between two people. The different routes designers can take are explained including ambiguity, missing links, substitution and double-takes - to clarify the options available at the start of an assignment.

A Smile in the Mind documents the power of intellectual playfulness as it invades even the corporate heartland of annual reports and the dry territory of technical literature. Designers can refer to examples for every category of graphics, from direct mail to information graphics, and for a variety of sectors from leisure and the arts to manufacturing and the law.

For the finale, witty designers answer the big question: how did they get the idea? They offer a peep into their private working methods, as they check out word lists, look at things sideways, or put several jobs on the table at once.

Gathering together the best examples of graphic wit over the past three decades, A Smile in the Mind shows work from over 300 designers in the USA, Britain, Europe and Japan.

Beryl McAlhone is a writer with a special interest in design. David Stuart is a founding member of the international design company The Partners. 'Beautifully edited, lovingly and carefully compiled ... both intellectually and aesthetically stimulating. Oh, and it's funny too.' (Graphics International) 'This book keeps the fun coming. There are so many wonderful (and superbly reproduced) examples of sharp, deftly done pieces that the reader becomes greedy, devouring hit after hit.' (Print)

Other Books

A SMILE TO BRIGHTNESS, :ARPIT TANEJA IS AN ACTIVE PART OF HIS FAMILY BUSINESS, CRICKET LOVER, GYM RAT, AND A BOOK GOOF THAT LED TO THIS STORY OF DHUV AND AAROHI... DONE HIS GRADUATION IN BACHELOR OF BUSINESS ADMINISTRATION LOVES MUSIC AND SPENDING TIME ALONE OR WITH HIS TWITTER GROUP REMAND ROOM... WANT TO DO SOMETHING IN THE ART {STORY TELLING}

? ? ? ? ? . Coming back to the room I turned on the tv [to distract my mind from the questions regarding a girl whose name was the only information I had at that time and that too I got it a few hours ago from a profile on a social media site] ..."