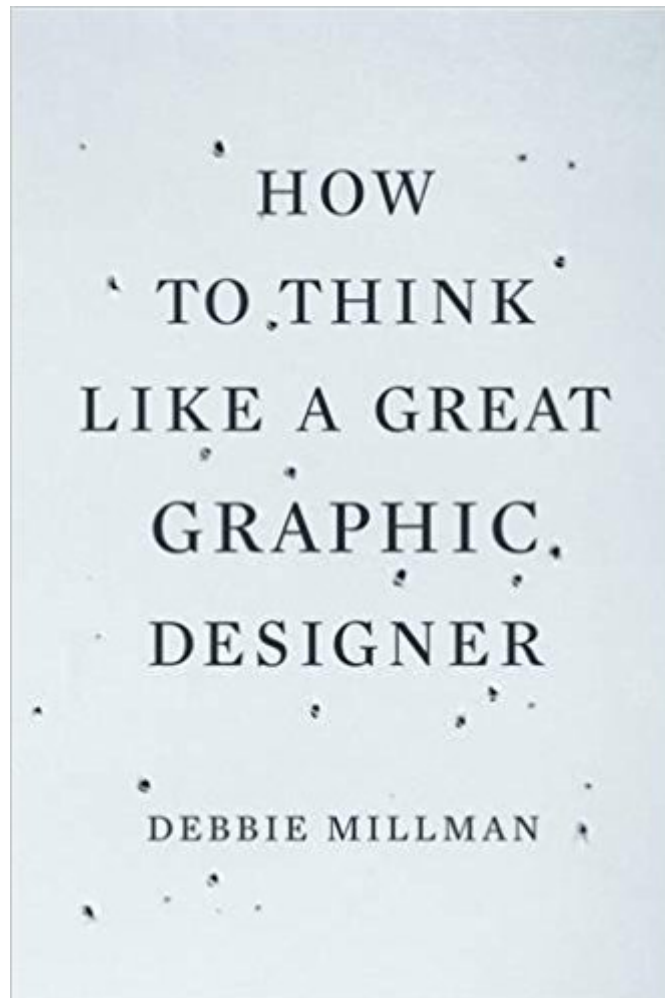




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# How To Think Like A Great Graphic Designer



## Synopsis

Take a peek inside the heads of some of the world's greatest living graphic designers. How do they think, how do they connect to others, what special skills do they have? In honest and revealing interviews, nineteen designers, including Stefan Sagmeister, Michael Beirut, David Carson, and Milton Glaser, share their approaches, processes, opinions, and thoughts about their work with noted brand designer Debbie Millman. The internet radio talk host of Design Matters, Millman persuades the greatest graphic designers of our time to speak frankly and openly about their work. *How to Think Like a Great Graphic Designer* offers a rare opportunity to observe and understand the giants of the industry. Designers interviewed include: Milton Glaser; Stefan Sagmeister; David Carson; Paula Scher; Abbott Miler; Lucille Tenazas; Paul Sahre; Emily Oberman and Bonnie Siegler; Chip Kidd; James Victore; Carin Goldberg; Michael Beirut; Seymour Chwast; Jessica Helfand and William Drenttel; Steff Geissbuhler; John Maeda. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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## Customer Reviews

"Debbie Millman and her interviewees conspire brilliantly to map the best thought and practice in the world of design." -- Grant McCracken, Research Affiliate, Convergence Culture Consortium (C3), MIT  
"Offers outsiders a rare glimpse into the minds of designers. Millman gets such interesting interviews out of her subjects." -- Core 77  
"A delightful opportunity to eavesdrop on some of the most curious and creative minds of our time." -- Malcolm Gladwell, author, *The Tipping Point* and *Blink*  
"A journey to discover the motivations, ambitions and frustrations of successful designers working hard in a volatile profession." -- Communication Arts  
"Anyone who struggles daily to create great work will be inspired and encouraged by these intimate glimpses into remarkable minds." -- Joyce Rutter Kaye, editor-in-chief, *Print* magazine

Debbie Millman has worked in the design business for more than twenty-five years. She is president of the design division at Sterling Brands. She has been there for nearly fifteen years and in that time she has worked on the redesign of global brands for Pepsi, Procter & Gamble, Colgate, Nestle, and Hasbro. Millman is President of the AIGA, the largest professional association for design in the world. She is a contributing editor at *Print Magazine*, a design writer at *FastCompany.com*, and co-founder and chair of the Masters in Branding program at the School of Visual Arts in New York City. Her books are *How to Think Like a Great Graphic Designer*, *The Essential Principles of Graphic Design*, *Look Both Ways: Illustrated Essays on the Intersection of Life and Design*, and *Brand Thinking and Other Noble Pursuits*. She lives in New York City.

You get a glimpse of the diversity of personalities that have made a name for themselves in design. The book, like many others have noted, has misleading title. But it piqued my interest like it was intended to. I'm glad I came across it mainly because it is a breath of fresh air, taking the focus off design technique and allowing one to understand the context of field of graphic design better. You get a little history and a little insight into common struggles facing designers. I wasn't wild about Millman's interviewing. I recommend "creativity" by Mihaly Csikszentmihalyi if you like this book's style.

The title is a little misleading and might make you think it's a weird how to/recipe book for aspiring designers. It's none of that. It's actually an excellent collection of interviews with top designers. They answer questions in a honest, open way. And their experience is too valuable to miss. Read it and keep it to read again as your career progresses.

Love this book! It would be 5 stars but how far off the title is from what the book actually is lost it a star. This will not teach you to think like a graphic designer. However if your a graphic designer it's like learning our history straight from the heroes who were there. I love these interviews so much. This book is just fantastic!

I'm new to the field of graphic design, so I hadn't heard of any of these designers before, but I loved their various approaches to the field and beautiful remarks on life, love, and success. Debbie Millman does an outstanding job of interviewing and probing in the right places. It's inspired me to not only delve more deeply into the field of graphic design, but also to possible write a book with a similar format one day.

This book has been very inspirational to me. I finished within a few days. It's not only about or for graphic designers. They interviewers touch on design of course, but also philosophy, religion, anecdotes for life and everything in between.

I think this is very informative and good for the soul for designers and great thinkers alike.

Fantastic collection with some great insights!

Good reading for graphic design students.

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