

Art Direction Explained At Last By Steven Heller

Words of Wisdom & Inspiration is a collection of over 100 thoughts and ideas, originally posted on social media, that are designed to encourage and strengthen believers. God has a plan and purpose for each and every person, but too often we lose sight of that because of the various things we experience day to day. It is my hope that through reading the nuggets of wisdom and inspiration contained in this book, that the reader will be motivated to move forward in the plan God has for them and to achieve success.

Binary Noise Volume 2 is a science fiction story told through three vignettes – In a time when humans thrive throughout the Solar System, two sisters and a sentient being struggle to survive in extreme conditions, trying to trick death and find each other. Story 1 – HELLO SUNSHINE: Space immigrants, living and working at the low orbit solar farms around the Sun. A difficult and dangerous job accepted for the good pay and adventure... But how much is enough, when you realize happiness is not there? Story 2 – JUPITER’S EFFECT: An accident in space. A pilot and a sentient machine trapped inside of whatever was left of their spaceship, now caught by Jupiter’s gravitational pull. An exit plan is desperately needed to escape from certain death. Story 3 – FAMILY TIES: In the Jovian Moon IO, Katerina a space pilot, and James a sentient machine are catching their breath after a miraculous escape from destruction on planet Jupiter. With a stolen spaceship in their hands, they intercept data indicating her young sister is also somewhere on IO. Now pilot and robot embark on a new journey to find little sister’s whereabouts.

Gaby LeFevre is a suburban, Midwestern firecracker, growing up in the 80s and 90s and saving the world one homeless person, centenarian, and orphan at a time. With her crew of twin sister, Annie, smitten Mikhail, and frenemy Mel, she’s a pamphlet-wielding humanitarian, tackling a broken world full of heroes and heroines, villains and magical seeds, and Northwyth stories. Beginning with a roadkill-burying nine-year-old and a gas-leak explosion, it follows Gaby as she traverses childhood and young adulthood with characteristic intensity and a penchant for disaster. Meanwhile, the large cast of compelling characters entertains and the Northwyth legends draw you into their magic.

Art Direction examines the key techniques, approaches and 'secrets' involved in the development of creative advertising concepts. Mahon provides tips on how to use surprise, simplicity, provocation and visual drama to communicate the advertising message. The book examines the process of visualizing and exploring different ideas, and discusses the use of moving image, photography, illustration and typography to realize these ideas. It also explores the use of different advertising media, from traditional formats to new and alternative channels of communication.

Art Direction Explained, At Last!

A Guide to Being a Modern Creative Director

The Law and the Word

The Education of a Graphic Designer

After the End of Art

The third in Robert Greene’s bestselling series is now available in a pocket sized concise edition. Following 48 Laws of Power and The Art of Seduction, here is a brilliant distillation of the strategies of war to help you wage triumphant battles everyday. Spanning world civilisations, and synthesising dozens of political, philosophical, and religious texts, The Concise 33 Strategies of War is a guide to the subtle social game of everyday life. Based on profound and timeless lessons, it is abundantly illustrated with examples of the genius and folly of everyone from Napoleon to Margaret Thatcher and Hannibal to Ulysses S. Grant, as well as diplomats, captains of industry and Samurai swordsmen.

100 Classic Graphic Design Journals surveys a unique collection of the most influential magazines devoted to graphic design, advertising, and typography. These journals together span over 100 years of the history of print design and chart the rise of graphic design from a necessary sideline to the printing industry to an autonomous creative profession. Each magazine is generously illustrated with a large selection of spreads and covers. A descriptive text based, where possible, on interviews with editors, designers, and publishers is also included for each magazine alongside comprehensively researched bibliographic material. The magazines featured cover a range of industries and eras, from advertising (Publimondial, La Pubblicità Italiana), posters (Das Plakat, Affiche), and typography (Typografische Monatsblätter, Typographica), to Art Nouveau (Bradley, His Book), Modernist design (Neue Grafik, ULM) and Post-Modern and contemporary graphics (Emigre, It’s Nice That). These 100 journals offer an invaluable resource to historians and students of graphic design, and a rich seam of visual research and inspiration for graphic designers.

**INSTANT NEW YORK TIMES BESTSELLER* *INSTANT USA TODAY BESTSELLER* *INSTANT #1 INDIE BESTSELLER* From the New York Times bestselling author of Red, White & Royal Blue comes a new romantic comedy that will stop readers in their tracks... For cynical twenty-three-year-old August, moving to New York City is supposed to prove her right: that things like magic and cinematic love stories don’t exist, and the only smart way to go through life is alone. She can’t imagine how waiting tables at a 24-hour pancake diner and moving in with too many weird roommates could possibly change that. And there’s certainly no chance of her subway commute being anything more than a daily trudge through boredom and electrical failures. But then, there’s this gorgeous girl on the train. Jane. Dazzling, charming, mysterious, impossible Jane. Jane with her rough edges and swoopy hair and soft smile, showing up in a leather jacket to save August’s day when she needed it most. August’s subway crush becomes the best part of her day, but pretty soon, she discovers there’s one big problem: Jane doesn’t just look like an old school punk rocker. She’s literally displaced in time from the 1970s, and August is going to have to use everything she tried to leave in her own past to help her. Maybe it’s time to start believing in some things, after all. Casey McQuiston’s One Last Stop is a magical, sexy, big-hearted romance where the impossible becomes possible as August does everything in her power to save the girl lost in time. "A dazzling romance, filled with plenty of humor and heart." - Time Magazine, "The 21 Most Anticipated Books of 2021" "Dreamy, other worldly, smart, swoony, thoughtful, hilarious - all in all, exactly what you'd expect from Casey McQuiston!" - Jasmine Guillory, New York Times bestselling author of The Proposal and Party for Two*

Contains the work of 28 of the world’s top art directors and provides an invaluable insight into the last 40 years of advertising. In their own words they discuss the finer points of their work and offer inspiration and advice to both professionals and th

Designing for Screen

A Novel

The 33 Strategies Of War

Patterns

Creative Direction in a Digital World

Dreams of Atlantis

One week is all we were supposed to share. One week as strangers. All the things you did differently irked me. I thought it meant we couldn't get along, that there was no chance we'd work out. But when it came time for me to leave, you know what I figured out? You were my echo. My call back. And damn it if I didn't find home in the end.

Follow Ellie's profound and harrowing journey of vengeance through an exhaustive collection of original art and intimate creator commentary in the full-color hardcover volume: The Art of The Last of Us Part II. Created in collaboration between Dark Horse Books and the developers at Naughty Dog, The Art of The Last of Us Part II offers extensive insights into the making of the long-awaited sequel to the award-winning The Last of Us.

Waltzing Australia was born out of a dream-and a journey. After walking away from her corporate career, Cynthia Clampitt headed to Australia, to start over, to write, and to test the limits of what she could do. Waltzing Australia recounts that joyous adventure. It is a story about change and about making dreams come true. But more than that, it is about Australia: the history, legends and art, both European and Aboriginal; the beauty, the challenge, the people, the land. From Sydney to Perth, Tasmania to Darwin, tropics to desert, city to wilderness, Clampitt carries the reader along on an exhilarating grand tour of a fascinating country. With a writing style reminiscent of Annie Dillard, she captures the essence of the land Down Under and invites others to fall in love with Australia.

This book is a highly informative, highly entertaining introduction to what art direction is and what art directors do. Written by two of the world's leading experts on the subject, it covers the role of art director in numerous environments, including magazines and newspapers, advertising, corporate identity, museums, and publishing. It also provides an insight into what makes a successful art director, what an art director actually does all day, what makes things go right, and what makes things go wrong. Alongside perspectives on typography, illustration, and photography, there are case studies of successful art direction in different spheres, from McSweeney's to Vier5's web design. The authors have also invited pre-eminent international art directors to interpret their roles in special sections of the book that they have art directed themselves. The result is an impressive, enlightening, and often very funny diversity of perspectives and approaches. Clearly written, including a glossary of handy art director sayings, an "art director test," and more, Art Direction Explained, At Last! will provide students with insights into the world of art direction and professionals with a perceptive overview of their profession.

A Flaw in Human Judgment

The Play of Daniel Keyes' Flowers for Algernon

On Software and Sovereignty

Art Direction and Editorial Design

Dark Souls II

Just Keep Rowing

NEW YORK TIMES BESTSELLER “It’s undeniably thrilling to find words for our strangest feelings...Koenig casts light into lonely corners of human experience...An enchanting book. “ —The Washington Post A truly original book in every sense of the word, The Dictionary of Obscure Sorrows poetically defines emotions that we all feel but don’t have the words to express—until now. Have you ever wondered about the lives of each person you pass on the street, realizing that everyone is the main character in their own story, each living a life as vivid and complex as your own? That feeling has a name: “sonder.” Or maybe you’ve watched a thunderstorm roll in and felt a primal hunger for disaster, hoping it would shake up your life. That’s called “lachesism.” Or you were looking through old photos and felt a pang of nostalgia for a time you’ve never actually experienced. That’s “anemoia.” If you’ve never heard of these terms before, that’s because they didn't exist until John Koenig set out to fill the gaps in our language of emotion. The Dictionary of Obscure Sorrows “creates beautiful new words that we need but do not yet have,” says John Green, bestselling author of The Fault in Our Stars. By turns poignant, relatable, and mind-bending, the definitions include whimsical etymologies drawn from languages around the world, interspersed with otherworldly collages and lyrical essays that explore forgotten corners of the human condition—from “astrophe,” the longing to explore beyond the planet Earth, to “zenosyne,” the sense that time keeps getting faster. The Dictionary of Obscure Sorrows is for anyone who enjoys a shift in perspective, pondering the ineffable feelings that make up our lives. With a gorgeous package and beautiful illustrations throughout, this is the perfect gift for creatives, word nerds, and human beings everywhere.

Revised and updated, this compelling collection of essays, interviews, and course syllabi is the ideal tool to help teachers and students keep up in the rapidly changing field of graphic design. Top designers and educators talk theory, offer proposals, discuss a wide range of educational concerns—such as theory versus practice, art versus commerce, and classicism versus postmodernism—and consider topics such as emerging markets, shifts in conventions, global impact, and social innovation. Building on the foundation of the original book, the new essays address how graphic design has changed into an information-presenting, data-visualization, and storytelling field rooted in art and technology. The forward-thinking course syllabi are designed for the increasingly specialized needs of undergraduate and graduate students. Personal anecdotes from these designers about their own educations, their mentors, and their students make this an entertaining and illuminating idea book. The book features writing from: Lama Ajeenah, Roy R. Behrens, Andrew Blauvelt, Max Bruinsma, Chuck Byrne, Moira Cullen, Paula J. Curran, Louis Danziger, Liz Danzico, Meredith Davis, Sheila de Bretteville, Carla Diana, Johanna Drucker, Milton Glaser, Rob Giampietro, April Greiman, Sagi Haviv, Lorraine Justice, Jeffery Keedy, Julie Lasky, Warren Lehrer, Ellen Lupton, Victor Margolin, Andrea Marks, Katherine McCoy, Ellen McMahon, J. Abbott Miller, Sharyn O’Mara, Rick Poynor, Chris Pullman, Michael Rock, Katie Salen, Douglass Scott, Steven Skaggs, Virginia Smith, Kerri Steinberg, Gunnar Swanson, Ellen Mazur Thomson, Michael Vanderbyl, Veronique Vienne, Lorraine Wild, Richard Wilde, Judith Wilde, and Michael Worthington. 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.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER NATIONAL INDIE BESTSELLER THE WASHINGTON POST BESTSELLER Recommended by Entertainment Weekly, Real Simple, NPR, Slate, and Oprah Magazine #1 Library Reads Pick—October 2020 #1 Indie Next Pick—October 2020 **BOOK OF THE YEAR (2020) FINALIST**—Book of The Month Club A “Best Of” Book From: Oprah Mag * CNN * Amazon * Amazon Editors * NPR * Goodreads * Bustle * PopSugar * BuzzFeed * Barnes & Noble * Kirkus Reviews * Lambda Literary * Nerdette * The Nerd Daily * Polygon * Library Reads * io9 * Smart Bitches Trashy Books * LiteraryHub * Medium * BookBub * The Mary Sue * Chicago Tribune * NY Daily News * SyFy Wire * Powells.com * Bookish * Book Riot * Library Reads Voter Favorite * In the vein of The Time Traveler’s Wife and Life After Life, The Invisible Life of Addie LaRue is New York Times bestselling author V. E. Schwab’s genre-defying tour de force. A Life No One Will Remember. A Story You Will Never Forget. France, 1714: in a moment of desperation, a young woman makes a Faustian bargain to live forever—and is cursed to be forgotten by everyone she meets. Thus begins the extraordinary life of Addie LaRue, and a dazzling adventure that will play out across centuries and continents, across history and art, as a young woman learns how far she will go to leave her mark on the world. But everything changes when, after nearly 300 years, Addie stumbles across a young man in a hidden bookstore and he remembers her name. Also by V. E. Schwab Shades of Magic A Darker Worker Shade of Magic A Gathering of Shadows A Conjuring of Light Villains Vicious Vengeful At the Publisher’s request, this title is being sold without Digital Rights Management Software (DRM) applied.

In this instant New York Times bestseller, Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent, but a special blend of passion and persistence she calls “grit.” “Inspiration for non-geniuses everywhere” (People). The daughter of a scientist who frequently noted her lack of “genius,” Angela Duckworth is now a celebrated researcher and professor. It was her early eye-opening stints in teaching, business consulting, and neuroscience that led to her hypothesis about what really drives success: not genius, but a unique combination of passion and long-term perseverance. In Grit, she takes us into the field to visit cadets struggling through their first days at West Point, teachers working in some of the toughest schools, and young finalists in the National Spelling Bee. She also mines fascinating insights from history and shows what can be gleaned from modern experiments in peak performance. Finally, she shares what she’s learned from interviewing dozens of high achievers—from JP Morgan CEO Jamie Dimon to New Yorker cartoon editor Bob Mankoff to Seattle Seahawks Coach Pete Carroll. “Duckworth’s ideas about the cultivation of tenacity have clearly changed some lives for the better” (The New York Times Book Review). Among Grit’s most valuable insights: any effort you make ultimately counts twice toward your goal; grit can be learned, regardless of IQ or circumstances; when it comes to child-rearing, neither a warm embrace nor high standards will work by themselves; how to trigger lifelong interest; the magic of the Hard Thing Rule; and so much more. Winningly person, insightful, and even life-changing, Grit is a book about what goes through your head when you fall down, and how that—not talent or luck—makes all the difference. This is “a fascinating tour of the psychological research on success” (The Wall Street Journal).

The Smashing Book

The Invisible Life of Addie LaRue

Grit

100 Classic Graphic Design Journals

The Satanic Verses

Inside Art Direction: Interviews and Case Studies

Creative Direction in a Digital World provides designers the tools they need to craft compelling digital experiences across screens, devices and platforms. Readers will learn how to take a multi-disciplinary, human-centered approach to digital creative direction that will help them uncover target audience insights, concept more creative campaigns, change consumer behavior, and create more user friendly digital experiences. Divided into ten chapters. Each focuses on a different key aspect of the creative director's job from start to finish. Learn how to understand the client's biggest challenges and distill insights about the audience into creative strategies. Develop the skills needed to communicate your ideas to a skeptical client. Learn how to more effectively manage your creative team. And most importantly craft digital experiences that get results.

This accessible and comprehensive guide to visual journalism - the design of magazines and newspapers, both in their print and online forms - is an essential resource. Illustrated with case studies, examples, practical exercises, and tips, the book explains the fundamentals of editorial design and layout. It explains how design and production for publications is organized, and tackles broad issues, such as sense of style, that can often make or break careers in the field. Also included are interviews with and profiles of such leading influential figures as Neville Brody, Tyler Brulee, David Carson, Felix Dennis, Fernando Gutierrez, and Eamonn McCabe, as well as examples of work by M.F. Agha, Alexey Brodovitch, Willy Fleckhaus, Henry Wolf, Cipe Pineles, and Fabien Baron.

*Art Direction Explained, At Last!*Laurence King Publishing

A comprehensive political and design theory of planetary-scale computation proposing that The Stack—an accidental megastructure—is both a technological apparatus and a model for a new geopolitical architecture. What has planetary-scale computation done to our geopolitical realities? It takes different forms at different scales—from energy and mineral sourcing and subterranean cloud infrastructure to urban software and massive universal addressing systems; from interfaces drawn by the augmentation of the hand and eye to users identified by self—quantification and the arrival of legions of sensors, algorithms, and robots. Together, how do these distort and deform modern political geographies and produce new territories in their own image? In The Stack, Benjamin Bratton proposes that these different genres of computation—smart grids, cloud platforms, mobile apps, smart cities, the Internet of Things, automation—can be seen not as so many species evolving on their own, but as forming a coherent whole: an accidental megastructure called The Stack that is both a computational apparatus and a new governing architecture. We are inside The Stack and it is inside of us. In an account that is both theoretical and technical, drawing on political philosophy, architectural theory, and software studies, Bratton explores six layers of The Stack: Earth, Cloud, City, Address, Interface, User. Each is mapped on its own terms and understood as a component within the larger whole built from hard and soft systems intermingling—not only computational forms but also social, human, and physical forces. This model, informed by the logic of the multilayered structure of protocol “stacks,” in which network technologies operate within a modular and vertical order, offers a comprehensive image of our emerging infrastructure and a platform for its ongoing reinvention. The Stack is an interdisciplinary design brief for a new geopolitics that works with and for planetary-scale computation. Interweaving the continental, urban, and perceptual scales, it shows how we can better build, dwell within, communicate with, and govern our worlds. thestack.org

Nicomachean Ethics

Lesson from the Atlantic Ocean by Youngest Person to Row It Alone

Cardiology Explained

Design Works

Dream Big Inspirational Journal

The Art Direction Book

A stunning new volume from the first Native American Poet Laureate of the United States, informed by her tribal history and connection to the land. In the early 1800s, the Mvskoke people were forcibly removed from their original lands east of the Mississippi to Indian Territory Oklahoma. Two hundred years later, Joy Harjo returns to her family's lands and opens a dialogue with history. In An American Sunrise, Harjo finds blessings in the abundance of her homeland and confronts the site where her people, and other indigenous families, essentially disappeared through her mother's death, to her beginnings in the native rights movement, to the fresh road with her beloved, Harjo's personal life intertwines with tribal histories to create a space for renewed beginnings. Her poems sing of beauty and survival, illuminating a spirituality that connects thrums with the quiet anger of living in the ruins of injustice. A descendant of storytellers and “one of our finest—and most complicated—poets” (Los Angeles Review of Books), Joy Harjo continues her legacy with this latest powerful collection.

Dream Big! Whether for your desk at home, your work or in your bag on the go this professionally designed 6” x 9” notebook provides the perfect platform for you to record your thoughts. The pre-lined pages are ready and waiting to be filled! DETAILS: 150 Lined Sheets Crisp W

Cardstock Cover Simple, Stylish, Elegant Cover Art Dimensions: 6” x 9” This book is part of the TREDITION CLASSICS series. The creators of this series are united by passion for literature and driven by the intention of making all public domain books available in printed format again - worldwide. At tredition we believe that a great book never goes out of fashion. Tredition is a non-profit literature projects provide content to tredition. To support their good work, tredition donates a portion of the proceeds from each sold copy. As a reader of a TREDITION CLASSICS book, you support our mission to save many of the amazing works of world literature from oblivion.

The explosion of a jetliner over India triggers an Apocalyptic battle that sweeps across the subcontinent. Reprint.

The Stack

The Art of the Last of Us Part II

One Last Stop

Production and Art Direction Explained

The Design of Everyday Things

The Dictionary of Obscure Sorrows

In Self-Reliance, Emerson expounds on the importance of trusting your soul, as well as divine providence, to carve out a life. A firm believer in nonconformity, Emerson celebrates the individual and stresses the value of listening to the inner voice unique to each of us?even when it defies society's expectations. This new 2019 edition of Self-Reliance from Logos Books includes The American Scholar, a stirring speech of Emerson's, as well as footnotes and images throughout.

George Orwell set out 'to make political writing into an art', and to a wide extent this aim shaped the future of English literature – his descriptions of authoritarian regimes helped to form a new vocabulary that is fundamental to understanding totalitarianism. While 1984 and Animal Farm are amongst the most popular classic novels in the English language, this new series of Orwell's essays seeks to bring a wider selection of his writing on politics and literature to a new readership. In Why I Write, the first in the Orwell's Essays series, Orwell describes his journey to becoming a writer, and his movement from writing poems to short stories to the essays, fiction and non-fiction we remember him for. He also discusses what he sees as the 'four great motives for writing' – 'sheer egoism', 'aesthetic enthusiasm', 'historical impulse' and 'political purpose' – and considers the importance of keeping these in balance. Why I Write is a unique opportunity to look into Orwell's mind, and it grants the reader an entirely different vantage point from which to consider the rest of the great writer's oeuvre. 'A writer who can – and must – be rediscovered with every age.' — Irish Times

This broad introduction to illustration reveals the artistic, intellectual and organizational skills needed to practice as a freelance illustrator, and helps the reader navigate the specialist areas of its application. There is a practical introduction to image-making, covering ways of drawing, viewpoints and perspective, colour palettes and choice of media, along with an examination of how illustration communicates through metaphor, symbolism, wit, narrative, and more. Chapters devoted to editorial, publishing, corporate/advertising and the entertainment industry introduce the reader to the nature and function of different types of illustration, tracking the progress of real-life commissions and presenting a gallery of examples of contemporary work. The book also addresses practical considerations when setting up a working environment, from the design of the workspace – lighting, computer equipment and basic tools – to time management and collaborative working.

Design is at the essence of storytelling, but how does a production find its style and identity? This book explains how to approach design, whether for film, television, video promo or commercial making, and introduces the techniques needed to make ideas happen. Through theory and practical exercises, it looks at design in a different way and shows how the simplest decisions can become powerful ideas on screen. Explains the roles of the design team, including the production designer and art director; Explains how to extract design information from a script and how to identify key themes that can be used to support the telling of the story; Looks at how and where to research ideas, and suggests ways to illustrate them; Explores the importance of images, colour, texture and space to captivate an audience; Shows how to prepare drawings and models using various media; Refers to film and television productions, and shows how design decisions contribute to the story.

Waltzing Australia

An American Sunrise: Poems

Why I Write

Self-Reliance

The Power of Passion and Perseverance

Contemporary Art and the Pale of History - Updated Edition

The Heinemann Plays series offers contemporary drama and classic plays in durable classroom editions. Many have large casts and an equal mix of boy and girl parts. This play is a dramatization of Daniel Keyes's story about a retarded adult who desperately wants to be able to read and write.

Collects the artwork behind the game Dark Souls II, featuring armor and weapon designs, character concepts, creatures, locations, rough sketches, an exclusive interview with the game's creators, and more.

This enduringly profound treatise was first used by the students of Aristotle's famous Athenian school, the Lyceum; since then it has exercised a lasting effect on Western philosophy and continues to resonate for modern readers. Aristotle identifies the goal of life as happiness and discusses its attainment through the contemplation of philosophical truth. Inexpensive edition of a literary and philosophical classic.

From the Nobel Prize-winning author of Thinking, Fast and Slow and the coauthor of Nudge, a revolutionary exploration of why people make bad judgments and how to make better ones—"a tour de force " (New York Times). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is handling customer complaints, the resolution depends on who happens to answer the phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In Noise, Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein show the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-based insights that made Thinking, Fast and Slow and Nudge groundbreaking New York Times bestsellers, Noise explains how and why humans are so susceptible to noise in judgment—and what we can do about it.

Binary Noise

Basics Advertising 02: Art Direction

Revised and Expanded Edition

Illustration

The Art of Doing Nothing

Echoes in the Storm

Honorable Mention in the Foreword Indie Awards 2016 For many design students, the expectation is that they will one day reach the top of the ladder within a design studio or corporation and become an art director. But what does this mean and how does a design student get there? What does an art director do? How is it different from being a designer? How does one lead and inspire a team, work with freelance designers, illustrators and photographers? Inside Art Direction answers all these questions for design students and professionals alike. Through interviews with 18 art directors working in a range of different industries from books and magazines to music and film to web and app design, students learn about how they got to where they are, what the art director's job really entails, and receive advice about the future of art direction. In the 28 case studies, illustrators, art directors and editors discuss specific assignments that they worked on, how they came up with ideas and the process of getting to the final result. With practical, hands-on advice, tips and art direction assignments that students can try out, Inside Art Direction provides insights about this fascinating field.

These eBooks are the long-awaited digital version of our bestselling printed book about best practices in modern Web design. They share valuable practical insight into design, usability and coding, provide professional advice for designing mobile applications and building successful e-commerce websites, and explain common coding mistakes and how to avoid them. You'll explore the principles of professional design thinking and graphic design and learn how to apply psychology and game theory to create engaging user experiences.

Over a decade ago, Arthur Danto announced that art ended in the sixties. Ever since this declaration, he has been at the forefront of a radical critique of the nature of art in our time. After the End of Art presents Danto's first full-scale reformulation of his original insight, showing how, with the eclipse of abstract expressionism, art has deviated irrevocably from the narrative course that Vasari helped define for it in the Renaissance. Moreover, he leads the way to a new type of criticism that can help us understand art in a posthistorical age where, for example, an artist can produce a work in the style of Rembrandt to create a visual pun, and where traditional theories cannot explain the difference between Andy Warhol's Brillo Box and the product found in the grocery store. Here we are engaged in a series of insightful and entertaining conversations on the most relevant aesthetic and philosophical issues of art, conducted by an especially acute observer of the art scene today. Originally delivered as the prestigious Mellon Lectures on the Fine Arts, these writings cover art history, pop art, "people's art," the future role of museums, and the critical contributions of Clement Greenberg—who helped make sense of modernism for viewers over two generations ago through an aesthetics-based criticism. Tracing art history from a mimetic tradition (the idea that art was a progressively more adequate representation of reality) through the modern era of manifestos (when art was defined by the artist's philosophy), Danto shows that it wasn't until the invention of Pop art that the historical understanding of the means and ends of art was nullified. Even modernist art, which tried to break with the past by questioning the ways of producing art, hinged on a narrative. Traditional notions of aesthetics can no longer apply to contemporary art, argues Danto. Instead he focuses on a philosophy of art criticism that can deal with perhaps the most perplexing feature of contemporary art: that everything is possible.

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

Words of Wisdom & Inspiration

Benevolent

Noise

One of the most time-consuming tasks in clinical medicine is seeking the opinions of specialist colleagues. There is a pressure not only to make referrals appropriate but also to summarize the case in the language of the specialist. This book explains basic physiologic and pathophysiologic mechanisms of cardiovascular disease in a straightforward manner, gives guidelines as to when referral is appropriate, and, uniquely, explains what the specialist is likely to do. It is ideal for any hospital doctor, generalist, or even senior medical student who may need a cardiology opinion, or for that ma.

Just Keep Rowing is a self-empowerment book written by Katie and co-author, Mark Bowles, with 70 life lessons that parallel the number of days Katie spent alone at sea rowing across the Atlantic Ocean. The book is a personal conversation between you and Katie. During her journey she learned many vital life lessons from the Atlantic. As she found out, an ocean is a great teacher of the meaning of life. Katie became its student, sometimes reluctantly but often enthusiastically, and she wants to communicate these lessons because she believes they can be valuable for everyone. From students to business executives, and to people just wanting to find new ways to live life to the fullest, these lessons from the Atlantic will help you see the world from a new perspective.