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# Seventy-nine Short Essays On Design



## Synopsis

Seventy-nine Short Essays on DesignÃ brings together the best of designer Michael Bierut's critical writingÃâserious or humorous, flattering or biting, but always on the mark. Bierut is widely considered the finest observer on design writing today. Covering topics as diverse as Twyla Tharp and ITC Garamond, Bierut's intelligent and accessible texts pull design culture into crisp focus. He touches on classics, like Massimo Vignelli and the cover ofÃ The Catcher in the Rye, as well as newcomers, likeÃ McSweeney's Quarterly ConcernÃ and color-coded terrorism alert levels. Along the way Nabakov'sÃ Pale Fire; Eero Saarinen; the paper clip; Celebration, Florida; the planet Saturn; the ClearRx pill bottle; and paper architecture all fall under his pen. His experience as a design practitioner informs his writing and gives it truth. InÃ Seventy-nine Short Essays on Design, designers and nondesigners alike can share and revel in his insights.

## Book Information

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## Customer Reviews

Not much to add to other reviewer's comments, but I will say that this was a solid read and would be great for those who are seeking a book they can pick up, read a bit, and then put back down again.

The first time I saw Michael Bierut was two years ago at Moore College of Art and Design as part of a lecture series hosted by AIGA. I believe Bierut's lecture that night was titled "Ten Mistakes I've Made as a Designer." Not only did he give excellent insight on the things he's done, but he was super funny. This first impression of a live Michael Bierut pressed me to go ahead and order this book. I have to say, although the book isn't as funny as I thought it'd be (though this impression may change once I read the rest of the essays), it's definitely brought up times where I've nodded my head or said "Mmhmm" out loud in agreement. So far the essay on the "process schools" has resonated with me the most because as a student at a prestigious arts institution, I can definitely say: "I am studying at a process school." He goes on to explain what a process school is (a design school based primarily, and sometimes solely, on Swiss design) and the entire time I was reading, the graphic design department at my school stayed in my head. This book is worth a read, and the writing makes sense even if you've not seen Michael Bierut at one of his lectures (there's YouTube for that). It's just easier to read if you imagine him saying the words aloud. :)

This is one of my absolute favorite design books. The essays are fantastic - informative, fun, relatable! It really is a great collection of the best designers out there. They have so much to offer and the essays are the perfect length - concise and informative - quick reads packed with a punch!

I hate to read, however I had a hard time putting this book down. It's one of the few books I've read front to back since finishing high school 34 years ago. That says allot.

One of the best things about this book is that each page is in a different font so the book becomes a nice resource of text font samples. Nice design. Of course the essays are interesting!

Some very interesting essays. I've started looking up various things that the author mentions ... the YesMen and The Long Telegram, for example

You

Short, easily digested essays from one of the smartest designers working today. Great for a quick read during commute or on the can.

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