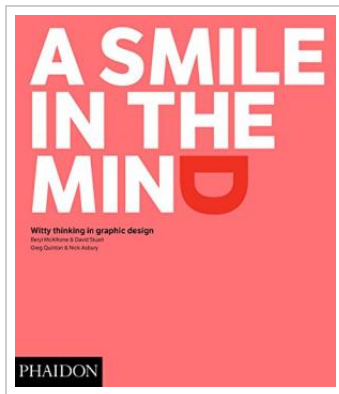




A Smile in the Mind: Witty Thinking in Graphic Design

By Beryl McAlhone, David Stuart, Greg Quinton

Phaidon Press Ltd, United Kingdom, 2016. Paperback. Book Condition: New. Revised and expanded ed. 290 x 250 mm. Language: English . Brand New Book. Forty years of witty thinking from over 500 designers, including hundreds of visual examples and interviews with the world's top practitioners First published in 1996, A Smile in the Mind rapidly became one of the most influential books in graphic design - a rich sourcebook of design ideas and an entertaining guide to the techniques behind witty thinking. Now extensively revised and updated, this book explores the powerful role of wit in graphic design, making the case for wit, as the magical element that builds the world's biggest brands and engages people with messages that matter. Packed with illustrations showcasing the use of wit by today's practitioners alongside classic examples, A Smile in the Mind brings together the best projects from around the world and across the decades. The different routes designers can take are examined and illustrated with inspirational examples, exploring wit by technique (such as ambiguity, substitution and double takes), application (including posters, packaging and data visualization) and business area, spanning digital, retail, arts and culture, politics and even matters of...



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