Go: A Kidd's Guide to Graphic Design

Chip Kidd

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"An excellent introduction to graphic design through [the author's] own excellent work. Anyone interested in the subject, including most practitioners, will find it delightful."?Milton Glaser

Kids love to express themselves, and are designers by nature?whether making posters for school, deciding what to hang in their rooms, or creating personalized notebook covers. *Go*, by the award-winning graphic designer Chip Kidd, is a stunning introduction to the ways in which a designer communicates his or her ideas to the world. It's written and designed just for those curious kids, not to mention their savvy parents, who want to learn the secret of how to make things dynamic and interesting.

Chip Kidd is "the closest thing to a rock star" in the design world (*USA Today*), and in *Go* he explains not just the elements of design, including form, line, color, scale, typography, and more, but most important, how to use those elements in creative ways. Like putting the word "go" on a stop sign, *Go* is all about shaking things up?and kids will love its playful spirit and belief that the world looks better when you look at it differently. He writes about scale: When a picture looks good small, don't stop there?see how it looks when it's *really* small. Or *really big*. He explains the difference between vertical lines and horizontal lines. The effect of cropping a picture to make it beautiful?or, cropping it even more to make it mysterious and compelling. How different colors signify different moods. The art of typography, including serifs and sans serifs, kerning and leading.

The book ends with ten projects, including an invitation to share your designs at GoTheBook.com.

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