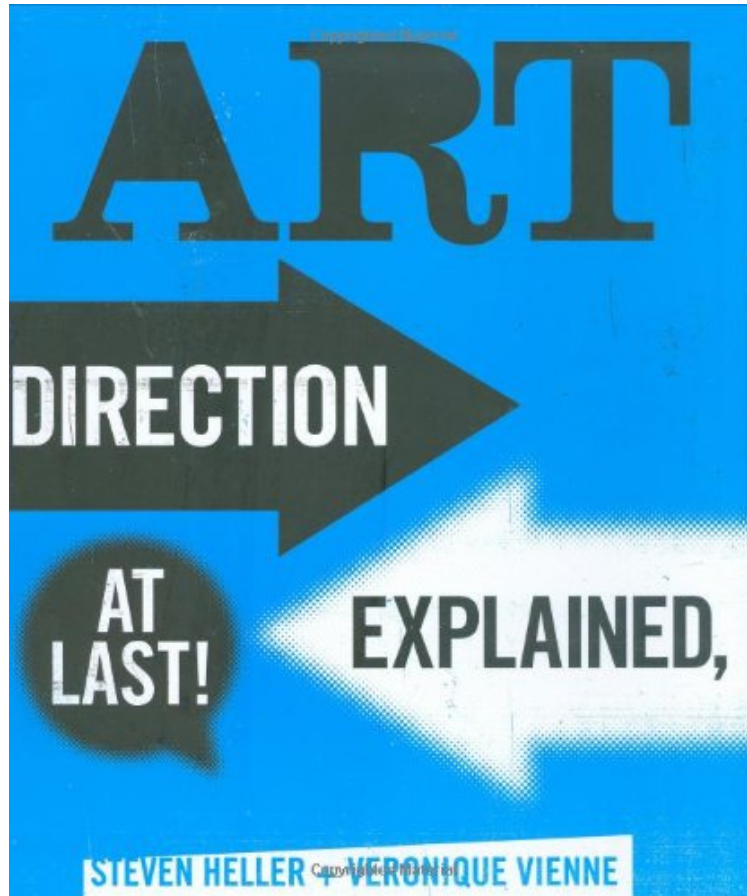


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Art Direction Explained, At Last!

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book as well.

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.

About the Author Steven Heller is co-chair of the Designer as Author program and co-founder of the Design Criticism program at SVA, New York. For 33 years he was an art director at the New York Times. He is editor of AIGA VOICE, contributing editor to *Print*, *Eye*, *Baseline*, and *I.D.*, and author of 120 books on design. Veronique Vienne has worked at a number of US magazines as art director, and is the author of *The Art of Doing Nothing* and *The Art of Imperfection*, as well as *Something to be Desired*.