



Draplin Design Co.: Pretty Much Everything (Hardback)

By Aaron James Draplin

Abrams, United States, 2016. Hardback. Condition: New. Language: English . Brand New Book. Esquire. Ford Motors. The Obama Administration. Burton Snowboards. While all of these brands are vastly different, they share at least one thing in common: Aaron Draplin. The man behind developing the aesthetic and identity of these brands, Aaron Draplin is one of the new school of influential graphic designers who combines the power of design, social media, entrepreneurship, and DIY aesthetic to create a successful business and way of life. Draplin Design Co. is a mid-career survey of work, case studies, inspiration, road stories, lists, maps, how-tos, and advice. It includes examples of his work--posters, record covers, logos--and presents the process behind his design with projects like Field Notes and the Things We Love State Posters. Draplin also offers valuable advice and hilarious commentary that illustrates how much more goes into design than just what appears on the page. With Draplin's humour and pointed observations on the contemporary design scene, Draplin Design Co. is the complete package for the new generation of designers.

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