

Ariel Esposito

Chip Kidd

Chip Kidd is a humble graphic designer, author, and book cover designer from New York. He was born in Pennsylvania in 1964. On average he makes 75 book covers per year. Book cover designers give the book a feel without telling a story. Similar to the poster of a movie. He is a legend in the book cover industry and has had a huge impact on book cover design in America.

After going to Pennsylvania State University where he studied graphic design, he went to New York for a job. Pennsylvania State was founded in 1855 as the Farmers' High School of Pennsylvania. Chip Kidd later became the associate art director at Knopf, which is an American publishing house. It was founded by Alfred A. Knopf Sr. and Blanche Knopf in 1915. The first office was located in the Candler Building in Times Square. One of his famous quotes is "A signature look is crippling...[because] the simplest and most effective solutions aren't dictated by style."



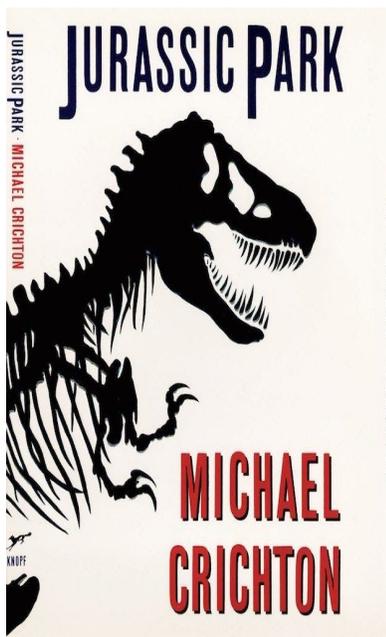
Chip Kidd, image taken from:

<https://99designs.com/blog/book-design/chip-kidd-book-cover-design/>

Chip Kidd loves comic books and likes to go to New York Comic Con. He has designed many Batman books and comics. He originally wanted to be a cartoonist so it is fitting that he ended being a graphic designer for comics. One of his first major roles was for Batman Collected (1996). It is a photographic timeline of Batman collectibles. He also designed The Complete History of Batman, Superman, and Wonder Woman, The Golden Age of DC Comics: 365 Days. The Golden Age of DC Comics is a book about DC's greatest heroes and how they came to be. It has art from old comics and photography. Jack Cole and Plastic Man, and Mythology: The DC Comics Art of Alex Ross.

Jurassic Park book cover, taken from:

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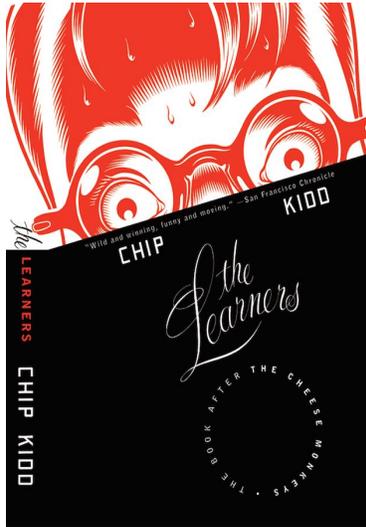


Chip Kidd is the man behind the book cover for the iconic Jurassic Park book. The book cover has a silhouette of a T-Rex skeleton.

The cover was used as the visual identity of the film. Chip Kidd said, "Jurassic Park would absolutely have sold a similar amount, whether it had my cover on or not. I'm very much against the idea that the cover will sell the book. Marketing departments of publishing houses tend to latch onto this concept and they can't let go. But it's about whether the book itself really connects with the public, and the cover is only a small part of that." He also

designed the cover of the sequel, The Lost World. Chip Kidd also has his own books, and he designed the cover art for the book called The Learners. The Learners is a sequel to his first novel called Cheese Monkeys. The Learners is about a guy named Happy who is assigned to

design a newspaper but it takes a dark turn. Cheese Monkeys is about a group of graphic design students who are struggling with a sadistic graphic design professor.



From books, to cover designs, Chip Kidd is one of the best designers in the world of book covers. He has made many iconic book covers, and has written his own books. He has left his mark on the design world. His quote on book covers not selling the book is a humble statement. “Jurassic Park would absolutely have sold a similar amount, whether it had my cover on or not. I’m very much against the idea that the cover will sell the book. Marketing departments of publishing houses tend to latch onto this concept and they can’t let go. But it’s about whether the book itself really connects with the public, and the cover is only a small part of that.” He still designs book covers to this day with his creative flare to make something different every time.

Work Cited:

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