Bryan Ramirez

Professor Trafimova

COMD 1127

28 November, 2019

 Chip Kidd

The YouTube video **“**The hilarious art of book design | Chip Kidd” is a ted talk hosted by Chip Kidd, an American graphic designer best known for his book covers. Chip Kidd starts off by speaking about how he has devoted the past 25 years of his life to designing books (using a wicked sense of humor). Chip dreamed to be a graphic designer at one of the big firms in NYC. He first was offered to be an assistant to an art director. In his works, Chip matches characteristics or identity of the author to the book’s cover. He mentions how a book cover is essential to a book because it attracts people and persuades them to read that particular book. Two examples of book covers he has done are “Hepburn” and “Dietrich.” The art/design of a book cover is what most of the time attracts a reader.

 Chip goes on and tells the audience that in design, there are many places where you can gather ideas and become inspired. Some lessons Chip learned were at a shop in a museum, in one of his trainings, and The New York Times newspaper to name a few. At a museum in NYC, Chip bought a dinosaur book where he found a diagram of a T-rex, traced it and made some changes, it became a movie logo and movie cover which today is known as Jurassic Park. Furthermore, in one of his training classes, he was taught that there should be no difference between form and content. This was seen in a class training he attended where an apple (fruit) and the word apple itself were used as an example. He emphasizes the fact that there should never be both used but only one of them to show the theme. He says it makes the audience look stupid or moron.

 Overall, Chip emphasizes the fact that a book’s cover is very important and plays a big role in a decision of whether someone is attracted to a book or not. However, Chip doesn’t judge books by their cover, he creates covers that embody the book. Chip he describes all of this with a wicked sense of humor throughout his ted talk. I really enjoyed the way Chip showed the art and deep thought of his cover designs.