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Writing Assignment - Video

Chip Kidd-Design Process

In the TED Talk video, “designing books is no laughing matter, OK it is”. Chip Kidd shares his experience and work of creating a book cover. In his 26 years of his life designing books he mentioned that he wanted to be a designer in 1986 but after many interviews he only was accepted to be an assistant of the art directors for a book published. Even Though, he doesn't even though what he will be doing, he joined the challenge. Something that I learn from him at first is to first think about what the job is, what is the target audience and the main idea that you will be based on to design which for him was that all stories needed a face to give a first impression to the audience. For example, for the about dinosaurs, he searched a little about the book background, to get more familiar and maybe get inspirations, he went to a museum and took with him a paper and little by little he began to experiment without even knowing what he was doing until he created the cover. The design or recreation of a dinosaur skeleton was very famous that was used as the logo for the movie Jurassic Park and become very famous that was used in t-shirts and toy products.

Therefore, what I learned from this Talk, where three words that Chip Kidd mentions. The first word is “Threefold” which means the work of a designer to approach the designer work, that for Chip was the design for the reader, then to the publisher and most important to the author. This makes me realize the importance of knowing who you need to consider in your design. The second word, “Distillation” that it meant the concept and meaning of the story, for example for Chip was a haiku. And thirdly, the phrase that Chip expresses which is that designers give form to content by maintaining balance. This reminds me of the importance of design principles and processes of a designer.

In conclusion, I was very interested about chip work design for cover books, because it makes me realize the different ways that a designer can work and do, not just in a designer agency or corporation. As well that his authenticity to portray his creativity and personality to his work create inspiration to see and try things that you don't know how it came out, until you see it.