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### Chip Kidd

Whilst watching the video I learned and was informed on many things in the design field, but more specifically book creations. Chip Kidd's strong suit, that separates him from other designers that people may think of is he creates book covers and he is really good at it. His strong suit in making book covers is he matches the identity of the author or theme/emotion of the story to the books cover. This is an amazing talent to have, because if someone creates a new book and is not well known a cover that attracts customers will most definitely give you the chance to become a successful author. Some of the book covers that he created and showed on stage were very well done; If I were in a book store and seemed to look at one of those books I would either buy it or take my time to read it to see what its about(most likely the second option).

Some things that I learned about design from this Talk is that you can find inspiration from anywhere. For example, he found a diagram of a trex in shop and after some tracing and other events it turned into a movie logo and book cover, might I add the movie logo is still being used till this day. Also there should be no fighting between form and content. He gave an example of an apple and the word apple. There should never be both only the title apple or the drawing, but never both or they will fight and he said it treats the audience like a moron. Some words that I learned about were photostat which sounded familiar, it was an early projection photocopier created in the decade of the 1900s. Vellum which is a prepared animal skin used for writing on, also known as parchment. Another term that he used and which interested me is typography in denial. Which is where the word or type does not look like what it is, it is a great tactic that should be used often.

This talk was very interesting because his character combined with his expertise made it very easy for me to learn some new tricks and about his book cover experience. I also now realize that book covers actually take a lot of time to come up with, also realized how important book covers are, it could mean either someone walking away and not buying your book or it being sold out and people wanting more. To me book covers are like the introductions to movies or shows, it is connected to the content so it must represent it firsthand and rile up the audience. I will definitely use his thought process in some of my designs to come, because it intrigues me and is useful.