Shanelle Simpson

Chip Kidd has a very eclectic and colorful way about him that plays to his advantage in connecting with an audience. He draws his listeners in by crafting a quirky and compelling story to deliver his message. His eclectic personality only adds to the excitement of what he is saying, and in my opinion can make the information more memorable because of his actions’ correlation to the information. He does a few things really well in my opinion:

1. Deliver his message (which I stated above)
2. Design covers where essentially a “form follows function” design is created
3. Break the above to create visual appeal and unexpected design

I believe that he designs covers with a form follows function mentality by doing a few different things that really make for a great design. First off he reads the content so he can know what the book is actually about. Secondly he does any additional research that can give him a better understanding and inspiration of that he is trying to create. His Jurassic Park cover is a fantastic example of this. He went to a museum and now only saw the dinosaurs there, but also bought a book where a specific dinosaur on one of the book’s pages really caught his eye. He then set out to replicate it in his own style and make it work within the confines of a design.  This turned out really amazing and became incredibly iconic of the “brand”. All of this, however, stemmed from an intention to communicate what the book was really about to an audience what has very little to no context, probably just the synopsis on the back cover. He states that book cover design comes from the text of the book but then becomes an interpreter and translator, and he designs with that in mind.

Like any great designer though he knows when to break the “rules” and his book cover for Dry is an amazing example of this! He uses Typography in denial to create something that literally tricks the viewer's eye. He literally makes the words on the page (starting with dry) look like the ink is running off the page. This completely messes with the viewer's eye as well as their mind creating the question (at least in my mind) What is this book about? I know that books with really cool looking covers draw me in and make me want to explore, and delve deeper into a book.

Typography in Denial was a completely new concept to me, before this video I had never heard of that. I definitely want to play around and explore with it in my personal use of type design, and in design in general. Using a juxtaposition of the natural state of things with the opposite effect could be really cool in general. I definitely want to delve a little deeper into Chip Kidd and what he’s done so I'll probably end up doing that in my spare time.

I feel like going forward in design I’d want to try and create things with some of the points that he stated in mind. For example, he stated that a design’s responsibility is 3 fold: to a reader, to an author, and to the designer and I feel like it can be tricky to meet the needs of all three. So, that is definitely something that I want to keep in mind when designing and experiment in trying to do effectively. I feel like design can be so interesting, but in the same breath it can be delicate and completely make no sense to the point that it makes sense! There’s all of these rules, and guidelines, like most other things in life, but the beautiful thing about design is the freedom to break rules where it’s appropriate and really challenge the very meanings and concepts of what design is and what we commonly adhere to!