

# The graphic design idea book

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## Inspiration from 50 masters

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# INTRODUCTION

## Make Great Design

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**There are many ways to make great graphic design. You must have talent; it goes without saying that talent is the ticket to success. But do not forget ambition and desire. So, let's assume you have all these. Then there is the old joke:**

**'How do you get to Carnegie Hall?' 'Practice, practice, practice!!!'**

**So now you're ready, right?**

No, not exactly!

In addition to these necessary personal strengths, a solid knowledge of visual language, typography, spatial relationships, colour theory, user interaction and many other communication skills are required. This must then all be incorporated into practice and filtered through a keen design instinct and – even more important – imagination. A designer marshals existing tools to creatively communicate messages. A great designer is one whose imagination transcends the existing tools to create opportunities for innovation.

This book does not ensure transcendence or innovation. In fact, the odds are stacked against true innovation, in the sense of creating something never, ever seen before. As Paul Rand enjoyed repeating, 'Being good is hard enough, don't worry about being original.' Yet being good must include a modicum of originality.

What this book does offer is an (admittedly subjective) guide to the various ideas, approaches and themes that designers have used to enhance the quality and effectiveness of their respective works. Graphic design is an amalgam of different components that results in informative, entertaining and commanding visual and textual communications. Our goal is for you to experience the tools (and tropes) that comprise the graphic designer's toolkit, not to copy the examples offered but to be aware that they exist. These techniques and ideas may be viable options or influences for your own work and if they also help you to make really great graphic design, all's the better!

Steven Heller and Gail Anderson