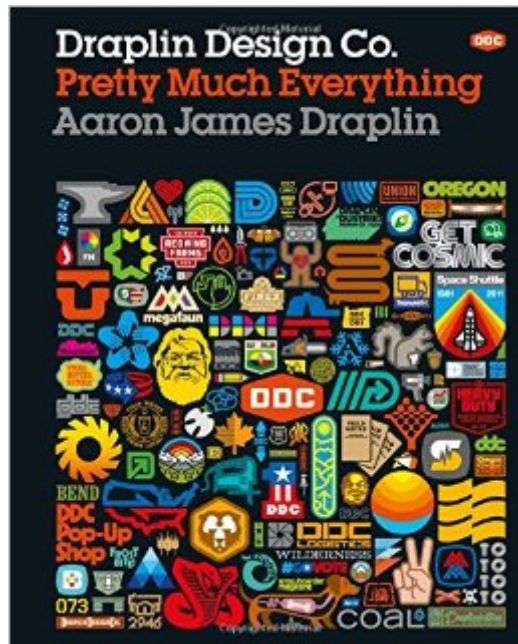


The book was found

Draplin Design Co.: Pretty Much Everything



Synopsis

Esquire. Ford Motors. Burton Snowboards. The Obama Administration. While all of these brands are vastly different, they share at least one thing in common: a teeny, little bit of Aaron James Draplin. Draplin is one of the new school of influential graphic designers who combine the power of design, social media, entrepreneurship, and DIY aesthetic to create a successful business and way of life. *Â Pretty Much Everything* is a mid-career survey of work, case studies, inspiration, road stories, lists, maps, how-tos, and advice. It includes examples of his workâ ”posters, record covers, logosâ ”and presents the process behind his design with projects like Field Notes and the *“Things We Love”* State Posters. Draplin also offers valuable advice and hilarious commentary that illustrates how much more goes into design than just what appears on the page. With Draplinâ™s humor and pointed observations on the contemporary design scene, Draplin Design Co. is the complete package for the new generation of designers.

Book Information

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Customer Reviews

Another awesome design book to add to your collection. Funny, philosophical, and down to earth. I only wish that more designers would put out material like this. This book is packed with quality behind the scenes photos, commentary, and the work itself. I look forward to more to come from the DDC. The only slight I have against this product has nothing to do with the product itself, but the way it is shipped. I received my hardcover book, naked, entombed in a cardboard slipcase. Due to the weight of the book itself, the corners were badly damaged during shipping / handling. It is a disappointing blemish on an otherwise high quality piece of work., you are doing this book a

diservice.

As one other reviewer mentioned, DO NOT BUY THE DIGITAL VERSION OF THIS BOOK. It is a joke. The publisher should not be pretending like they have a worthwhile digital version to offer. You will not get a high-resolution image of each page, as I had foolishly hoped for. You will get the text of the book stripped of all visual design elements, and the graphical elements will be offered to you as crappy thumbnail images, presented one per page, interstitially, throughout the book. It is terrible. The Kindle sample will give you a good sense for how bad it is. Please don't make the same mistake I did.

As one of Aaron's oldest friends, I've watched him build his graphic design empire over the past 25 years. He is, by far, one of the hardest working graphic designers on the planet. His talent is second-to-none and this "mid-career" book has in it more proof of that than entire volumes of Saul Bass or Massimo Vignelli work. One time when we were both 17 years old, Aaron turned to me and said, "Cam, watch this" and he proceeded to draw something with both of his hands, a pencil in each hand. The left hand's version of the drawing was an exact mirror of the right hand's version. This was no mere parlor trick. This was a naturally talented artist who had mastered the skills of his trade at a very young age. I saw it early in his career and have followed him ever since. Aaron's "Pretty Much Everything" book is a masterpiece of graphic design output, cataloguing the career of one of the greatest designers of the past 50 years.

I could have written this review before I received the book. I knew it was going to be awesome and let me tell you, it did not disappoint. What I like most about Aaron (aside from his work) is his down to earth nature. He's just a dude making awesome stuff. Not pretentious at all. Get to know him through this book. You won't be disappointed. So far I have read most of the book...incredible imagery. Love the attention to detail that he took crafting each page. Long story short...if you are a designer looking for inspiration from a hell of a guy and an incredible artist, BUY THIS BOOK. Oh and BTW If you've never seen him speak, definitely put that on your bucket list.

Aaron Draplin is such a inspiration to me and it is so awesome seeing his work and progression throughout the years and the little tips he gives everyone throughout the book. As another reviewer said, I really can't believe this is only \$24.00, the printing is fantastic, the layout is fantastic, everything is beautiful. Thank you Aaron Draplin for making this affordable for a struggling designers

like me. Anyways, if you are a serious designer or love design, get this book you will not regret it, it is seriously worth every penny! :)

Aaron Draplin is one of my design heroes. I picked up this book last week and am so impressed by it. But, of course, why would I not be? DDC is an incredible company and I'm hugely impressed with the style and the commitment to excellence and detail. I've watched DDC videos, bought his apparel, products, and even have his San Francisco poster hanging on my wall. This book is really really amazing. It's perfect and the way it's put together is absolutely stunning. It's quality is out of this world and is one of the better books I have ever purchased. If you have any interest in logos, vintage design, America, or even photography -- this book is for you. One more thing: DDC pioneered some of the best brands including Field Notes; one of my favorite products of all time. This book showcases Field Notes, as well. I really can't say enough about this book. You should be lucky to have it as part of your collection.

I just received Pretty Much Everything today (release day), and I'm already obsessing over every detail. Thousands and thousands of pieces of inspiration; from logos to products to sketches to stories and more. The book quality itself is gorgeous. If you're a fan of Aaron Draplin's work, you're gonna love this thing. Thanks Aaron - you can tell what a labor of love this was!

In a world where every day another inspirational, self-help book is written comes this beautiful bit of truth. You will be inspired by this book, but you'll also be given a healthy dose of reality. Told that hard work is the only way to succeed and to suck up your pride and put in your time to do the best work. I'm a fan of Draplin and found this book to be very inspiring. I could hear his voice as I read the story of his life and enjoyed being able to flip through and look at the work right along side the stories. If you know anyone who has a creative desire in their soul, they need this book.

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