

Good Ideas



Meaning & Metaphors



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conseciteur

CONSECITEUR





No one
grows
Ketchup
like



No one grows Ketchup like Heinz.

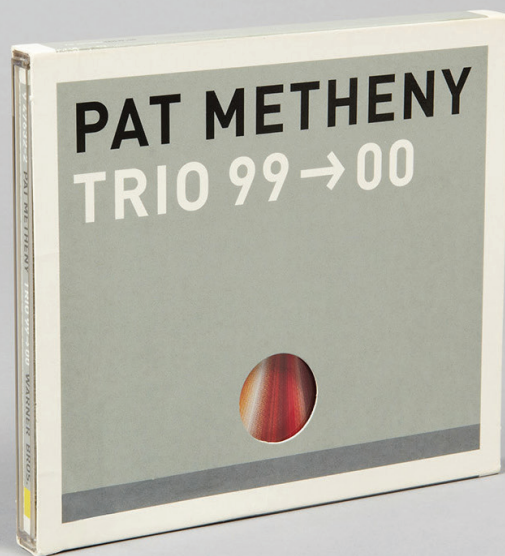
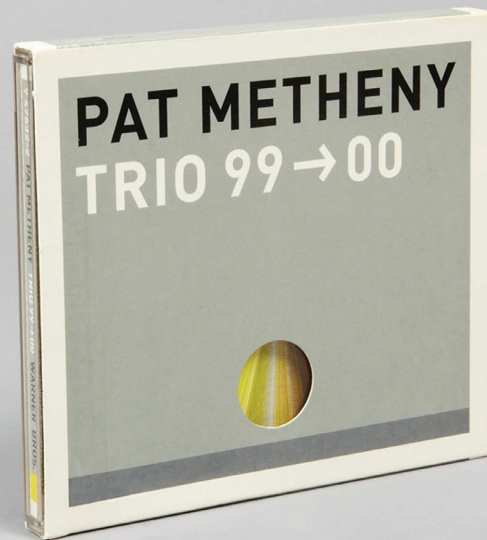
Using imagery that is familiar to most, the context is changed to reveal the concept.



Introducing Diet Coke® with Lime



Diet Coke with Lime Flavor



STEPHAN SAGMEISTER

The uniformly gray exterior has a die cut circle that reveals the technicolor disc inside. The colors are randomly exposed representing the improvisational-within-precision nature of Metheny's jazz. The packaging abstractly captures the nature of the music.



5 Books: Challenge & Execution



Role Model

JOHN WATERS

A self-portrait told through intimate profiles of John Waters' favorite personalities — these are the extreme figures who helped the author form his own brand of neurotic happiness.

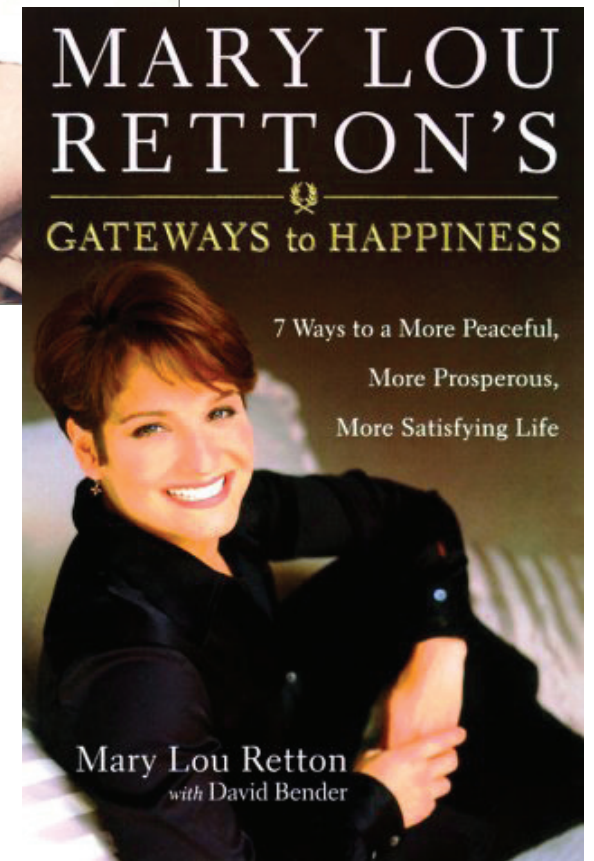
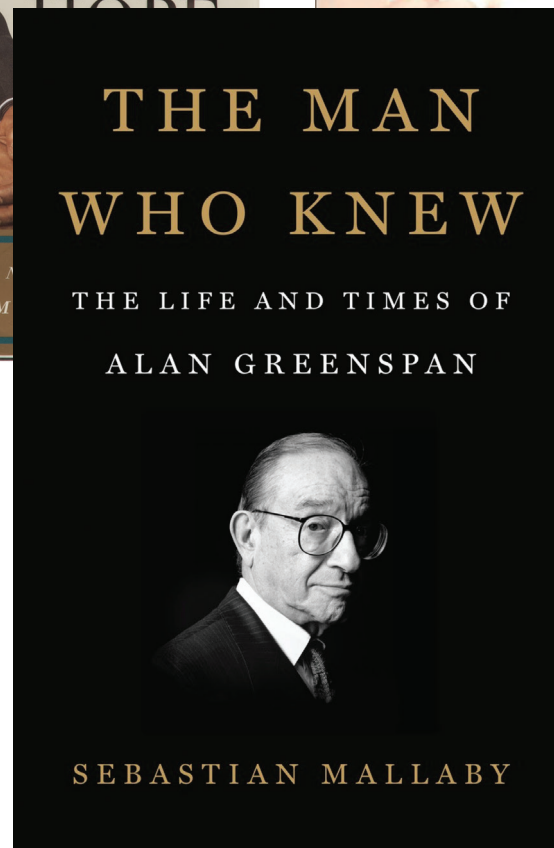
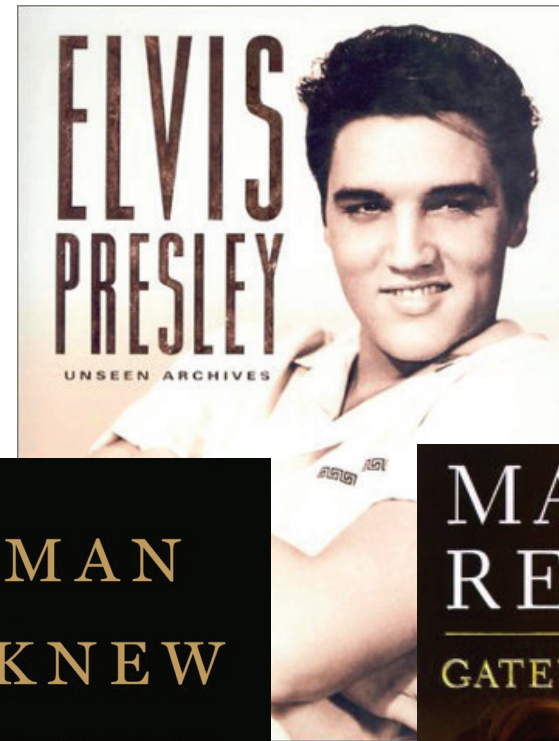
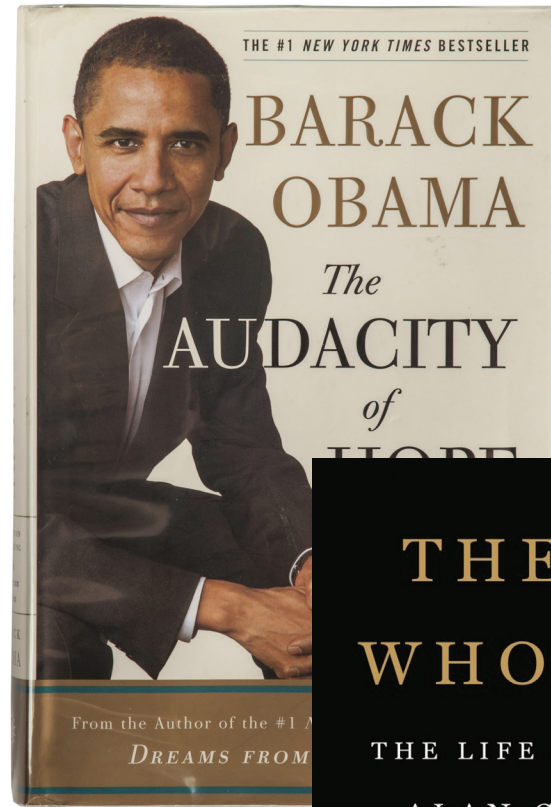
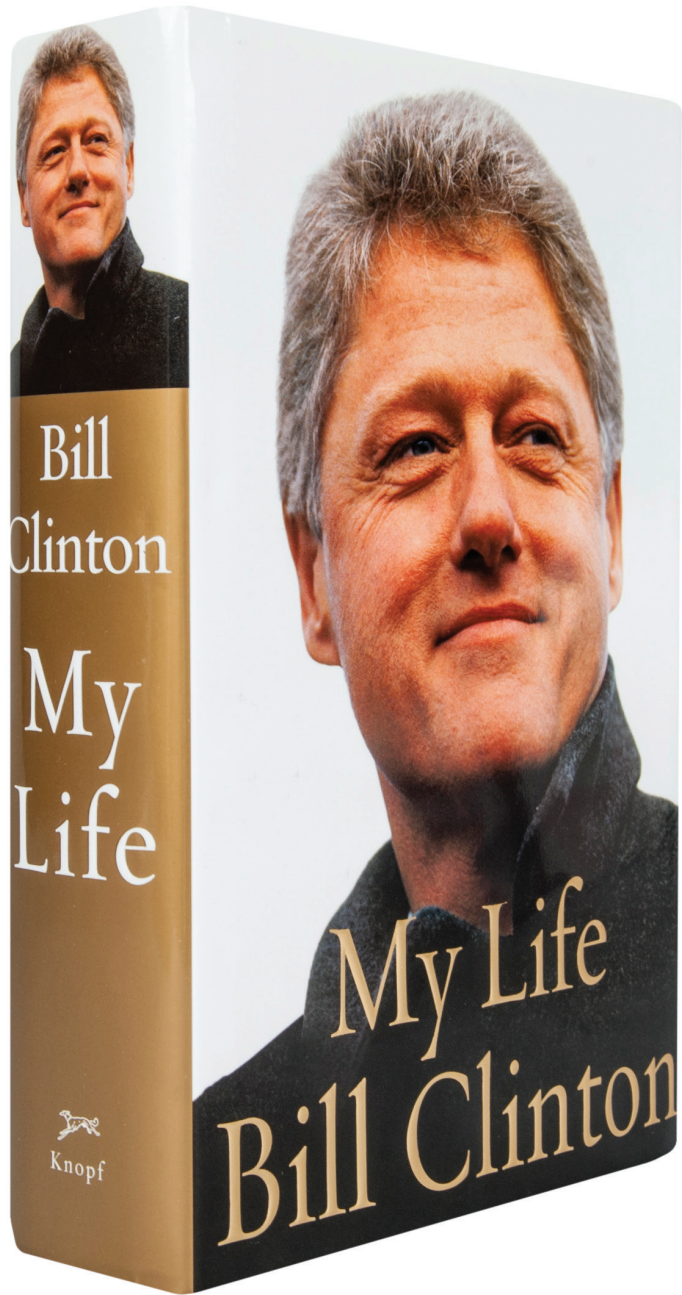
Illustrated by Eric Hanson.

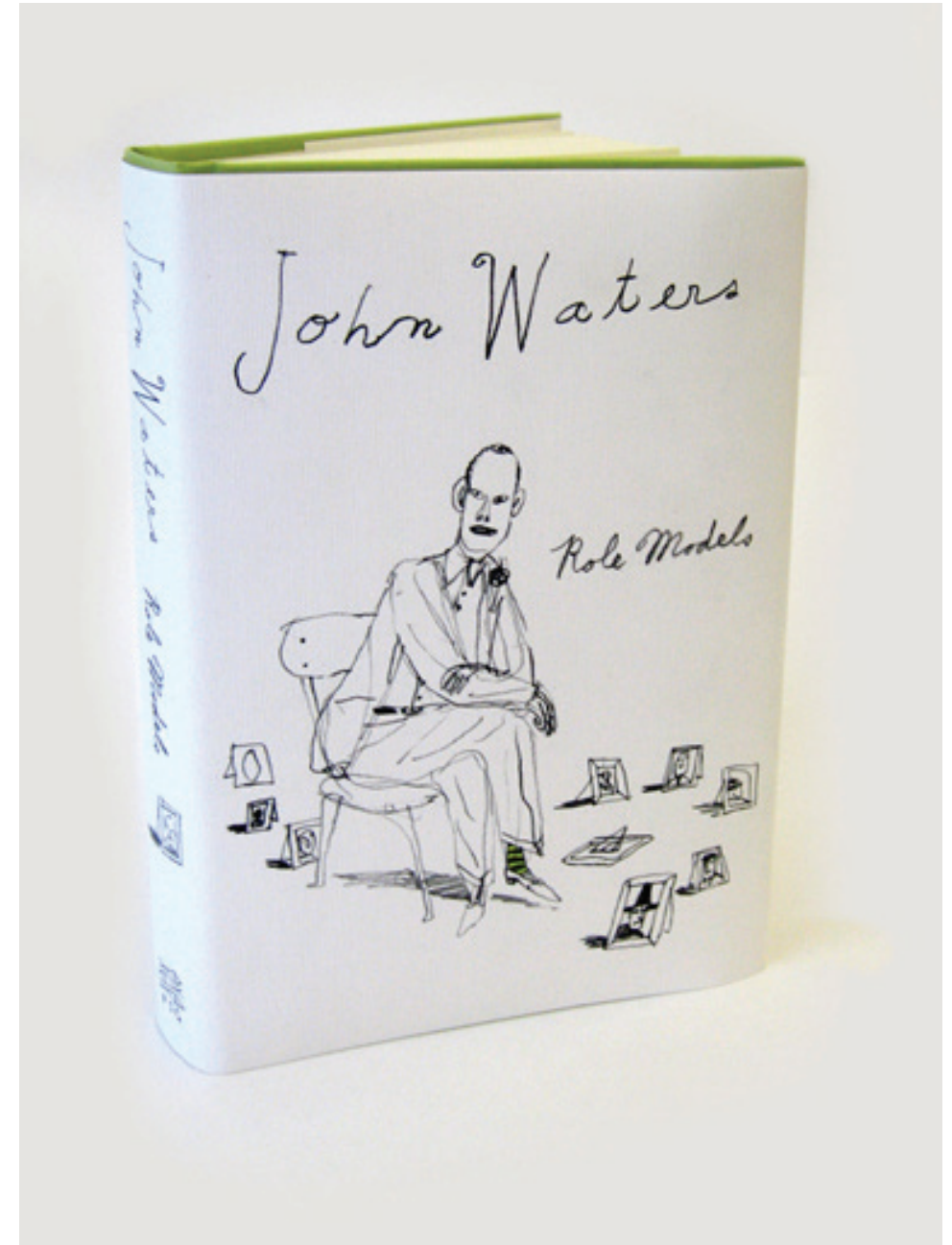
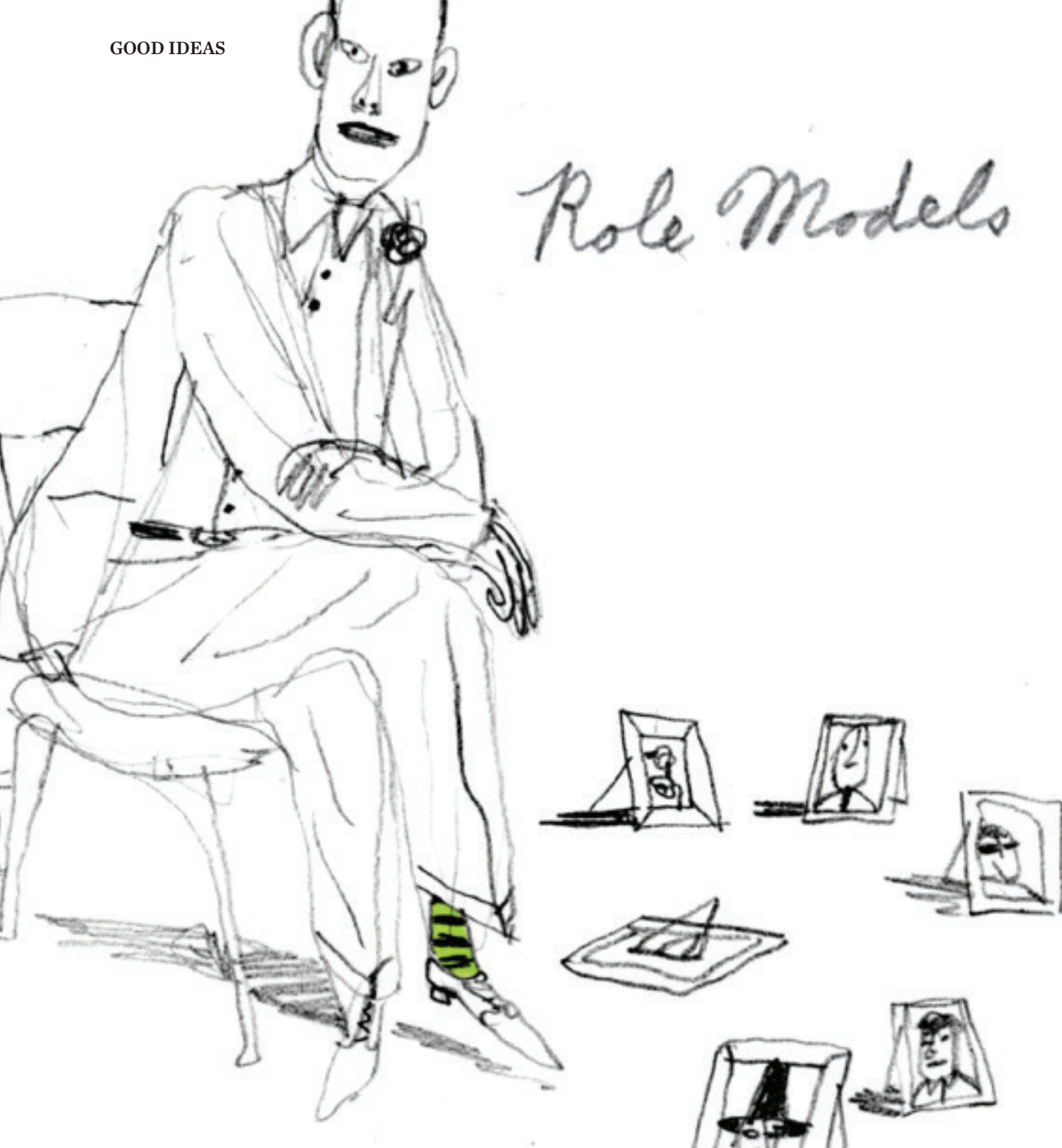
FILM DIRECTOR

John Waters

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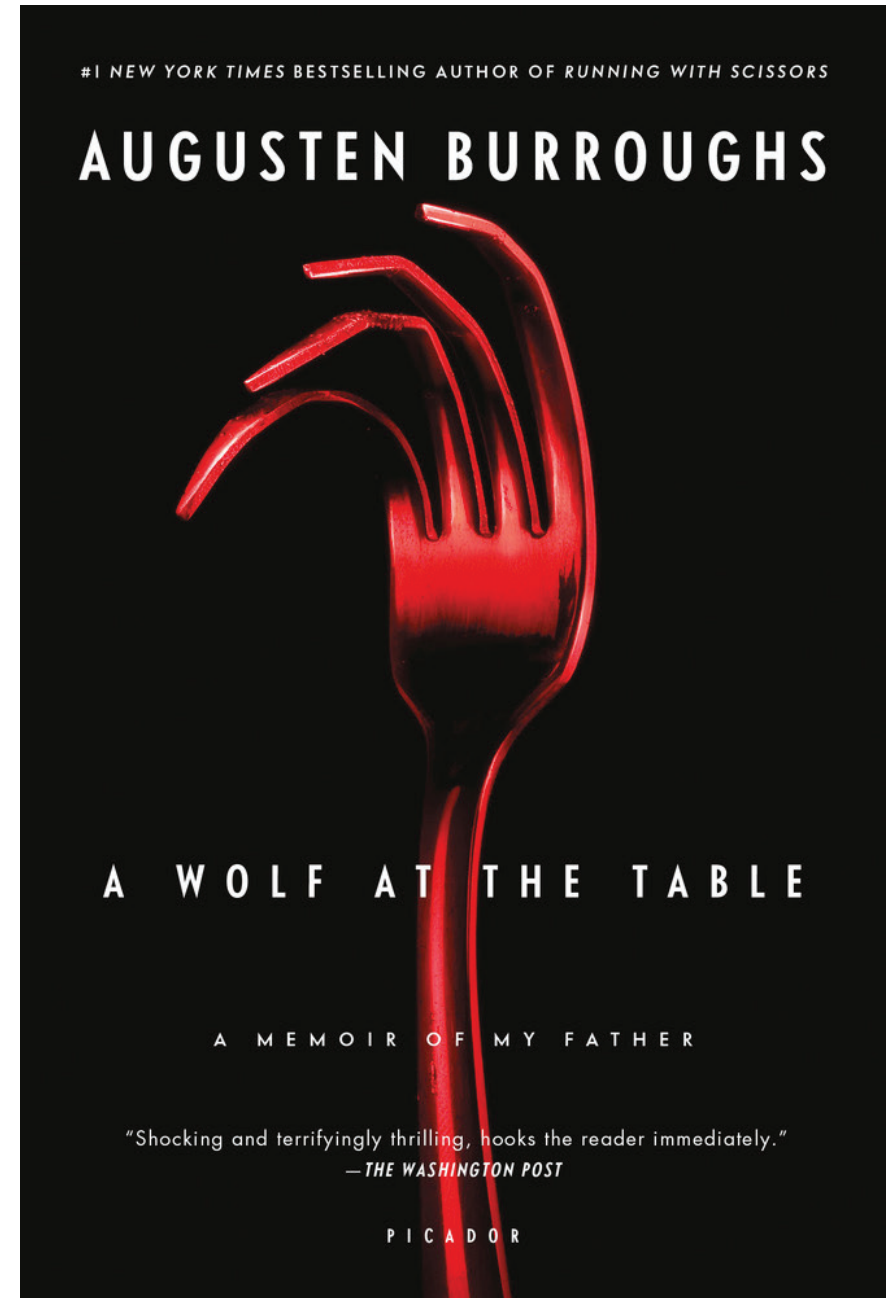


A Wolf at the Table

AUGUSTEN BURROUGHS

When Augusten Burroughs was small, his father was a shadowy presence in his life: a form on the stairs, a cough from the basement, a silent figure smoking a cigarette in the dark. As Augusten grew older, something sinister within his father began to unfurl. Something dark and secretive that could not be named.

Designed by Chip Kidd.





The Psychopath Test

JON RONSON

The Psychopath Test is a fascinating journey through the minds of madness. Jon Ronson's exploration takes him into the heart of the madness industry. An influential psychologist who is convinced that many important CEOs and politicians are, in fact, psychopaths teaches Ronson how to spot these high-flying individuals by looking out for little telltale verbal and nonverbal clues.

Designed by Matt Dorfman.

GOOD IDEAS

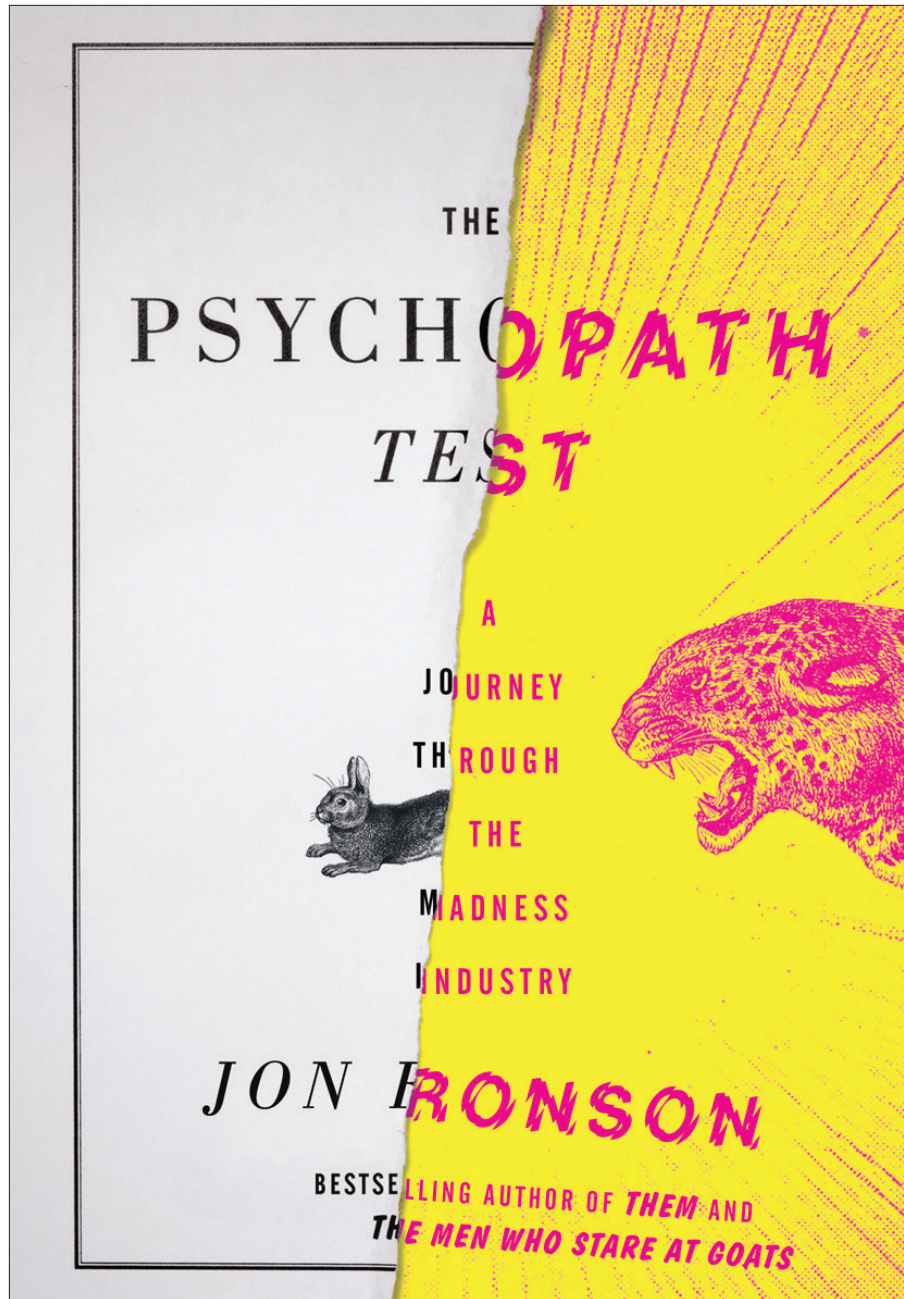
5 Books: Challenge & Execution

JOURNALIST & AUTHOR

Jon Ronson

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Victore or, Who Died and Made You Boss?

JAMES VICTORE

Iconoclastic designer James Victore gives fans a survey of his work and his no-holds-barred take on the practice, business, and teaching of graphic design today. Known for making vivid, memorable, and often controversial work, Victore has sought comrades, not clients—brave, smart collaborators who have encouraged him to reinterpret old design solutions and to pressure viewers to think about issues in a new way.

Designed in collaboration with Paul Sahre.

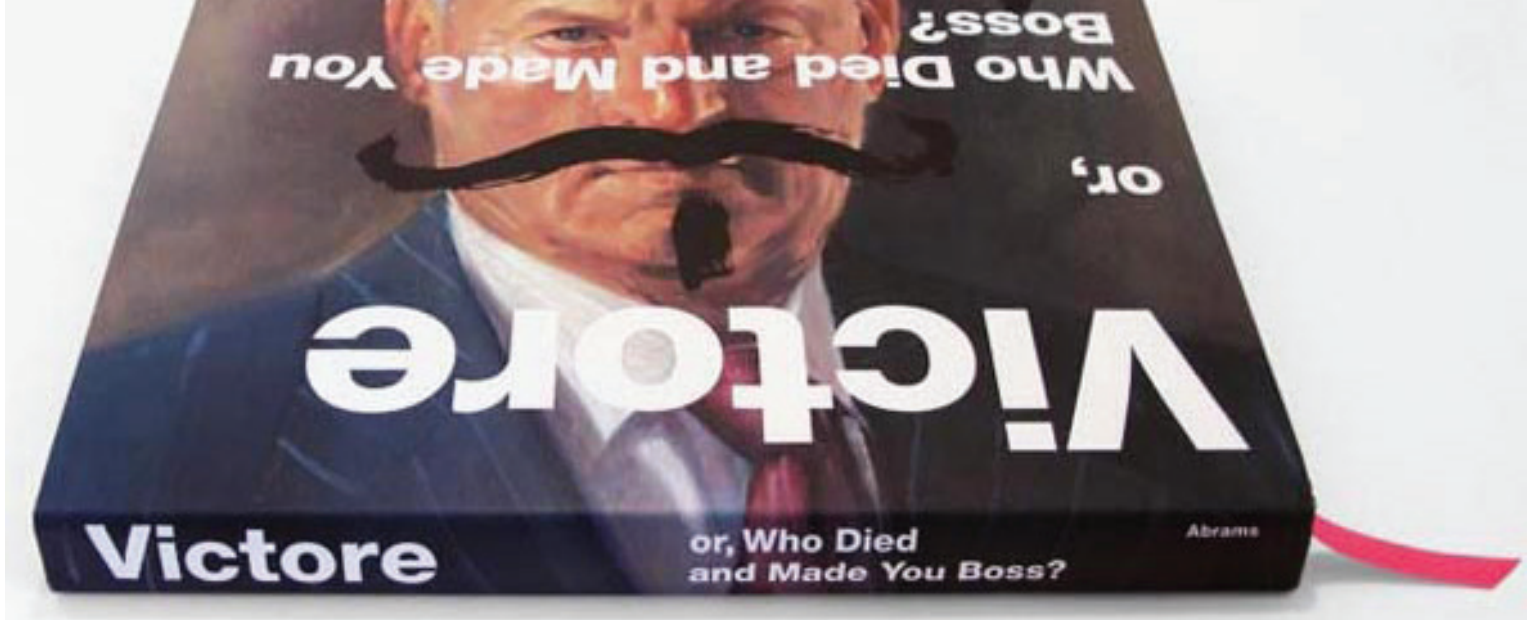
GOOD IDEAS

GRAPHIC DESIGNER

James Victore



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Book Series

OLIVER SACKS

Oliver Sacks— a British neurologist and professor of neurology and psychiatry—has a unique talent in that he can understand and piece together the far borderlands of neurological experience and the abnormalities of the human mind, and then write about his findings in a coherent, accessible and distinguished way.

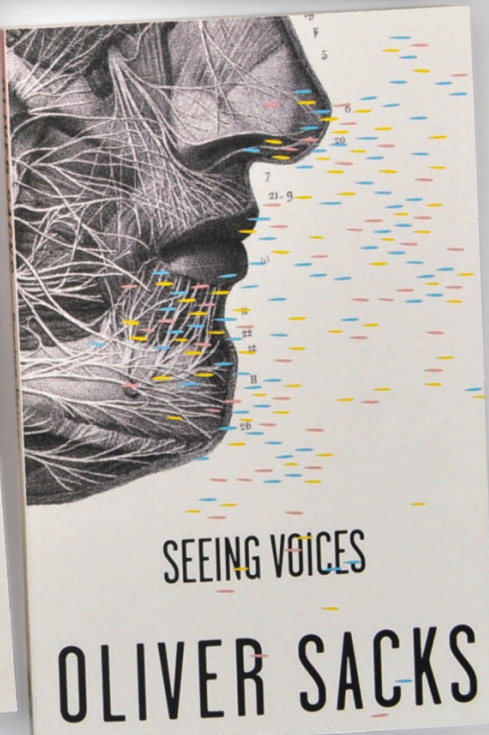
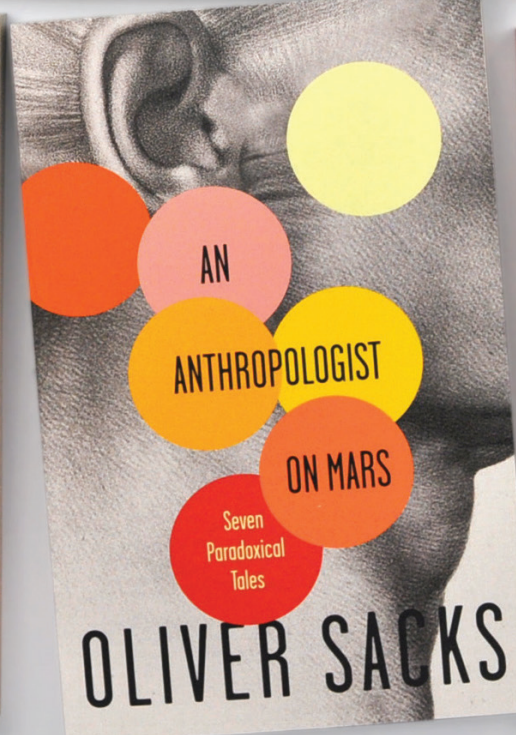
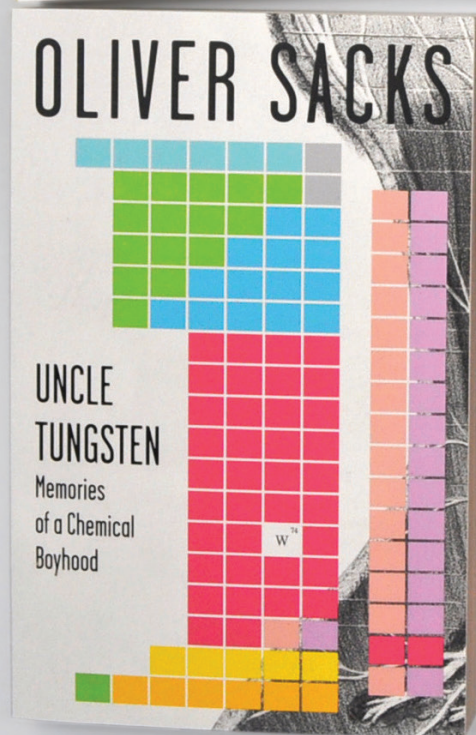
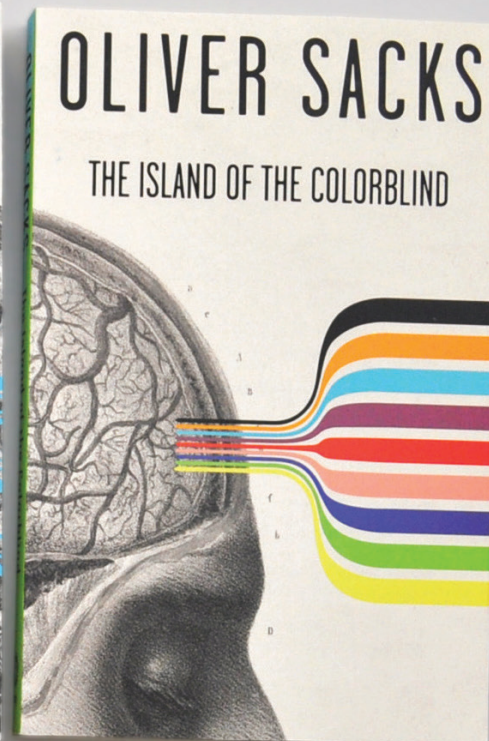
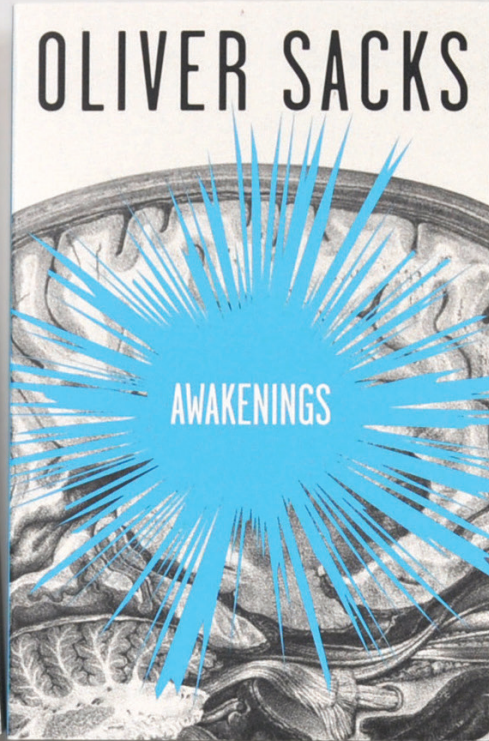
Designed by Cardon Webb.

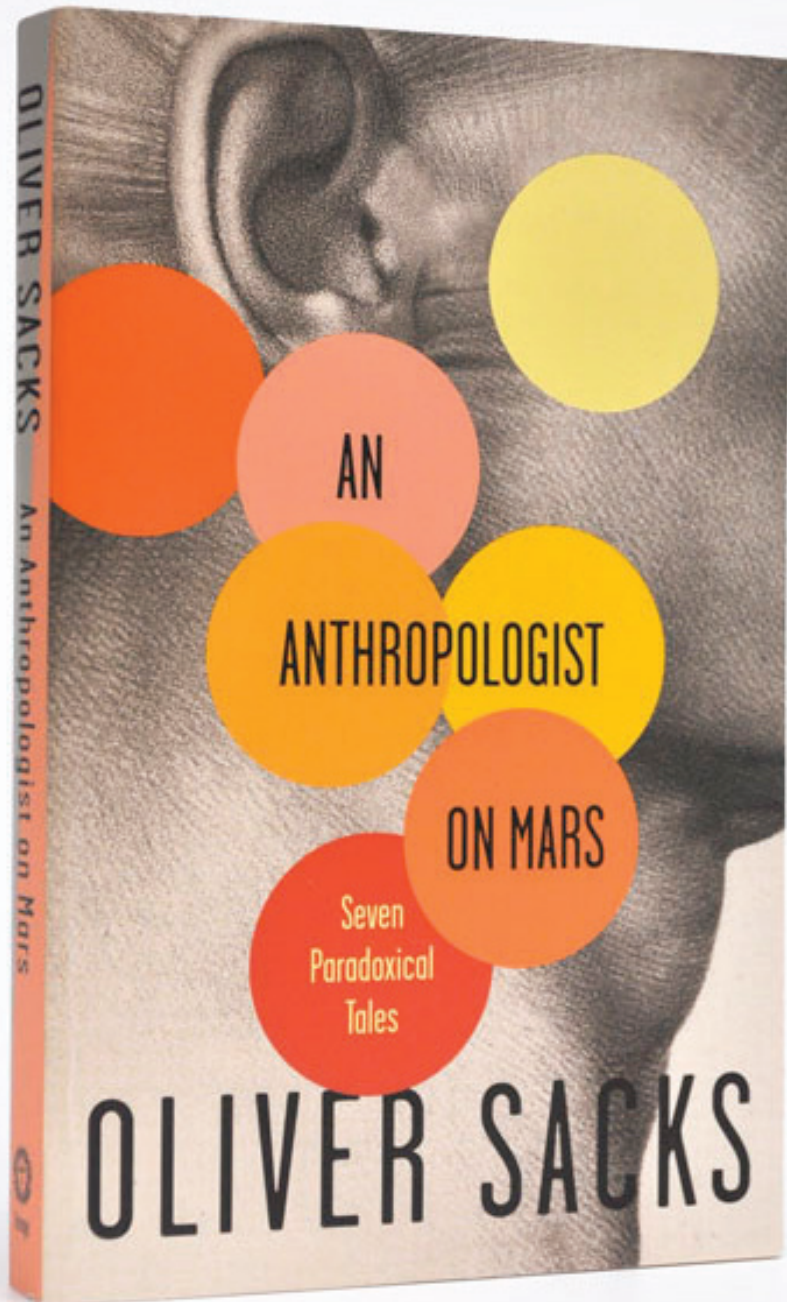
NEUROLOGIST, NATURALIST, HISTORIAN OF SCIENCE, & AUTHOR

Oliver Sacks

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CARDON WEBB: *Design Rationale*

The idea of creating a tableau of all six books in this series came from wanting to mirror visually the conceptual idea of discovery. The challenge was to not only have each of the six books book stand on its own visually and conceptually, but also have them, when pieced together, form a single compelling and illustrative image. Arranged together, the covers create a powerful view of a human head while individual covers deftly convey in graphic shorthand the neurological idiosyncrasies Sacks describes in each book. The use of color atop the clinical black and white imagery represents the vibrancy Sacks discovers within his patients, the life that he finds where nothing was meant to exist.

