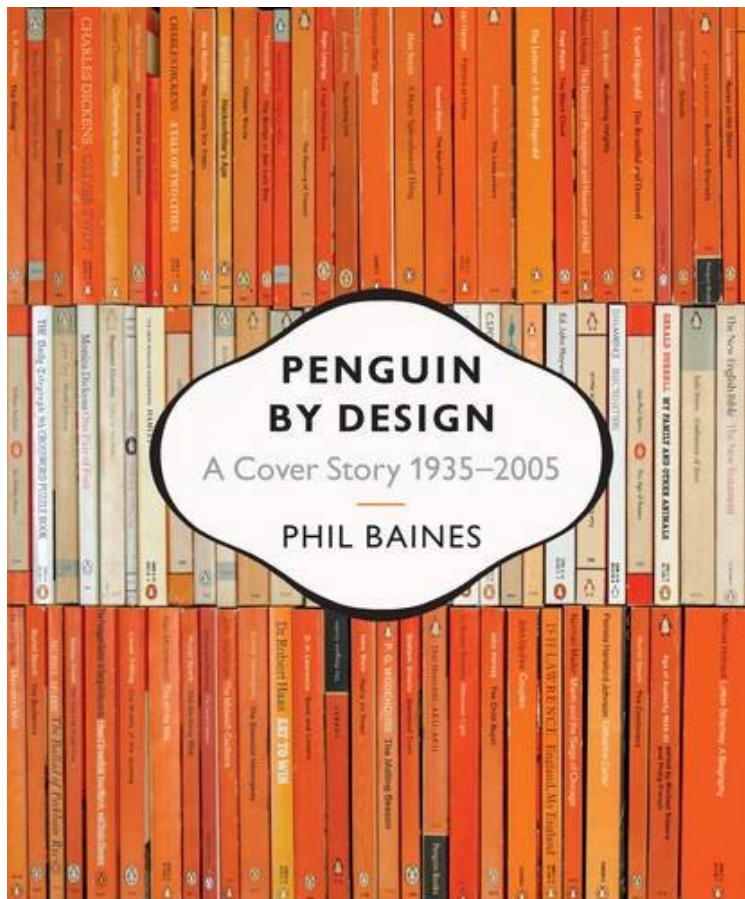


Name: 0141024232256 pages | File size: 34.Mb



Phil Baines

**Download PDF / ePub / DOC / audiobook / ebooks*



(Download free pdf) Penguin by Design: A Cover Story 1935-2005

Penguin by Design: A Cover Story 1935-2005

Phil Baines : Penguin by Design: A Cover Story 1935-2005 before purchasing it in order to gage whether or not it would be worth my time, and all praised Penguin by Design: A Cover Story 1935-2005:

1 of 1 people found the following review helpful. A necessary reference for bibliophilesBy DargraceThis is my go to reference for collecting Penguin books. I refer to it often and recommend it to people who either admire or collect art and or books. The Penguin covers feature many graphic designs as well as famous art work. I gave this five stars. This is not given without much thought. It deserves the accolades for readability, design and art work, information and usable content.1 of 1 people found the following review helpful. Penguin loveBy Tom AhernAmong the first books I ever stole (being poor) were Penguins, because they were the most interesting, the best designed, and -- oh I don't know -- the most "bookish"? I wanted to be (would become) a writer. I was stupid-young, self-absorbed, plibly amoral -- and broke.Now here's the company's entire story told through covers. Pictorial. Visceral. Brilliant. More love per exhibit than a non-bibliophile can imagine.Now that I have an income I buy hundreds of book I don't especially need in flagrant pay-back mode. Thank you, Penguin. My first love.0 of 0 people found the following review helpful. Get them while you can, should be reissued!By Bob FolletteThis is the Penguin covers book to beat!

Ever since the creation of the first Penguin paperbacks in 1935, their jackets have become a constantly evolving part of Anglo-American culture and design history. By looking back at seventy years of Penguin paperbacks, graphic designer Phil Baines charts the development of British publishing, the ever-changing currents of cover art and style, and the role of artists and designers in creating and designing the Penguin look including Penguins, Pelicans, Penguin Classics, and more. Rich with stunning illustrations and filled with details about individual titles, designers, and even the changing size and shape of the Penguin logo itself, *Penguin by Design* shows how covers become design classics.

About the Author Phil Baines, a senior lecturer at Central Saint Martins College of Art and Design, is a well-known graphic designer. Three of his own typefaces have been released for general use. His books include *Type Typography*.