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A Smile In The Mind

Showcasing forty years of witty thinking and including over 1,000 projects and 500 designers and creative thinkers, A Smile in the Mind is an essential compendium of contemporary designs and a celebration of classic pieces, resulting in the definitive guide to wit in graphic design. Written with humour and insight, it offers designers a friendly read, a helpful sourcebook and a trigger for ideas.

A Smile in the Mind - Revised and Expanded Edition: Witty ...

A Smile in the Mind is a crazy wonderland of ideas for doing faster and maybe better what we already do as artists: synthesizing ideas from the raw material of basic conceptual matter. It's a great book to pore over for hours, and also to keep handy for those times when deadlines loom and you're feeling stuck.

A Smile in the Mind (DESIGN): McAlhone, Beryl ...

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A Smile in the Mind: Witty Thinking in Graphic Design ...

A Smile in the Mind: Witty thinking in graphic design is a 1996 graphic design book written by Beryl McAlhone and David Stuart. It was first published in hardback in May 1996 through Phaidon Press and was later revised and updated in 2016.

A Smile in the Mind - Wikipedia

A Smile in the Mind Witty Thinking in Graphic Design Forty years of "witty thinking" from over 500 designers, including hundreds of visual examples

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and interviews with the world's top practitioners. Beryl McAlhone, David Stuart, Greg Quinton, Nick Asbury

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stimulating, printed book – and that's precisely the appeal of Phaidon's new edition of *A Smile in the Mind: Witty Thinking in Graphic Design*.

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A Smile in the Mind analyses the intricate thought processes behind the apparently forward images. It shows how to make the case for witty solutions and, through a series of in-depth interviews with the world's top designers, suggests how to get inspiration.

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A Smile in the Mind : Beryl McAlhone : 9780714838120

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