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# Penguin By Design A Cover Story 1935 2005

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Design: A Cover Story 1935-2005: Amazon.co.uk ...Launched in 1935, Penguin Books aimed to bring serious softcovers to the masses at an affordable price, but to do that they needed to differentiate themselves through design. At the time, paperbacks were largely associated with lurid pulp fiction, and their covers showed it. Following the vision of Penguin founder Allen Lane, a young graphic designer Classic Penguins: How Minimalist Book Covers Sold the ...In Penguin by Design: A Cover Story 1935-2005, graphic designer Phil Baines charts the development of Penguin's iconic legacy, from the evolution of the Penguin logo itself to the seminal introduction of Romek Marber's simple cover grid in 1962, which reined in a new era of cover design. In more than 250 glorious pages, the book features over 600 gorgeous, vibrant illustrations that tell the story of the most monumental testament to the power of graphic design in packaging and ...Penguin by Design: "Good Design Is No More Expensive Than ...Be My Cover presents the best among thousands of book covers designed, commissioned, and produced every year

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Description: 'Penguin by design: a cover story 1935-2005' was commissioned to celebrate the company's 70th birthday. Although certain periods of the company's history have been well-documented in the design press, this is the first comprehensive overview of their cover designs to be published.

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In this meticulously researched and illustrated book Phil Baines covers the evolution of cover designs of Penguin paperback over 70 years of publication. Originally aimed to bring good literature,

topical discussions, and reference works to ordinary people at an affordable price, Penguins serendipitously fit exactly into a military jacket pocket.

*Penguin By Design A Cover*

Penguin by Design : A Cover Story 1935-2005 by Phil Baines (2006, UK-B Format Paperback) The lowest-priced item that has been used or worn previously. The item may have some signs of cosmetic wear, but is fully operational and functions as intended. This item may be a floor model or store return that has been used.

### **Penguin by Design: a Cover Story 1935-2005 - UAL Research ...**

On Penguin by Design My love of book cover design has led me to pick up Penguin by Design: A Cover Story 1935 - 2005 , an illustrated guide to the history of Penguin book covers, as found on a trendy coffee table near you.

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Launched in 1935, Penguin Books aimed to bring serious softcovers to the masses at an affordable price, but to do that they needed to differentiate themselves through design. At the time, paperbacks were largely associated with lurid pulp fiction, and their covers showed it.

Following the vision of Penguin founder Allen Lane, a young graphic designer

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Portfolio of a Penguin book cover designer, whose book covers have been recognised by the AIGA (NY) and D&AD (UK) and have featured in a numerous international magazines and newspapers.

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### **Student Design Award - Penguin Books**

Synopsis. Ever since the creation of the first Penguin paperbacks in 1935, their jackets have become a constantly evolving part of Britain's culture and design history. Rich with stunning illustrations and filled with detail of individual titles, designers and even the changing size and shape of the Penguin logo itself, this book shows how covers become design classics.

### **100+ Penguin Classics ideas in 2020 | book cover design ...**

Penguin Random House, in partnership with Strand Book Store, is proud to present an exhibit of 100 notable book covers created by a select group of Penguin Random House creative designers and art directors in a special “Be My Cover” exhibit, May 11-23 in the Rare Book Room at Strand Book Store in New York City.

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The Penguin Student Design Award, now in its 15th year, aims to discover and nurture the next generation of design and illustration talent. Each year we give you the opportunity to experience real cover design briefs first-hand across a choice of non-fiction, fiction and children's titles. *Penguin by Design: A Cover Story 1935-2005 by Phil Baines* He was drawn into publishing through book cover design agency The Senate and has never looked back. He became Art Director at Transworld Publishing, within Penguin Random House, in 2015. He was previously Art Director at Cornerstone,



also in the Penguin Random House Group, for thirteen years. He has also worked at Pan Macmillan as Associate Art ...

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