



## Art Direction Explained, At Last!

By Steven Heller, Veronique Vienne

Download now

Read Online →

### Art Direction Explained, At Last! By Steven Heller, Veronique Vienne

This book is a highly informative, highly entertaining introduction to what art direction is and what art directors do. Written by two of the world's leading experts on the subject, it covers the role of art director in numerous environments, including magazines and newspapers, advertising, corporate identity, museums, and publishing. It also provides an insight into what makes a successful art director, what an art director actually does all day, what makes things go right, and what makes things go wrong.

Alongside perspectives on typography, illustration, and photography, there are case studies of successful art direction in different spheres, from *McSweeney's* to Vier5's web design. The authors have also invited pre-eminent international art directors to interpret their roles in special sections of the book that they have art directed themselves. The result is an impressive, enlightening, and often very funny diversity of perspectives and approaches.

Clearly written, including a glossary of handy art director sayings, an "art director test," and more, *Art Direction Explained, At Last!* will provide students with insights into the world of art direction and professionals with a perceptive overview of their profession.

↓ [Download Art Direction Explained, At Last! ...pdf](#)

📄 [Read Online Art Direction Explained, At Last! ...pdf](#)

# Art Direction Explained, At Last!

By Steven Heller, Veronique Vienne

## Art Direction Explained, At Last! By Steven Heller, Veronique Vienne

This book is a highly informative, highly entertaining introduction to what art direction is and what art directors do. Written by two of the world's leading experts on the subject, it covers the role of art director in numerous environments, including magazines and newspapers, advertising, corporate identity, museums, and publishing. It also provides an insight into what makes a successful art director, what an art director actually does all day, what makes things go right, and what makes things go wrong.

Alongside perspectives on typography, illustration, and photography, there are case studies of successful art direction in different spheres, from *McSweeney's* to Vier5's web design. The authors have also invited pre-eminent international art directors to interpret their roles in special sections of the book that they have art directed themselves. The result is an impressive, enlightening, and often very funny diversity of perspectives and approaches.

Clearly written, including a glossary of handy art director sayings, an "art director test," and more, *Art Direction Explained, At Last!* will provide students with insights into the world of art direction and professionals with a perceptive overview of their profession.

## Art Direction Explained, At Last! By Steven Heller, Veronique Vienne Bibliography

- Sales Rank: #722824 in Books
- Brand: Brand: Laurence King Publishers
- Published on: 2009-09-16
- Original language: English
- Number of items: 1
- Dimensions: 10.25" h x 1.00" w x 9.25" l, 2.55 pounds
- Binding: Paperback
- 256 pages

 [Download Art Direction Explained, At Last! ...pdf](#)

 [Read Online Art Direction Explained, At Last! ...pdf](#)

## **Download and Read Free Online Art Direction Explained, At Last! By Steven Heller, Veronique Vienne**

---

### **Editorial Review**

#### About the Author

Steven Heller is co-chair of the Designer as Author program and co-founder of the Design Criticism program at SVA, New York. For 33 years he was an art director at the New York Times. He is editor of AIGA VOICE, contributing editor to Print, Eye, Baseline, and I.D., and author of 120 books on design.

Veronique Vienne has worked at a number of US magazines as art director, and is the author of The Art of Doing Nothing and The Art of Imperfection, as well as Something to be Desired.

### **Users Review**

#### **From reader reviews:**

##### **Helen McCormick:**

Throughout other case, little persons like to read book Art Direction Explained, At Last!. You can choose the best book if you want reading a book. Provided that we know about how is important a new book Art Direction Explained, At Last!. You can add know-how and of course you can around the world by the book. Absolutely right, simply because from book you can know everything! From your country till foreign or abroad you may be known. About simple point until wonderful thing you may know that. In this era, we can easily open a book or maybe searching by internet gadget. It is called e-book. You can use it when you feel bored stiff to go to the library. Let's read.

##### **George Clark:**

The experience that you get from Art Direction Explained, At Last! may be the more deep you looking the information that hide in the words the more you get interested in reading it. It doesn't mean that this book is hard to understand but Art Direction Explained, At Last! giving you thrill feeling of reading. The author conveys their point in particular way that can be understood by simply anyone who read it because the author of this book is well-known enough. This kind of book also makes your vocabulary increase well. So it is easy to understand then can go together with you, both in printed or e-book style are available. We recommend you for having that Art Direction Explained, At Last! instantly.

##### **Jane Moore:**

Your reading 6th sense will not betray you, why because this Art Direction Explained, At Last! reserve written by well-known writer who knows well how to make book which can be understand by anyone who also read the book. Written inside good manner for you, leaking every ideas and writing skill only for eliminate your own personal hunger then you still hesitation Art Direction Explained, At Last! as good book not merely by the cover but also by the content. This is one publication that can break don't judge book by its cover, so do you still needing yet another sixth sense to pick that!?! Oh come on your studying sixth sense already told you so why you have to listening to an additional sixth sense.

**Norma Brier:**

That reserve can make you to feel relax. That book Art Direction Explained, At Last! was colorful and of course has pictures on there. As we know that book Art Direction Explained, At Last! has many kinds or category. Start from kids until teenagers. For example Naruto or Private eye Conan you can read and think that you are the character on there. So , not at all of book are make you bored, any it makes you feel happy, fun and chill out. Try to choose the best book in your case and try to like reading that.

**Download and Read Online Art Direction Explained, At Last! By Steven Heller, Veronique Vienne #WSC2ZE6YGU3**

## **Read Art Direction Explained, At Last! By Steven Heller, Veronique Vienne for online ebook**

Art Direction Explained, At Last! By Steven Heller, Veronique Vienne Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Art Direction Explained, At Last! By Steven Heller, Veronique Vienne books to read online.

### **Online Art Direction Explained, At Last! By Steven Heller, Veronique Vienne ebook PDF download**

**Art Direction Explained, At Last! By Steven Heller, Veronique Vienne Doc**

**Art Direction Explained, At Last! By Steven Heller, Veronique Vienne Mobipocket**

**Art Direction Explained, At Last! By Steven Heller, Veronique Vienne EPub**