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Designers Dont Read

By Austin Howe

Allworth Press. Paperback. Condition: New. 224 pages. Dimensions: 8.4in. x 5.4in. x 0.9in. Austin Howe is a creative director, writer, advocate, and cheerleader for design-but not a designer. He believes in the wonder and exuberance of someone who gets paid-by clients to do what he loves. Howe places immense value on curiosity and passion to help designers develop a point of view, a strong voice. He explores the creative process and conceptualization, and delves into what to do when inspiration is lacking. If theres a villain in these elegant, incisive, amusing, and inspiring essays, its ad agencies and marketing directors, but even villains serve a purpose and illustrate the strength of graphic design as a system, as a way of thinking, as almost a life style. Howe believes that advertising and design must merge, but merge with design in the leadership role. He says that designers should create for clients and not in the hope of winning awards. He believes designers should swear a 10-year commitment to make everything we do for every client a gift. If this sounds like the designer is the clients factotum, not so. Howe also argues in favor of offering clients a single solution and being...

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