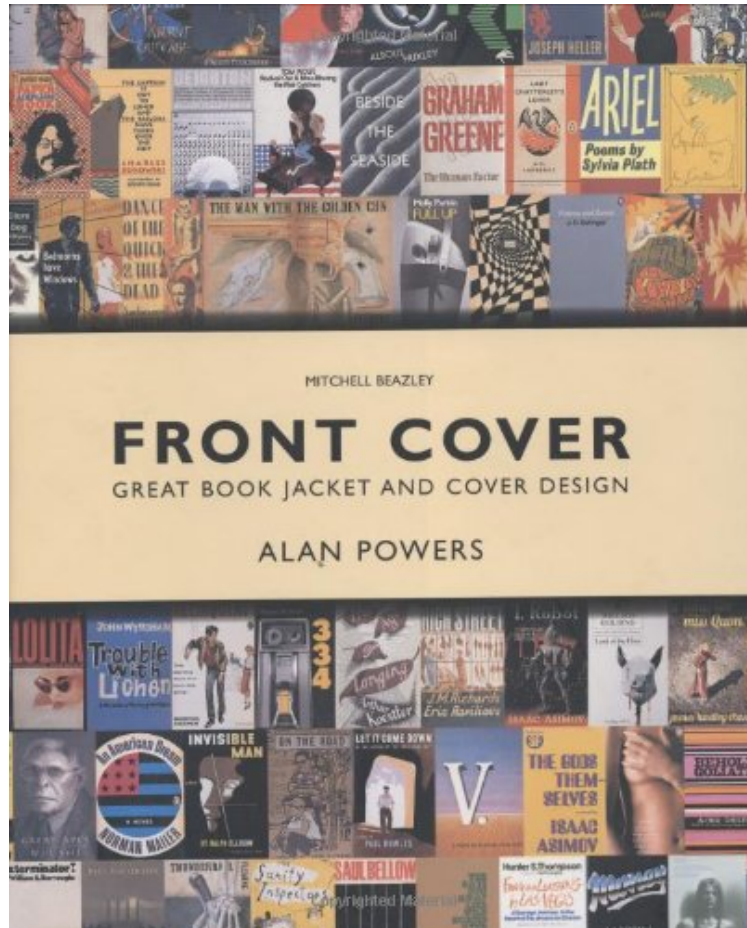


[Download] Front Cover: Great Book Jacket and Cover Design

Front Cover: Great Book Jacket and Cover Design

Alan Powers

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



#1145929 in Books Mitchell Beazley 2001-09-13 Ingredients: Example Ingredients Original language: English PDF # 1 11.33 x .75 x 9.50l, #File Name: 1840004215144 pages | File size: 33.Mb

Alan Powers : Front Cover: Great Book Jacket and Cover Design before purchasing it in order to gage whether or not it would be worth my time, and all praised Front Cover: Great Book Jacket and Cover Design:

0 of 0 people found the following review helpful. MistitledBy BaronVonEngelhafenI don't think "Great Book Jacket and Cover Design" is necessarily what this book is about. First it does not define at any point what makes a great book cover or design but is merely a journey of some examples of book covers. As for that, I think this book could have been much more impacting without the commentary at all. It could have been more extensive and served it's purpose better by just presenting page after page of book covers from the early years to today. The most interesting aspect of this book was the covers themselves.1 of 2 people found the following review helpful. Wow!By Mary E. JohnsonWhat a great gift! My sister-in-law is a journalist with a big heart. I ordered this as a Christmas present for her. I think it will please her tremendously.14 of 14 people found the following review helpful. Literary billboards.By RobinA comprehensive look at book jacket design from the twenties to the nineties. The book only covers fiction and is divided into themed spreads with between five and nine covers on each. Author Powers writes detailed captions to

each cover as well as providing short essays on each decade and genre. Nearly three hundred covers are shown in this well designed and printed book, none of them are angled or overlap other covers. As the title covers the last eighty years there is not much opportunity to show lots of great covers in the same style put out by some English publishers, only two examples are shown of the unique designs created by Brian Cook for Batsford in the thirties and although there are several Penguin paperbacks included you can plenty more in 'Penguin by Design' (ISBN 0713998393) by Phil Baines. An excellent visual coverage of the company that published hundreds of titles with knockout covers. Most of the jackets were designed in the UK but there is a good showing of well designed US covers. There are some pulp fiction and thriller covers apart from the literary stuff. A very similar book with 270 American covers is 'Jackets Required' by Steven Heller and Seymour Chwast, covering jacket design from 1920 thru 1950 and if you have both these books it will make an excellent visual record of some of the best twentieth century fiction. Have a look at my Listmania about book jackets for more visual titles.

Front Cover: Great Book Jacket and Cover Design is a comprehensive survey of the very best of cover and jacket design from the 20th century. The most important and innovative designs are explored, including the distinctive yellow dust-jackets of the Gollancz novels of the 1930s, the colour-coded series design of Penguin paperbacks in the 1960s and the award-winning paperback designs by Canongate in the 1990s. Chapters are devoted to separate themes - the development of the modern book jacket in the 1920s and 1930s, the diverse styles that evolved in the post-war era, the paperback explosion of the 1960s and 1970s, and the recent revival in jacket design in the hands of design companies such as Pentagram. Revealing double-page features appear in each chapter on such topics as the Cold War novel, classic novels of the period, and individual authors such as Len Deighton and Ian Fleming. With 300 jackets in full-colour, including rare first editions, innovative designs by leading designers such as E. McKnight Kauffer and Paul Rand, and newly discovered gems, together with an insightful text by leading design expert Alan Powers, this fascinating book will delight anyone with a passion for books.

From Library Journal After considering the 300 colorful illustrations in this book, readers will find it difficult to avoid taking a more discerning look at the designs on hardbacks, paperbacks, and wraparound paper covers. These paper book jackets (more commonly known to Americans as dust jackets) have often been discarded as temporary, resulting in the loss of graphic designs characteristic of their times. While the purpose of any cover design is to serve as a marketing device to catch a potential buyer's eye, British author Powers (Univ. of Greenwich Sch. of Architecture and Landscape) discusses the importance of cover design in visually conveying (or not) the book's essence. An introduction giving historical context starts with the late 19th and early 20th centuries. Powers then groups his examples into four categories: the impact of modernism (1920s and 1930s), the creation of style (1940s through 1960s), a revolution in print (1960s and 1970s), and design in the digital age (1980s and 1990s). Within each, he insightfully discusses genres, individual books, designers, and publishing houses. The lists of designers and publishers at the end, however, do not include all those he refers to in the text. Nevertheless, the book is definitely recommended for both academic and public libraries. Anne Marie Lane, Univ. of Wyoming, Laramie Copyright 2002 Cahners Business Information, Inc. About the Author Dr Alan Powers writes and lectures on architecture and applied art. He is a Senior Lecturer at the University of Greenwich School of Architecture and Landscape, and is actively involved in the Twentieth Century Society. He is the author of Living with Books and Living with Pictures, and contributed to the best-selling Elements of Design (Mitchell Beazley 1991). Dr Powers frequently contributes to magazines including, Country Life, Crafts and The Spectator. In 1999 he was guest-curator of the exhibition on British Modernism of the 1930s at the Design Museum, London. He lives in London.