



Masters of Design: Logos & Identity

By Sean Adams



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Masters of Design: Logos and Identity profiles twenty well known designers, who are recognized for the particular areas of design in which they're profiled in the Masters series. The profiles are not only inspirational, but they provide real-world advice and support designers can use in their projects.

Through real world examples and illustrations, the authors present the work of the 20 legends focusing on the subject of identity and logos. This ranges from simple mark-making to full scale programs applied to multiple mediums. The book also includes a gallery of marks, sidebars on heroes and inspirations, and diagrams to explain concepts or processes. The designers included will have a wide age range, type of work, in-house agencies, small business, large firm, domestic and international designers.

Each profile is about 2,000 words and includes 10-15 projects with captions that detail the specifics. We include current projects as well as the projects that put these people on the map.



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Editorial Review

Review

Adams, Sean. **Masters of Design: Logos & Identity; A Collection of the Most Inspiring Logo Designers in the World.** Rockport: Quayside. 2008. 232p. photogs. bibliog. ISBN 978-1-59253-441-8. \$40. GRAPHIC ARTS

Adams, partner at AdamsMorioka in Beverly Hills and president of AIGA, the professional association for design, has compiled an evocative volume that pulls together the work of top international design firms, focusing on their approaches to logos and identity. Space is allotted to one or more of the chief members of each firm for a succinct overview of the underlying design philosophy driving projects. The text becomes somewhat repetitious with minor variations on generally agreed-upon principles; however, the approaches used in dealing with clients and the changes in design viewpoints to address newer technologies will be of interest to students and those new to the field. The numerous, striking illustrations make up the heart of the book, and seeing the evolution of such familiar icons as the NBC peacock alongside dozens of equally compelling designs brings home the point that the successful simplicity and memorable quality of a design for which all these firms strive are often hard won. Recommended for any library with an interest in graphic design or the graphic arts. -- *Library Journal*, Nov 1, 2008

About the Author

Sean Adams is the Executive Director of the Graphic Design Graduate Program at ArtCenter, founder of Burning Settlers Cabin studio, and on-screen author for lynda.com/Linked In. He is the only two term AIGA national president in AIGA's 100-year history. In 2014, Adams was awarded the AIGA Medal, the highest honor in the profession.

He is an AIGA Fellow and an Aspen Design Fellow. He has been recognized by every major competition and publication including; How, Print, Step, Communication Arts, Graphis, AIGA, The Type Directors Club, The British Art Director's Club, and the Art Director's Club. Adams has been exhibited often, including a solo exhibition at the San Francisco Museum of Modern Art. Adams is an author of multiple magazine columns and several best-selling books. He has been cited as one of the 40 most important people shaping design internationally, and one of the top 10 influential designers in the United States.

Previously, Adams was a founding partner at AdamsMorioka. His clients have included the Academy of Motion Picture Arts and Sciences, Disney, Mohawk Fine Papers, the Metropolitan Opera, Los Angeles County Museum of Natural History, Richard Meier & Partners, Sundance, and the University of Southern California.

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