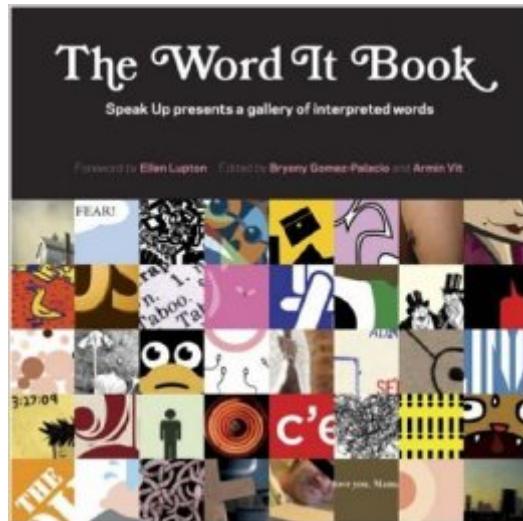


The book was found

The Word It Book: Speak Up Presents A Gallery Of Interpreted Words



Synopsis

The assignment: Graphically interpret a single word. The rule: Do it in a five-inch by five-inch square. The results: A visual smorgasbord of inspiration. A dynamic exercise in creativity, *The Word It Book* works on three levels: as a collection of stimulating challenges, a compendium of contemporary design, and a look behind the creative process of successful designers. Each month Bryony Gomez-Palacio and Armin Vit, founders of the design blog *Speak Up*, put forth a different word such as "saturated," "tease," "rebel," "public," "empty," or "pleasure." Designers everywhere are challenged to interpret the word in a single graphic that's witty, observant, wise, serious or humorous. The best of the best are compiled here. You can use these visual interpretations from top designers to rev up your own creativity, and then try the exercises for yourself. If you're a designer, wordsmith, or simply someone who likes to approach things from a different angle, take a look inside and start to create your own meanings.

Book Information

Paperback: 224 pages

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Average Customer Review: 5.0 out of 5 stars See all reviews (5 customer reviews)

Best Sellers Rank: #752,762 in Books (See Top 100 in Books) #200 in Books > Arts & Photography > Graphic Design > Commercial > Book Design #2230 in Books > Arts & Photography > Graphic Design > Techniques #10985 in Books > Arts & Photography > History & Criticism

Customer Reviews

I have submitted a few pieces to *Word It* in the past. I'm not a designer, but I admire the art and work designers produce. So I dab into graphic design as a hobby from time to time. *The Word It Book* like others have said is both whimsical, sometimes edgy, and above all an outlet for free creative expression. The beauty of the project is that it's not about competition or selling something, but it's more about expressing yourself, and sometimes making a statement. It's like visual poetry without lines and stanzas of words. It's great to see the site still going on. I just submitted a

piece yesterday after picking up the book on my library shelf. I'm spending this week getting re-acquainted with its content, and maybe I'll try to submitting more pieces in the coming months. If you appreciate graphic design and visual fun, this book is well worth the purchase.

The cool thing about this book is that the entries came from different readers of the site. You get a totally different angle from each entry and it is interesting to see where different minds took different words.

This is a book which not only jerks your creativity when you are stuck but also a book that you can put on your coffee table, carry when you are traveling or when you want to spend a quite relaxed evening with a hot cup of coffee. You can start from any page and stop anywhere to resume whenever you feel unlike normal books that needs to be started from page 1 and suddenly stopping midway sometimes feels uncomfortable.

Yes. There are no pearl crushers here. All are pearl fishers. The Word It Book is an absolute epitome of freedom of graphic expression. No clients, no logos. Indeed I have enjoyed the freedom of "tight brief" from Armin and Bryoni.

This book is a great addition to your coffee table collection. Fun, artful, witty, thought provoking. Graphic designers have put images to the meanings of specific words.

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