

CONTENTS

Foreword, by Steven Heller	9
Preface	11
Acknowledgments	13
PART 1. Graphic Design Exercises	15
Black Square Problem	16
Black and White Problem	28
Jack and Jill Problem	40
Circle, Square, Triangle Problem	52
Less Is More Problem	64
Altered Page Problem	74
Designing with Type Problem	82
Typographic Portraits Problem	90
Road Sign Problem	98
Life and Death Problem	110
UPC Problem	120
Sound Problem I	128
Graphic Design 101 Problem	140
Map Problem	148
Homage to André Breton Problem	156
PART 2. Illustration Exercises	165
World Record Problem	166
New York City Landscape Problem	172
Sound Problem II	178
Number Eleven Problem	184
Credits	190
Index	191