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Penguin Books - Design Museum

Joanna Prior - Managing Director, Penguin General Books. Joanna has had a guiding hand on Penguin's design for many years. In her role as Marketing and Publicity Director of Penguin UK (until July 2009) she helped to position Penguin's books for the marketplace through their cover design and stand-out marketing campaigns.

Penguin By Design A Cover

Penguin by Design: A Cover Story 1935-2005 [Baines, Phil] on

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Penguin by design : a cover story, 1935-2005 (Book, 2005

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Baines, Phil. Penguin by design: a cover story 1935-2005, London: Allen Lane, 2005. Explores 70 years of Penguin covers. Fifty Penguin Years: published on the occasion of Penguin Books' fiftieth anniversary , Harmondsworth: Penguin, 1985

9780141024233: Penguin by Design: A Cover Story

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1935-2005 ...

'Penguin by design: a cover story 1935-2005' was commissioned to celebrate the company's 70th birthday. Although certain periods of the company's history have been well-documented in the design press, this is the first comprehensive overview of their cover designs to be published.

Penguin by Design: A Cover Story 1935-2005: Amazon.co.uk ...

Penguin by Design is an exhaustive overview of the evolution of Penguin's book cover designs, from the start of the company to the modern day. The introduction claims it has the largest assembled Even as a kid, I noticed how Penguin Books had a unified design across all their book jackets, which was something I always appreciated:

Penguin by Design

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In *Penguin by Design: A Cover Story 1935-2005*, graphic designer Phil Baines charts the development of Penguin's iconic legacy, from the evolution of the Penguin logo itself to the seminal introduction of Romek Marber's simple cover grid in 1962, which reined in a new era of cover design.

The Cover Design of the Penguin English Library

Milton Glaser is a star of design and illustration, co-founder of the famous Push Pin Studios in 1954, and still working in his 80s. Glaser was a prolific designer of book covers through much of his career, most memorably in his long series of pen and ink Shakespeare covers for Signet (see below). He illustrated for many book publishers, including Penguin which commissioned a small number of ...

Penguin by Design: A Cover Story 1935-2005 by PHIL BAINES ...

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After Facetti's departure Penguin's design saw some of its less successful years, but the company has since revived its commitment to typography and cover design with particular series, notably the mid-1980s King Penguins collection of contemporary fiction with a cover grid designed by Mike Dempsey and Ken Carroll featuring the work of such illustrators as Andrei Klimowski.

Penguin by Design: A Cover Story 1935-2005: Amazon.de

...

Penguin cover designer Chris Bentham discusses the striking new cover for *The Rights of Man*.. This is an almost exact replica of the original cover for *The Rights of Man*. That's quite an unusual design approach but it felt right, given that there are so many parallels between the time that it was published (1940) and now - particularly the fact that human rights legislation, which H.G Wells ...

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Penguin paperback cover designs - Victoria and Albert Museum

AbeBooks.com: Penguin by Design: A Cover Story 1935-2005 (9780141024233) by Baines, Phil and a great selection of similar New, Used and Collectible Books available now at great prices.

PENGUIN COVER DESIGN - The Art of Penguin Book Covers

18 Apr 2013 - News from the art teams at Penguin. See more ideas about Book design, Penguin books and Book cover design.

20 inspirational Penguin book cover designs | Creative Bloq

Admittedly most of their covers until the Fifties, though distinctive in the three-tier horizontal design, were not that creative but things slowly changed no doubt because of market

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pressure from other paperback publishers. I thought Penguin covers really took off in 1962 with the use of Romek Marber's simple cover grid.

Penguin by Design: A Cover Story 1935-2005 by Phil Baines

By looking back at seventy years of Penguin paperbacks, Phil Baines charts the development of British publishing, book cover design and the role of artists and designers in creating and defining the Penguin look. Coupling in-depth analysis of designers - from Jan Tschichold to Romek Marber - with a wide-ranging look at the range of series and titles published - from early Penguins and Pelicans ...

Penguin by Design: "Good Design Is No More Expensive Than ..."

After buying the book "Penguin By Design: A Cover Story

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1935-2005". I started searching local book stores and online for some of the old Penguin and Pelican books. Here's what I have so far. "Seven Hundred Penguins" is another great book that shows an amazing collection of 700 book covers Do not grab my images and repost them on your flickr page.

Penguin & Pelican Collection | Flickr

Your cover design needs to include all the cover copy supplied and be designed to the specified design template (B format, 198mm high x 129mm wide, spine width 23mm), incorporating the Puffin branding and all additional elements such as the barcode.

Penguin by Design: A Cover Story 1935-2005: Phil Baines

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Penguin by Design was exactly what I was expecting. It is a chronological collection of Penguin covers from their beginnings

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to the present, organized into sections with explanations regarding the design of each "set" or series over time.

Adult Fiction Cover Award - Penguin Books

Get this from a library! Penguin by design : a cover story, 1935-2005. [Phil Baines] -- "Ever-since the creation of the first Penguin paperbacks in 1935, their jackets have become a constantly evolving part of Britain's culture and design history." "By looking back at seventy years of ...

Children's Cover Award - Penguin Books

Ever since Penguin published its first paperback in 1935, its covers have had a massive influence on British culture and design. More than 75 years on, they're as popular as ever, with some book jackets even making it onto T-shirts, deck chairs, mugs and posters.

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Penguin by Design: a Cover Story 1935-2005 - UAL Research ...

However, Penguin also uses the covers in their trailer for the Penguin English Library and the subject of cover design is one that comes up in many interviews, which makes it an epitext as well. Therefore, by using Genette's theory on paratexts, the covers of the Penguin English Library can be seen as paratexts that

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