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Aaron James Draplin

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Présentation de l'éditeur

Esquire. Ford Motors. The Obama Administration. Burton Snowboards. While all of these brands are vastly different, they share at least one thing in common: Aaron Draplin. The man behind developing the aesthetic and identity of these brands, Aaron Draplin is one of the new school of influential graphic designers who combines the power of design, social media, entrepreneurship, and DIY aesthetic to create a successful business and way of life. Draplin Design Co. is a mid-career survey of work, case studies, inspiration, road stories, lists, maps, how-tos, and advice. It includes examples of his work posters, record covers, logos and presents the process behind his design with projects like Field Notes and the Things We Love State Posters. Draplin also offers valuable advice and hilarious commentary that illustrates how much more goes into design than just what appears on the page. With Draplins humour and pointed observations on the contemporary design scene, Draplin Design Co. is the complete package for the new generation of designers.

Biographie de l'auteur

Aaron Draplin is the founder of the Draplin Design Co., based in Portland, Oregon. He has created print, identity, web development, and illustration work for Esquire, Nike, and Redwing Farms, among others.

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