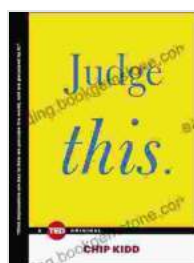


Judge This: The Unforgettable Book Covers of Chip Kidd

Chip Kidd is one of the most influential book cover designers of our time. His work is characterized by its wit, intelligence, and originality. He has designed covers for some of the biggest names in literature, including Cormac McCarthy, Salman Rushdie, and David Sedaris.



Judge This (TED Books) by Chip Kidd

★★★★☆ 4.3 out of 5

Language : English

File size : 33609 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 145 pages



Judge This is a collection of Kidd's most iconic covers, accompanied by his own commentary. The book is a fascinating look into the mind of a master designer and a celebration of the art of book cover design.

A Master of Wit and Visual Punctuation

Chip Kidd is a master of wit and visual punctuation. His covers are often playful and humorous, but they always manage to convey the essence of the book they represent.

For example, his cover for Cormac McCarthy's *No Country for Old Men* features a stark black and white image of a cowboy hat. The hat is tilted at a jaunty angle, and it casts a long shadow over the face of the wearer. The image is simple, but it perfectly captures the mood of McCarthy's novel: it is a dark and violent story about the decline of the American West.

Kidd's cover for Salman Rushdie's *The Satanic Verses* is equally clever. The cover features a close-up of a man's face. The man's eyes are closed, and he is wearing a scarf that covers his mouth. The scarf is decorated with Arabic script, which gives the cover a distinctly Middle Eastern flavor.

The cover is a powerful and provocative image. It suggests that the book is about Islam and the Middle East, but it also hints at the novel's more complex themes of identity, exile, and freedom.

An Appreciation of Typography

Chip Kidd is also a master of typography. He uses type in a variety of ways to create visually striking and memorable covers.

For example, his cover for David Sedaris's *Me Talk Pretty One Day* features a large, bold typeface that dominates the cover. The type is set in a bright blue color, which makes it stand out from the white background. The overall effect is eye-catching and playful, which perfectly captures the spirit of Sedaris's writing.

Kidd's cover for Jonathan Lethem's *Motherless Brooklyn* is another example of his masterful use of typography. The cover features a close-up of a man's face. The man's eyes are closed, and he is wearing a hat that

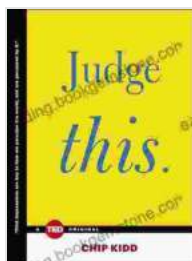
casts a shadow over his face. The only text on the cover is the title of the book, which is set in a small, understated typeface.

The cover is simple and elegant, but it is also very effective. The typography creates a sense of mystery and intrigue, which draws the reader in.

A Celebration of the Art of Book Cover Design

Judge This is a celebration of the art of book cover design. It is a collection of some of the most iconic covers of all time, and it is a fascinating look into the mind of a master designer.

If you are a fan of books, design, or simply great art, then you will love Judge This. It is a book that will inspire you and make you appreciate the power of book cover design.



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