

## Penguin By Design A Cover Story 1935 2005

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**The Journey of the Penguin** Emiliano Ponzi 2015 A charming picture book telling the imagined story of a penguin who waddled his way into history as the symbol of a beloved publisher, timed to the 80th anniversary of Penguin Books. In The Journey of the Penguin, award-winning graphic artist Emiliano Ponzi delivers a boldly illustrated, wildly imaginative, and terrifically fun story that brings to life the 'dignified yet flippant' bird that Allen Lane chose as the image of his revolutionary publishing company. This penguin goes on an adventure that takes him on to New York and into the hearts of readers everywhere.

**The Penguin Book of Japanese Short Stories** Jay Rubin 2018-06-28 This fantastically varied and exciting collection celebrates the great Japanese short story, from its modern origins in the nineteenth century to the remarkable works being written today. Short story writers already well-known to English-language readers are all included here - Tanizaki, Akutagawa, Murakami, Mishima, Kawabata - but also many surprising new finds. From Yuko Tsushima's 'Flames' to Yuten Sawanishi's 'Filling Up with Sugar', from Shin'ichi Hoshi's 'Shoulder-Top Secretary' to Banana Yoshimoto's 'Bee Honey', the Penguin Book of Japanese Short Stories is filled with fear, charm, beauty and comedy. Curated by Jay Rubin, who has himself freshly translated several of the stories, and introduced by Haruki Murakami, this book will be a revelation to its readers.

**Judging a Book by Its Cover** Nickianne Moody 2016-12-05 How do books attract their readers? This collection takes a closer look at book covers and their role in promoting sales and shaping readers' responses. Judging a Book by Its Cover brings together leading scholars, many with experience in the publishing industry, who examine the marketing of popular fiction across the twentieth century and beyond. Using case studies, and grounding their discussions historically and methodologically, the contributors address key themes in contemporary media, literary, publishing, and business studies related to globalisation, the correlation between text and image, identity politics, and reader reception. Topics include book covers and the internet bookstore; the links between books, the music industry, and film; literary prizes and the selling of books; subcultures and sales of young adult fiction; the cover as a signifier of literary value; and the marketing of ethnicity and lesbian pulp fiction. This exciting collection opens a new field of enquiry for scholars of book history, literature, media and communication studies, marketing, and cultural studies. **Jan Tschichold, Designer** Richard B. Doubleday 2006 Shortly after the end of the Second World War, Penguin Books made the bold decision to completely redesign its publications. Examining how Jan Tschichold took on the Herculean task of creating a uniform design, this title surveys the typographic revolution that Tschichold masterminded at Penguin.

**Penguin Special** Jeremy Lewis 2005 A“A masterly account of publishing in the twentieth century . . . A brilliant soap opera.” A–New Statesman (London) The founding of Penguin Books in 1935 revolutionized the publishing industry with the idea that great writing ought to be made available for the price of a pack of cigarettes. In telling the story of Penguin and its founder, Allen Lane, Jeremy Lewis traces the changes the company wrought in cultural and political life in England and in the publishing industry worldwide, from the publication of Ulysses, with its attendant obscenity trial, to the Penguin Specials that alerted prewar Britain to the Nazi threat. Rich with anecdote and suffused with Lane’s larger-than-life personality, Penguin Special touches on the entire twentieth century in its portrait of a man and a company that have changed the way the English-speaking world reads. A“Invaluable and fascinating.” A–Nick Hornby, Time Out (London) A“Hugely enjoyable . . . Jeremy Lewis’s biography is an extraordinarily vivid portrait of an extraordinary man.” A–The Sunday Telegraph (London) A“The book is a triumph. His knowledge of the publishing world is unrivaled and this must be the best survey of the nuts-and-bolts of the industry ever devised.” A–The Sunday Mail (U.K.)

**The Wisdom of the Heart** Henry Miller 2016-12-20 An essential collection of writings, bursting with Henry Miller’s exhilarating candor and wisdom In this selection of stories and essays, Henry Miller elucidates, revels, and soars, showing his command over a wide range of moods, styles, and subject matters. Writing “from the heart,” always with a refreshing lack of reticence, Miller involves the reader directly in his thoughts and feelings. “His real aim,” Karl Shapiro has written, “is to find the living core of our world whenever it survives and in whatever manifestation, in art, in literature, in human behavior itself. It is then that he sings, praises, and shouts at the top of his lungs with the uncontainable hilarity he is famous for.” Here are some of Henry Miller’s best-known writings: an essay on the photographer Brassai; “Reflections on Writing,” in which Miller examines his own position as a writer; “Seraphita” and “Balzac and His Double,” on the works of other writers; and “The Alcoholic Veteran,” “Creative Death,” “The Enormous Womb,” and “The Philosopher Who Philosophizes.”

**TM Mark Sinclair** 2014-09-08 TM offers graphic designers and those interested in the history of design and branding a uniquely detailed look at a select group of the very best visual identities. The book takes 29 internationally-recognised logos and explains their development, design, usage and purpose. Based on interviews with the designers responsible for these totems, and encompassing the marks from a range of corporate, artistic and cultural institutions from across the globe, TM reveals the stories behind such icons as the Coca-Cola logotype, the Penguin Books’ colophon and the Michelin Man. Authoritatively written, comprehensively researched and including a wealth of archival and previously unpublished images, TM is an opportunity to discover how designers are able to squeeze entire identities into 29 simple logos.

**The Broom of the System** David Foster Wallace 2016-10-18 Part of the Penguin Orange Collection, a limited-run series of twelve influential and beloved American classics in a bold series design offering a modern take on the iconic Penguin paperback Winner of the 2016 AIGA + Design Observer 50 Books | 50 Covers competition For the seventieth anniversary of Penguin Classics, the Penguin Orange Collection celebrates the heritage of Penguin’s iconic book design with twelve influential American literary classics representing the breadth and diversity of the Penguin Classics library. These collectible editions are dressed in the iconic orange and white tri-band cover design, first created in 1935, while french flaps, high-quality paper, and striking cover illustrations provide the cutting-edge design treatment that is the signature of Penguin Classics Deluxe Editions today. The Broom of the System The “dazzling, exhilarating” (San Francisco Chronicle) debut novel from one of the most groundbreaking writers of his generation, The Broom of the System is an outlandishly funny and fiercely intelligent exploration of the paradoxes of language, storytelling, and reality. **The Red Pony** John Steinbeck 1994-10-01 A Penguin Classic Written at a time of profound anxiety caused by the illness of his mother, Nobel Prize winner John Steinbeck draws on his memories of childhood in these stories about a boy who embodies both the rebellious spirit and the contradictory desire for acceptance of early adolescence. Unlike most coming-of-age stories, the cycle does not end with a hero “matured” by circumstances. As John Seelye writes in his introduction, reversing common interpretations, The Red Pony is imbued with a sense of loss. Jody’s encounters with birth and death express a common theme in Steinbeck’s fiction: They are parts of the ongoing process of life, “resolving” nothing. The Red Pony was central not only to Steinbeck’s emergence as a major American novelist but to the shaping of a distinctly mid twentieth-century genre, opening up a new range of possibilities about the fictional presence of a child’s world. This edition contains an introduction by John Seelye. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

**Logo Design Love** David Airey 2014-08-20 In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

*How Words Get Good* Rebecca Lee 2022-03-17 'A masterpiece' - Daily Mail 'A fascinating and funny look at what really goes into the making of a book' Sunday Times 'Inject this straight into my veins!' Lucy Mangan 'Engaging, informative, and fascinating!' David Bellos, author of Is That a Fish in Your Ear? Once upon a time, a writer had an idea. They wrote it down. But what happened next? Join Rebecca Lee, professional word-improver, as she embarks on the fascinating journey to find out how a book gets from author’s brain to finished copy. She’ll learn the dark arts of ghostwriters, uncover the hidden beauty of typesetting and find out which words end up in books (and why). And along the way, her quest will be punctuated by a litany of little-known considerations that make a big impact: ellipses, indexes, hyphens, esoteric grammar and juicy errata slips. Whoops. From foot-and-note disease to the town of Index, Missouri - turn the page to discover how books get made and words get good. Or, at least, better.

**Puffin by Design** Phil Baines 2010 Late in 1939 a chance meeting between Penguin founder, Allen Lane, and natural history publisher, Noel Carrington, changed the future of children’s publishing with the formation of a series called Puffin Picture Books. The first four titles appeared in 1940 and the series quickly established a reputation for presenting children’s non-fiction in a unique blend of editing and design. Puffin Story Books soon followed with the publication of Worzel Gummidge in 1941 and, like the original launch of Penguin itself, these story books appeared in the three horizontal stripe design. Looking back at seventy years of Puffin paperbacks, Phil Baines charts the development of Puffin and the role of illustrators and designers in creating and defining the identity of the Puffin list from the very first picture book through to modern day. Rich with stunning cover and inside illustrations, and filled with detail of individual titles, Phil discusses the changes in typography, illustration and printing techniques over Puffin’s spectacular 70-year history. An extraordinary and beautiful book, this is a perfect companion to Penguin By Design.

**Penguin by Design** Phil Baines 2005 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. Looking back at seventy years of Penguin, Phil Baines charts the development of British publishing, book cover design and the role of artists in defining the Penguin look.

**Iconic Designs** Grace Lees-Maffei 2020-01-23 Iconic Designs is a beautifully designed and illustrated guide to fifty classic 'things' – designs that we find in the city, in our homes and offices, on page and screen, and in our everyday lives. In her introduction, Grace Lees-Maffei explores the idea of iconicity and what makes a design 'iconic', and fifty essays by leading design and cultural critics address the development of each iconic 'thing', its innovative and unique qualities, and its journey to classic status. Subjects range from the late 19th century to the present day, and include the Sydney Opera House, the Post-It Note, Coco Chanel’s classic suit, the Sony WalkmanTM, Hello KittyTM, Helvetica, the Ford Model T, Harry Beck’s diagrammatic map of the London Underground and the Apple iMac G3. This handsome volume provides a treasure trove of 'stories' that will shed new light on the iconic designs that we use without thinking, aspire to possess, love or hate (or love to hate) and which form part of the fabric of our everyday lives.

*Classic Penguin: Cover to Cover* Paul Buckley 2016-08-02 From Drop Caps to DeLuxes, Penguin Creative Director Paul Buckley presents a visual overview of the innovative covers that have put Penguin Classics at the forefront of the book design world Winner of the 2016 AIGA + Design Observer 50 Books | 50 Covers competition Since the launch of Penguin Classics in 1946, innovative cover design has been one of its defining aspects. Today, Penguin Classics remains at the leading edge of the book-design world. In this curated tour featuring illuminating commentary by artists and writers, including Malika Favre, Mike Mignola, James Franco, Jessica Hische, Jillian Tamaki and many more, Penguin creative director Paul Buckley showcases more than a decade of stunning cover designs and the stories behind them. For lovers of classic literature, book design, and all things Penguin, Classic Penguin has you covered. Paul Buckley is creative director for Penguin Classics and oversees a large staff of exceptionally talented designers and art directors working on the jackets and covers of sixteen imprints within the Penguin Random House publishing group. Over the past two decades, his iconic design and singular art direction have been showcased on thousands of covers and jackets, winning him many awards and frequent invitations to speak in the United States and abroad. In 2010, he edited and introduced Penguin 75. Matt Vee is a designer and illustrator who attended School of Visual Arts and Pratt Institute. He has received two Gold Scholastic Art Awards and created logos for worldwide brands. His work has appeared in The Washington Post, The Huffington Post, Slate, Print magazine, Paste magazine, and UnderConsideration’s Brand New. Audrey Niffenegger is a visual artist and writer. In addition to the bestselling novels The Time Traveler’s Wife and Her Fearful Symmetry, she is the author of three illustrated novels and the editor of Ghostly. Elda Rotor is vice president and publisher for Penguin Classics. She has created and edited several series, including Penguin Civic Classics, Penguin Threads, Couture Classics, Penguin Horror, and Penguin Drop Caps.

**The Penguin Modern Classics Book** Henry Eliot 2021-11-18 The essential guide to twentieth-century literature around the world For six decades the Penguin Modern Classics series has been an era-defining, ever-evolving series of books, encompassing works by modernist pioneers, avant-garde iconoclasts, radical visionaries and timeless storytellers. This reader’s companion showcases every title published in the series so far, with more than 1,800 books and 600 authors, from Achebe and Adonis to Zamyatin and Zweig. It is the essential guide to twentieth-century literature around the world, and the companion volume to The Penguin Classics Book. Bursting with lively descriptions, surprising reading lists, key literary movements and over two thousand cover images, The Penguin Modern Classics Book is an invitation to dive in and explore the greatest literature of the last hundred years.

penguin-by-design-a-cover-story-1935-2005

**Penguin and the Lane Brothers** Stuart Kells 2015-08-26 An intimate partnership of three brothers – Allen, Richard and John Lane – lay at the heart of Penguin Books, the twentieth century’s greatest publishing house. In a spirit of daring and creative opposition, the brothers issued quality books on a massive scale and at minuscule prices – and achieved a revolution in publishing. The Lane boys did their best thinking together in bathroom board meetings, where at least one director would always be ‘mother naked’. They innovated in countless ways – in the early years, a church crypt served as their office and warehouse. Penguin was an unconventional upstart, bringing literary giants such as Agatha Christie, George Bernard Shaw, Virginia Woolf and Graham Greene to vast new audiences, and it seemed unstoppable. Yet the 1942 death of John Lane brought the troika to a halt. Allen, the enthusiastic frontman who relied on his younger brothers to drive Penguin’s success, became more erratic and suspicious over time. Ultimately, he would force Richard out of the company he had cofounded and built. A portrait of a remarkable family and a publishing powerhouse, Penguin and the Lane Brothers also explores the little known story of Richard Lane – the heart and backbone of Penguin, and its strongest influence. Richard’s experiences as a youth in Australia shaped his character and outlook; his dedication to the business was matched only by his devotion to his brothers. Relying on unprecedented access to Lane family sources, including Richard’s diaries, Penguin and the Lane Brothers sheds new light on the relationship of Allen, Richard and John, so crucial as a driver of Penguin’s spirit and success. By turns hilarious and tragic, moving and insightful, this is a groundbreaking counter-history of an unlikely publishing triumph.

**The Penguin Classics Book** Henry Eliot 2019-10-08 A historic guide to the world of Penguin Classics from its UK origin, covering a span from the ancient world to World War I, in a luxurious orange clothbound package with colored endpapers, full-color pages, and illustrations A Penguin Classic Hardcover Penguin Classics is the largest and best-known classics imprint in the world. The Penguin Classics Book covers all the greatest works of fiction, poetry, drama, history, and philosophy in between, this reader’s companion encompasses 500 authors, 1,200 books, and 4,000 years of world literature, from ancient Mesopotamia to World War I. Filled with stories of the series’ UK origin, author biographies, short book summaries and recommendations, and illustrated with historic Penguin Classic covers, The Penguin Classics Book is an entertaining historic look at the earliest chapters of the world’s best-known Classics publisher.

**Fifty Penguin Years** Penguin (Firm) 1985

**Penguin by Designers** Penguin Collectors’ Society 2007 In June 2005, to coincide with Penguin Books’ 70th anniversary, Derek Birdsall, Jerry Cinamon, Romek Marber, John Miles, David Pelham and Penguin Press’s current art director Jim Stoddart, all delivered illustrated talks at the V&A on their work designing for Penguin. The day was chaired by the type designer, teacher and graphic designer, Phil Baines. These talks have been edited and collected into a 184-page B-format paperback, with all 250 of the speakers’ slides and book covers reproduced in colour. This original, limited-edition book has been designed by the D&AD award-winner David Pearson.

**Re-Covered Rose** Marco Sonzogni 2011 When a reader picks up a book, the essence of the text has been translated into the visual space of the cover. Using Umberto Eco’s bestseller The Name of the Rose as a case study, this is the first study of book cover design as a form of intersemiotic translation based on the purposeful selection of visual signs to represent verbal signs. As an act of translation, the cover of a book ought to be an 'equivalent representation' of the text. But in the absence of any established interpretive criteria, how can equivalence between the visual and the verbal be determined and interpreted? Re-Covered Rose tackles this question in an original and creative way, laying the foundation for a new research trend in Translation Studies. Marco Sonzogni is Senior Lecturer in Italian, School of Languages and Cultures, Victoria University of Wellington, New Zealand. A widely published academic and an award-winning editor, poet and literary translator, he is the Director of the New Zealand Centre for Literary Translation/Te Tumu Whakawhiti Tuhinga.

**Complete Short Stories** Graham Greene 2005-02-01 The complete stories of a 20th century master of fiction Affairs, obsessions, ardors, fantasy, myth, legends, dreams, fear, pity, and violence–this magnificent collection of stories illuminates all corners of the human experience. Including four previously uncollected stories, this new complete edition reveals Graham Greene in a range of contrasting moods, sometimes cynical and witty, sometimes searching and philosophical. Each of these forty-nine stories confirms V. S. Pritchett’s declaration that Greene is “a master of storytelling.” This Penguin Classics edition features an introduction by Pico Iyer. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

**Inside Book Publishing** Giles Clark 2014-06-27 Now in its fifth edition, Inside Book Publishing remains the classic introduction to the book publishing industry, being both a manual for the profession for over two decades and the bestselling textbook for students of publishing. This new edition has been fully updated to respond to the rapid changes in the market and technology. Now more global in its references and scope, the book explores the tensions and trends affecting the industry, including the growth of ebooks, self-publishing, and online retailing, and new business models and workflows. The book provides excellent overviews of the main aspects of the publishing process, including commissioning, product development, design and production, marketing, sales and distribution. The book remains essential reading for publishing students, those seeking a career in publishing, recent entrants to the industry, and authors seeking an insider’s view. The accompanying website supports the book by providing up-to-date and relevant content.

**Advances in Ergonomics in Design** Francisco Rebelo 2021-06-28 This book provides readers with a timely snapshot of ergonomics research and methods applied to the design, development and evaluation, of products, systems and services. It gathers theoretical contributions, case studies and reports on technical interventions focusing on a better understanding of human machine interaction, and user experience for improving product design. The book covers a wide range of established and emerging topics in user-centered design, relating to design for special populations, design education, workplace assessment and design, anthropometry, ergonomics of buildings and urban design, sustainable design, as well as visual ergonomics and interdisciplinary research and practices, among others. Based on the AHFE 2021 International Conference on Ergonomics in Design, held virtually on 25–29 July, 2021, from USA, the book offers a thought-provoking guide for both researchers and practitioners in human-centered design and related fields.

*Penguin Portrait* Steve Hare 1995

**Front Cover** Alan Powers 2004-09-01 You can't judge a book by its cover...but some covers simply speak for themselves. The most influential book jacket designs from throughout the 20th century are on display, and the fascinating images track their evolution from throwaway utilitarian "dust jackets" into a powerful modern art form. Three hundred hardcover and paperback book jackets appear in full color, including many from rare first editions seldom seen outside a serious collector’s library. Accompanying analysis commemorates the contributions of top European and American artists like Victor Gollancz, Paul Rand, and Barnett Freedman; explains how cover art styles helped launch such publishing brands as Penguin and Bloomsbury; and explores the impact of today’s digitally designed covers.

**Graphic Design, Referenced** Bryony Gomez-Palacio 2009 A comprehensive guide to graphic design and print.

**Reading Penguin** George Donaldson 2013-07-26 Founded by Allen Lane in 1935, Penguin Books soon became the most read publisher in the United Kingdom and was synonymous with the British paperback. Making high quality reading cheaply available to millions, Penguin helped democratise reading. In so doing, Penguin played an important part in the cultural and intellectual life of the English speaking world. For this book, which has its origins in the successful international conference held at Bristol University in 2010 to mark 75 years of Penguin Books, recognised scholars from different fields examine various aspects of Penguin’s significance and achievement. David Cannadine and Simon Eliot offer wide historical perspectives of Penguin’s place and impact. Other scholars, including Alistair McCleery, Kimberley Reynolds, Andrew Sanders, Claire Squires, Susie Harries, Andrew Nash, Tom Boll and William John Lyons examine more particularised subjects. These range from the breaking of the Lady Chatterley ban to the visions of the future contained in Puffin Books; from Penguin Classics to the scholarly and commercial interests in publishers’ anniversaries; from the art and architectural histories of Nikolaus Pevsner to the art and design of Penguin covers; and from the translation of poetry to the transcription of the Dead Sea Scrolls. Together the essays depict much of what it was that made Penguin the most important British publishing house of the twentieth century.

*Breathless Homicidal Slime Mutants* Steven Brower 2010-09-07 A visually dynamic homage to the paperback. In 1968, John Leonard, then editor of The New York Times Book Review, listed the many merits of mass-market paperbacks: “They can be stuffed in purses, left in buses, dropped in toilets, used as coasters, eaten and thrown away. Their covers can be ripped off! Their spines can be broken! To buy a paperback today is to buy the means of revenging oneself on Western culture.” Fast-forward forty years. Leonard’s affectionately flippant assessment may need to be revised as the explosion of digital media threatens the livelihood of the printed word. More than an act of revenge on Western culture, to buy a paperback may be a means of preserving one of its more charismatic–and socially, politically, and aesthetically influential–species. Breathless Homicidal Slime Mutants celebrates the mass-market paperback and gives it its due. A vibrant tour that starts with books from the late nineteenth century up to today, examining the most popular genres–mystery, romance, Westerns, how-to, cooking, and diet, and highbrow literature packaged for the broader audience—it focuses on the history of the art and design of the format and how it is inseparable from the history of American literacy, tastes, and mores of the twentieth century.

*Penguin 75* Paul Buckley 2010 A unique exploration into the subtle art of the book cover High standards in art and design have always been part of Penguin’s publishing program. Now, on the occasion of Penguin’s 75th anniversary, longtime art director Paul Buckley has chosen seventy-five covers that represent the best of what Penguin has produced over the course of the last decade. Giving readers a rare behind-thescenes glimpse into the complex creation of a book’s cover, Penguin 75 includes comments from authors, agents, and editors, as well as the designers and artists themselves. This witty and irreverent journey into the book world will appeal to lovers of art, design, and, of course, books. With Contributions By: Paul Auster \* Tara McPherson \* Daniel Clowes \* David Byrne \* Elizabeth Gilbert \* Joe Sacco \* Tana French \* T.C. Boyle \* Seth \* Tom Gauld \* William T. Vollmann \* Art Spiegelman \* Kim Edwards \* Melissa Bank \* Ruben Toledo \* Tomer Hanuka \* Jamie Keenan \* Roz Chast \* Garrison Keillor \* Yoshihiro Tatsumi \* Sam Weber \* Paul Sahre \* Tony Millionaire \* Nicholas Blechman \* Jon Gray and many others!

*The Pastures of Heaven* John Steinbeck 1995-04-01 A Penguin Classic In Nobel Prize winner John Steinbeck’s beautifully rendered depictions of small yet fateful moments that transform ordinary lives, these twelve early stories introduce both the subject and style of artistic expression that recur in the most important works of his career. Each of these self-contained stories is linked to the others by the presence of the Munroes, a family whose misguided behavior and lack of sensitivity precipitate disasters and tragedies. As the individual dramas unfold, Steinbeck reveals the self-deceptions, intellectual limitations, and emotional vulnerabilities that shape the characters’ reactions and gradually erode the harmony and dreams that once formed the foundation of the community. This edition includes an introduction and notes by James Nagel. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

**Seven Hundred Penguins** Penguin (Firm) 2007 A collection of Penguin covers from Britain and around the world, Seven Hundred Penguins is a celebration of jackets that remain visually distinctive and addictive to us today, f rom the beautiful to the garish, design classics to design oddities. A full-colour, sensuous delight, with one jacket on every page, the featured jackets represent the personal favourites of Penguin staff from offices all over the world, and run from Penguin’s birth in 1935 to the end of the twentieth century. Throughout there are jackets that bring back a flood of memories of the first time a book was read; there is beautiful typography from Jan Tschichold; arresting illustrations; visual witticisms from Derek Birdsall; countless mutations of the much-loved Penguin grid. There are also, with no formula at all, jackets that just make sense. Featuring old favourites and plenty of surprises, 700 Penguins is a unique and inspiring collection of the most impactful and well-loved Penguin covers of the twentieth century.

*Once There Was a War* John Steinbeck 2007-08-28 A Penguin Classic “Age can never dull this kind of writing,” writes the Chicago Tribune of John Steinbeck’s dispatches from World War II, filed for the New York Herald Tribune in 1943, which vividly captured the human side of war. Writing from England in the midst of the London blitz, North Africa, and Italy, Steinbeck focuses on the people as opposed to the battles, portraying everyone from the guys in the bomber crew to Bob Hope on his USO tour. He eats and drinks with soldiers behind enemy lines, talks with them, and fights beside them. First published in book form in 1958, these writings, now with a new introduction by Mark Bowden, create an unforgettable portrait of life in wartime that continues to resonate with truth and humanity.

**Postcards from Penguin** Penguin 2010-09-15 A collection of 100 postcards, each featuring a different and iconic Penguin book jacket. From classics to crime, here are over seventy years of quintessentially British design in one box. In 1935 Allen Lane stood on a platform at Exeter railway station, looking for a good book for the journey to London. His

disappointment at the poor range of paperbacks on offer led him to found Penguin Books. The quality paperback had arrived. Declaring that 'good design is no more expensive than bad', Lane was adamant that his Penguin paperbacks should cost no more than a packet of cigarettes, but that they should always look distinctive. Ever since then, from their original - now world-famous - look featuring three bold horizontal stripes, through many different stylish, inventive and iconic cover designs, Penguin's paperback jackets have been a constantly evolving part of Britain's culture. And whether they're for classics, crime, reference or prize-winning novels, they still follow Allen Lane's original design mantra. Sometimes, you definitely should judge a book by its cover.

**Book Cover Designs** Matthew Goodman 2016-01-28 Browse more than 500 book cover designs and listen to more than 50 of today's top designers discuss their process for creating the perfect book cover. Award-winning creative professionals from around the world have applied astonishingly clever cover concepts that playfully on titles and themes of international bestsellers, both classic and modern, adding new dimensions to the books and breathing new life into bright ideas. Literature lovers and graphic illustrators of all types, as well as book design students and professionals, will relish this inspiring collection of covers of fiction and nonfiction, history and science books, novels and short stories, from old favorites to popular 21st-century titles. For future designers looking for inspiration, as well as hopeless cover lovers, Book Cover Designs is a must-have design reference for any collection. Feel free to judge these books by their covers.

**Penguin by Design** Phil Baines 2005 By looking back at seventy years of Penguin paperbacks, graphic designer Phil Baines charts the development of British publishing, the ever-changing currents of cover art and style, and the role of artists and designers in creating and designing the Penguin look. Rich with stunning illustrations and filled with details about individual titles, designers, and even the changing size and shape of the Penguin logo itself, Penguin by Design shows how covers become design classics. Features 600 color illustrations

**Anatomy of Design** Steven Heller 2009-03-01 **DIY** Anatomy of Design dissects fifty examples of graphic design piece by piece, revealing an array of influences and inspirations. These pieces represent contemporary artifacts that are well conceived, finely crafted, and filled with hidden treasures. Some are overtly complex. Others are so simple that it is hard to believe there's a storehouse of inspiration hidden underneath. The selections include all kinds of design work including posters, packages, and more. Each exhibit is selected for its ubiquity, thematic import, and aesthetic significance, and every page shows how great work is derived from various inspirational and physical sources, some well-

known, some unknown./div

**East of Eden** John Steinbeck 2016-10-18 Part of the Penguin Orange Collection, a limited-run series of twelve influential and beloved American classics in a bold series design offering a modern take on the iconic Penguin paperback. A Penguin Classic Winner of the 2016 AIGA + Design Observer 50 Books | 50 Covers competition. For the seventieth anniversary of Penguin Classics, the Penguin Orange Collection celebrates the heritage of Penguin's iconic book design with twelve influential American literary classics representing the breadth and diversity of the Penguin Classics library. These collectible editions are dressed in the iconic orange and white tri-band cover design, first created in 1935, while french flaps, high-quality paper, and striking cover illustrations provide the cutting-edge design treatment that is the signature of Penguin Classics Deluxe Editions today. East of Eden The masterpiece of Steinbeck's later years, East of Eden is a sprawling epic in which Steinbeck created his most mesmerizing characters and explored his most enduring themes: the mystery of identity, the inexplicability of love, and the murderous consequences of love's absence.

**Worzel Gummidge** Barbara Euphan Todd 2002-03-07 Susan and John are having a very dull holiday in the country until they meet Worzel. They are amazed by the walking, talking bundle of clothes and straw. He's half scarecrow and half human but best of all, he's a wizard! Susan and John soon grow to love Worzel and share all sorts of magical adventures with their unusual friend.

**By Its Cover** Ned Drew 2005-08-11 We all know we're not supposed to judge books by their covers, but the truth is that we do just that nearly every time we walk into a bookstore or pull a book off a tightly packed shelf. It's really not something we should be ashamed about, for it reinforces something we sincerely believe: design matters. At its best, book cover design is an art that transcends the publisher's commercial imperative to reflect both an author's ideas and contemporary cultural values in a vital, intelligent, and beautiful way. In this groundbreaking and lavishly illustrated history, authors Ned Drew and Paul Sternberger establish American book cover design as a tradition of sophisticated, visual excellence that has put shape to our literary landscape. By Its Cover traces the story of the American book cover from its inception as a means of utilitarian protection for the book to its current status as an elaborately produced form of communication art. It is, at once, the intertwined story of American graphic design and American literature, and features the work of such legendary figures as Rockwell Kent, E. McKnight Kauffer, Paul Rand, Alvin Lustig, Rudy deHarak, and Roy Kuhlman along with more recent and contemporary innovators including Push Pin Studios, Chermayeff & Geismar, Karen Goldberg, Chip Kidd, and John Gall.