D.I.Y.: Design It Yourself (Design Handbooks)

By Ellen Lupton

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Not satisfied with the new T-shirts on sale at the local mall? Maybe you'd like a wedding invitation that expresses your own vision, not your party planner's? How about some personalized stationery? An upgrade to your website? A business card? A poster for your political campaign? A CD package for your band? Sound good? Then get up off your couch and Design It Yourself! Avoid graphic identity theft: build your own. Ellen Lupton, bestselling author of *Thinking with Type*, will show you how.

DIY: Design It Yourself, provides you with all the tools you'll need to create your own projects, from conception through production. Here you will find:
- simple ideas on how you can "think like a designer"
- clear and coherent explanations of design technologies, from silk-screening to web development
- what materials you'll need to get your job done
- where to find and buy them
- how much time and experience your project demands
- diagrams that show how to handle complex tasks
- basic typographic dos and don'ts
- the history and theory of the DIY design movement
- hundreds of innovative and beautiful projects for inspiration

No more excuses. With this book, virtually any design task is within your grasp. Just do it (yourself)!

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Editorial Review

Review
...this book offers constructive and elegant projects that are easy to understand for a range of abilities. -- *Bust, Feb/Mar 2006*

A crash course in promotion and visual design, *D.I.Y.: Design It Yourself* is the perfect book for anyone looking to pimp their brand, their band, their blog or just their Christmas card list. -- *Penascola Independent News, November 29, 2007*

Lupton wants the objects to go out into the world, as emissaries of individual creativity. Inspiration begets inspiration. -- *Syndicated-Washington Post, Philadelphia Enquirer, etc., March 2006*

Dispense With Designers, She Says - Create It Yourself

"*D.I.Y.: Design It Yourself* is probably the only home-crafts book out there that shows you how to apply a screen print to a throw pillow on one page and extensively quotes the Italian Marxist Antonio Gramsci on another." -- Jeff Turrentine --The Philadelphia Inquirer, March, 2006

"This book is more than a handbook--it's an empowerment tool. There's something here to bring out the designer in everyone . . . So if you're getting tired of ubiquitous corporate brands, pick up this book and get started on a more personal and meaningful alternative." --Baltimore Magazine, May 2006

"Ellen Lupton believes that you - yes, you - are a brilliant designer.

It does'nt matter if you are colorblind, or if you can't draw., or if you have never been sure whether shagreen is something wallets are made of or something that goes in salads at fancy restaurants. " -- Jeff Turrentine -- Staten Island Advance, March, 2006

"Her goals are revolutionary, and her manifesto goes something like this: Each one of us has a unique way of looking at, and dealing with, the everyday world. So why shouldn't the basic units of that world - coffee cups, envelopes, business cards, tote bags - bear our individual stamp? Multinational corporations put their brand on everything they make. Why can't you and I have our own brands too?" --Courier, March, 2006

"I love the aesthetic of the book. It has a really young, contemporary feel, rather than that grandmotherly style found in a lot of craft books. I'm looking forward to spending a lot more time with D.I.Y." --Gwinnett Daily Post, June 18, 2006

"What separates DIY from other craft books is that Lupton is hoping the projects inspired by it will not just end up on somebody's bedroom shelf. She and her students want the objects to go out into the world, as tangible emissaries of individual creativity. Inspiration begets inspiration." --Washington Post, April 2006

"With technological advances, everyone can be a graphic designer if only to create a personal Web presence, video, CD label, photo book, personal papers, newsletter, T-shirt, greeting card." -- DK Holland -- Communication Arts

"Todays D.I.Y. ethic emphasizes customization over craft. The point is not to perfect an underlying skill, but

to produce something thats yours alone." --Print

"If Martha Stewart transmogrified into a passel of inventive 20- and 30-somethings, she might have come up with this design handbook about everyday art, which has chapters on everything from books and blogs to invitations, newsletters, posters, stationary, fliers, press packets and t-shirts." --Baltimore Sun

"Whether youre truely artistically inclined or just aspire to be, thi sbook will make you feel like Michelangelo sculpting away at the David.Corporate America should be worried..." -- Joanna Munoz --URB Magazine

"...Its not so much no brand as just be your own brand" -- Jason Tinney --UbaniteBaltimore.com:

"Whatever your aim, you'll find clever ideas, intriguing examples and inspirational starting points." -- Computer Arts

"...she wasnt saying, Lets teach everybody to do what we do, but rather, Let them do what we used to do - create ephemeral artifacts. Well learn to use our talents for a higher purpose, to make significant ideas public." -- Ellen Shapiro --Print

"A fun-filled, project-based primer in visual literacy that encourages the aesthetically inclined to get intimate with the design process and become a DIY digital cowboy." --Utne

"Lupton is determined to bring basic design skills to the masses." --House and Garden

"Finally - good design for the masses! This fabulously designed (of course) book was produced collaboratively by the self-described bastard children of the fine arts: MICA graphic design students and faculty....Each page is an open invitation to reinvent your world, as well as yourself." -- Goli Mohammadi -- Make: Technology on Your Time:

"Design is a way of thinking and creating that is accessible to everyone." --Coral Gables Living

"On the offing are inspired suggestions for how to customize business cards, clothing, press kits, and zines. If you've got creative juice, D.I.Y. will get it flowing." --ReadyMade

"It's a book. No, it's a web site. Wait! It's both. The book shows you how to create business cards, flyers, invitations . . . and lots more, all packaged in a sophisticated design for non-designers. If you visit the web site, you can pick a project and find design guides to download and a list of fabulous resources to take you farther." --Skirt!

"a hip head-on dive into the world of creative arts...The book offers practical tips on everything from bogging and web site design to how to make a more personal statement with business cards and party invitations." -- Jordan Bartel --Carrol County Times

Simple ideas and concepts are repackaged into sophisticated design solutions for all lifestyles. This book beautifully shows that there are creative uses for anything, from bags, to stagionary, T-shirts, coasters, logos,.. you name it. You Can Do It Too :)- Elke Gasselseder from Baltimore --Just Do It... Yourself (rating 5 out of 5)

"Lupton, a designer/writer/curator/educator who has written the book on D.I.Y. (D.I.Y. Design It Yourself,

from Princeton Architectural Press) has had a lot to do with bringing a variety of design disciplines to public consciousness." --Design Arts Daily

Review
Putting Your Stamp On Everyday Items

"(D.I.Y.) aims to show readers who long to put their personal imprints on everyday items and products how to do just that."

"(D.I.Y.) fills the gap between a designer's knowledge and an average person's vision, showing how to create everything from web blogs and business cards to unique gifts, eye-catching flyers and newsletters, stickers, t-shirts and more." -- James A. Cox

"a newbie's look at the world of graphic design that should appeal to even the most jaded Quark jockey.

Perhaps more importantly, the book is a document of our modern world, where blogging, customized clothing, and handmade posters are the norm." -- J. Bowers

"I love the aesthetic of the book. It has a really young, contemporary feel, rather than that grandmotherly style found in a lot of craft books. I'm looking forward to spending a lot more time with D.I.Y."

"Design ideas and tips for anyone who enjoys publishing and photography and design on paper, T-shirts or the web."

"Blending just the right amount of theory and technique, this book offers constructive and elegant projects that are easy to understand for a range of abilities."

Review
"On the offing are inspired suggestions for how to customize business cards, clothing, press kits, and zines. If you've got creative juice, D.I.Y. will get it flowing."

Users Review

From reader reviews:

Lee Durfee:

Book is to be different for every single grade. Book for children until adult are different content. We all know that that book is very important normally. The book D.I.Y.: Design It Yourself (Design Handbooks) had been making you to know about other knowledge and of course you can take more information. It is rather advantages for you. The reserve D.I.Y.: Design It Yourself (Design Handbooks) is not only giving you far more new information but also to get your friend when you feel bored. You can spend your spend time to read your reserve. Try to make relationship with all the book D.I.Y.: Design It Yourself (Design Handbooks). You never feel lose out for everything if you read some books.

John Dudley:

The reserve untitled D.I.Y.: Design It Yourself (Design Handbooks) is the reserve that recommended to you to learn. You can see the quality of the book content that will be shown to an individual. The language that

article author use to explained their ideas are easily to understand. The article writer was did a lot of analysis when write the book, to ensure the information that they share to you is absolutely accurate. You also might get the e-book of D.I.Y.: Design It Yourself (Design Handbooks) from the publisher to make you more enjoy free time.

Richard Puccio:

The book untitled D.I.Y.: Design It Yourself (Design Handbooks) contain a lot of information on this. The writer explains the woman idea with easy approach. The language is very easy to understand all the people, so do not necessarily worry, you can easy to read this. The book was published by famous author. The author brings you in the new age of literary works. It is easy to read this book because you can read on your smart phone, or gadget, so you can read the book in anywhere and anytime. In a situation you wish to purchase the e-book, you can open their official web-site and order it. Have a nice examine.

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