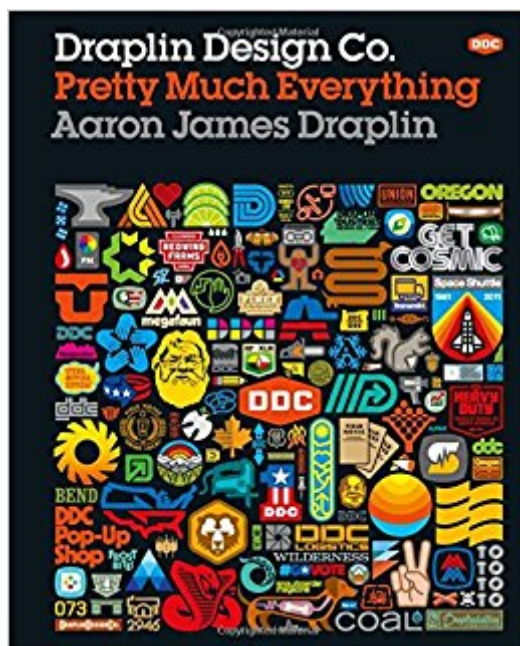


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# Draplın Design Co.: Pretty Much Everything



## Synopsis

Esquire. Ford Motors. Burton Snowboards. The Obama Administration. While all of these brands are vastly different, they share at least one thing in common: a teeny, little bit of Aaron James Draplin. Draplin is one of the new school of influential graphic designers who combine the power of design, social media, entrepreneurship, and DIY aesthetic to create a successful business and way of life. *Pretty Much Everything* 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 Draplin’s humor and pointed observations on the contemporary design scene, *Draplin Design Co.* is the complete package for the new generation of designers.

## Book Information

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## Customer Reviews

“Aaron Draplin is sort of like the Bernie Sanders of graphic design. . . . Now the designer is dropping a book called *Pretty Much Everything* (out May 17), and according to the official announcement it’s going to be a mid-career survey of work, case studies, inspiration, road stories, lists, covers, and logos. Chances are it’s probably going to be pretty damn funny, too.” (WIRED)

Aaron James Draplin is the founder of the Draplin Design Co., based in Portland, Oregon. He has

created print, identity, and illustration work for Timberline Lodge, Woolrich, Patagonia, Nike, Mark Maron, and Sasquatch Festival, among others.

As one other reviewer mentioned, DO NOT BUY THE DIGITAL VERSION OF THIS BOOK. It is a joke. The publisher should not be pretending like they have a worthwhile digital version to offer. You will not get a high-resolution image of each page, as I had foolishly hoped for. You will get the text of the book stripped of all visual design elements, and the graphical elements will be offered to you as crappy thumbnail images, presented one per page, interstitially, throughout the book. It is terrible. The Kindle sample will give you a good sense for how bad it is. Please don't make the same mistake I did.

Another awesome design book to add to your collection. Funny, philosophical, and down to earth. I only wish that more designers would put out material like this. This book is packed with quality behind the scenes photos, commentary, and the work itself. I look forward to more to come from the DDC. The only slight I have against this product has nothing to do with the product itself, but the way it is shipped. I received my hardcover book, naked, entombed in a cardboard slipcase. Due to the weight of the book itself, the corners were badly damaged during shipping / handling. It is a disappointing blemish on an otherwise high quality piece of work., you are doing this book a disservice.

I could have written this review before I received the book. I knew it was going to be awesome and let me tell you, it did not disappoint. What I like most about Aaron (aside from his work) is his down to earth nature. He's just a dude making awesome stuff. Not pretentious at all. Get to know him through this book. You won't be disappointed. So far I have read most of the book...incredible imagery. Love the attention to detail that he took crafting each page. Long story short...if you are a designer looking for inspiration from a hell of a guy and an incredible artist, BUY THIS BOOK. Oh and BTW If you've never seen him speak, definitely put that on your bucket list.

An inspirational kick in the pants, Aaron's book shows his rise to the top and that there's hope for the rest of us. If we put in the work! His life-long attention to detail is showcased throughout the book, resulting in an intimate, behind-the-scenes look at our favorite underdog graphic designer. Aaron's transparency is refreshing and his personality comes through on every page; my favorite is the 2-page spread on his dog, Gary! If this book doesn't inspire you to create

something new and to start your own thing, I'm not sure if anything else will. For many of us designers, this is what we aspire to become, so it's nice to see one of the good guys win. If you've been on the fence to purchase the book or if you've (been living under a rock?) never heard of Aaron, don't hesitate! You will love this book! I think everyone will be able to see a little piece of themselves inside. What this book is not: This is not a text book or instructional book that is going to give step-by-step instructions on how to become a graphic design legend. What this book is: The book is full of inspiration from thumbnail sketches to logo variations and DDC merch. Best of all, the book is a steal on , but in general when it comes to premium design books. This could easily be priced at double or triple the price and still be highly sought-after and one of the most demanded graphic design books in recent years. Now, go make some vectors!

Design books can be tricky things, sometimes coming off as far too technical or other times veering into empty territory where images are shown with no context. What sets a good design book apart is threading the needle of showing the work and providing the background on what helped to shape the creative process. Pretty Much Everything is a great example of how to do this well. The book covers seemingly every aspect of how Aaron Draplin got to where he is, and what informs his creative process. Throughout, we see examples of the numerous designs Draplin has been a part of. The book itself is a real thing of beauty, solid, well made, and with a wonderful textured cover. All in all, this is one of the better design books I've had the pleasure of reading.

This is an amazing book. Breathtaking, really. I find myself more inspired to do great design. I am a motion graphics artist and even though that's not what this book is about, it's an awesome read. I LOVE the cover - the design, the 3D feel. however, I am very disappointed in the shipment quality. I am trying to replace it with a non damaged version. But after looking at the other reviews I have a feeling it might be a pointless pursuit. Bummer :/ Edit: , as usual is on their game. I received the replacement very quickly, with better protection. I'm adding a new picture. I hope they ship this book with this same packaging in the future. :)

Aaron Draplin is such a inspiration to me and it is so awesome seeing his work and progression throughout the years and the little tips he gives everyone throughout the book. As another reviewer said, I really can't believe this is only \$24.00, the printing is fantastic, the layout is fantastic, everything is beautiful. Thank you Aaron Draplin for making this affordable for a struggling designers like me. Anyways, if you are a serious designer or love design, get this book you will not regret it, it is

seriously worth every penny! :)

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