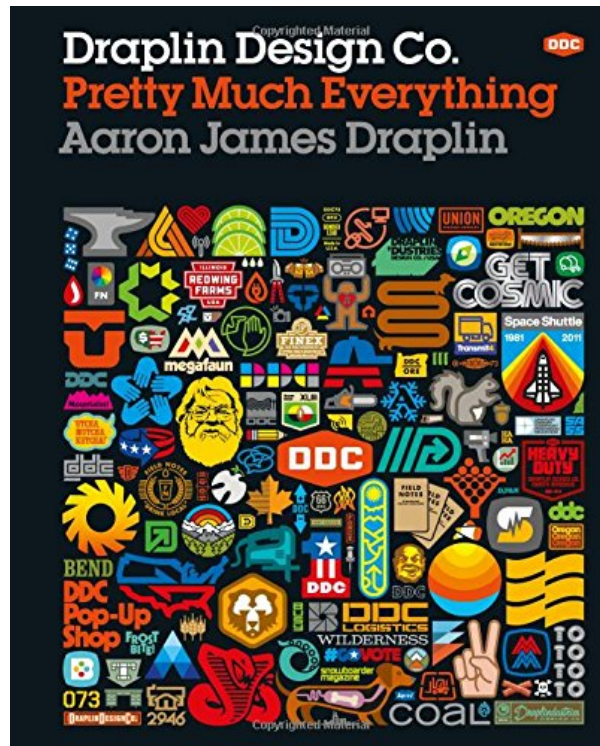


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Review

“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)

About the Author

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.

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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.

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The DDC Delivers. Amazon does not.

By aphextim

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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.

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I Love DDC

By Stephen E.

Aaron Draplin is one of my design heroes. I picked up this book last week and am so impressed by it. But, of course, why would I not be? DDC is an incredible company and I'm hugely impressed with the style and the commitment to excellence and detail. I've watched DDC videos, bought his apparel, products, and even have his San Francisco poster hanging on my wall.

This book is really really amazing. It's perfect and the way it's put together is absolutely stunning. It's quality is out of this world and is one of the better books I have ever purchased. If you have any interest in logos, vintage design, America, or even photography -- this book is for you. One more thing: DDC pioneered some of the best brands including Field Notes; one of my favorite products of all time. This book showcases Field Notes, as well. I really can't say enough about this book. You should be lucky to have it as part of your collection.

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