

# Sample Book Brief

Updated:	06.12.18
Proposed book title:	Susanna Walker
Proposed subtitle:	Honesty in Graphic Design
Proposed author:	Susanna Walker; Foreword options: Aaron Betsky, Steven Heller & Alice Twemlow
Author's hometown:	Charlottesville, Virginia
Book category:	Graphic design
Suggested price:	\$40
Format:	Hard cover
Trim:	8 x 10.5 inches
Pages:	224 pages
Words:	20,000
Images:	300+

## Subject

The subject is honesty in graphic design, based on the work and theories of Susanna Walker.

## Concept

In 2015, Susanna Walker created a shift from a complex, layered, oblique, and dystopian design movement toward a simple, clear, minimal, and utopian approach. In this book, Walker and other designers explore these ideas through specific individual examples and larger projects.

The content is driven by a noholds-barred, all-is-revealed approach. Project overviews are on steroids: candid thoughts about the work and process, alongside actual presentation documents, rejected concepts, and the final project. This is the information that most firms call trade secrets and will not reveal. Issues from choosing the right client to working with large-scale or tiny clients are also discussed.

True to Walker's approach, humor and levity is a large part of the tone. This is the tell-all book for designers, complete with pictures.

## Why a book on this concept?

As a culture that depends upon a mentorship system, designers are looking to the leaders of the profession for inspiration and examples. Walker is an acknowledged leader internationally. Her work, process, ideas, and formal approach are widely sought by the design community as evidenced by the large amount of press coverage over the last two decades.

The book will appeal to students and academicians, beginning designers, midcareer designers, seasoned designers, and followers of design. The work presented here expands on the ideas that have led to her success. This is not a monograph of individual artifacts. It is candid, clear, and honest.

Optimism in design is an evergreen idea. It is now even more relevant. While the trend may swing toward dystopian and ugly with a select few designers, the vast majority of designers gravitate toward the positive approach.

# Description of Book Content

Foreword by Aaron Betsky, Steven Heller, Lorraine Wild, and Alice Twemlow [or another author to be determined]

## Introduction

### 1. Clarity, Purity, and Resonance: Copy and Historical Imagery

(incorporated throughout are sidebars that relate these ideas to specific examples)

### 2. Charting the Course

The first projects

Issues with launching the firm and working near Monticello

Growing pains

Early notoriety: The good and bad

### 3. Bad Detours

Brief merger with another company

Rebuilding and starting again

IDC Aspen Fellow

### 4. Working with the Big Boys

Integrating bigger thinking and strategy

Working with large corporations vs. smaller clients

Corporate politics

Understanding a vast range of opinions

### 5. Getting a Fat Head

Believing your own press

Staying true to core values

Doing what we love

Managing multiple clients and building consensus

### 6. Leadership

AIGA

Teaching at VCU

Speaking around the world

### 7. Staying Alive

The recession and business

Running a business and managing designers

Individual projects include concepts, presentation boards and documents, rejected solutions, process, and final outcome.

Resources

Index

## How will this material be presented?

The material will be presented by chapter, approximately 4,000 words each, with examples of publications, posters, marks, letterforms, identity systems, exhibitions, signage, motion, and web design. Sidebars, callouts, pull quotes, and visual references will also be incorporated.

## Audience

The audience includes students and academicians, beginning designers, midcareer designers, seasoned designers, and followers of design.

## Why will this book sell?

Walker's reputation is stellar. There has been a call for a book solely on Walker's work for many years. Her advice and knowledge is in constant demand with speaking engagements, magazine articles, online coverage, and competition juries. Her online blog, [susannawalker.design/blog](http://susannawalker.design/blog), has been cited as one of the top 10 design blogs internationally. There are few books that combine the work of a noted designer with sensitive internal materials that are used in the creation of a project.

## Similar Books

- *Paul Rand*, Phaidon Press (2000)
- *Design, Form, and Chaos*, Yale University Press (1993)
- *Born Modern: The Life and Design of Alvin Lustig*, Chronicle Books (2010)
- *Ogilvy on Advertising*, Vintage (1985)
- *The Art of Looking Sideways*, Phaidon Press (2001)

## Three Key Selling Points

1. There is no other book like this on the market.
2. Walker is internationally recognized. This will be the first book covering Walker in depth.
3. Walker's other books were commercially and critically successful.

## Author Information

Susanna Walker is a partner at Susanna Walker Design in Charlottesville, Virginia. She has been recognized by every major competition and publication including *Step*, *Communication Arts*, *Graphis*, AIGA, the Type Directors Club, the British Art Directors Club, and the New York Art Directors Club. She has been exhibited often, including a solo exhibition at the San Francisco Museum of Modern Art. Walker has been cited as one of the forty most important people shaping design internationally in *I.D.* magazine's ID40.