A Smile in the Mind - Revised and Expanded Edition: Witty Thinking in Graphic Design

Beryl McAlhone, David Staurt, Greg Quinton, Nick Asbury

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Forty years of "witty thinking" from over 500 designers, including hundreds of visual examples and interviews with the world's top practitioners

First published in 1996, *A Smile in the Mind* rapidly became one of the most influential books in graphic design – a rich sourcebook of design ideas and an entertaining guide to the techniques behind witty thinking.

Now extensively revised and updated, this book explores the powerful role of wit in graphic design, making the case for wit, as the magical element that builds the world's biggest brands and engages people with messages that matter. Packed with illustrations showcasing the use of wit by today's practitioners alongside classic examples, *A Smile in the Mind* brings together the best projects from around the world and across the decades. The different routes designers can take are examined and illustrated with inspirational examples, exploring wit by technique (such as ambiguity, substitution and double takes), application (including posters, packaging and data visualization) and business area, spanning digital, retail, arts and culture, politics and even matters of life and death.

The book also features interviews with legendary designers past and present, answering the biggest question of all: how did they get the idea? Designers offer a glimpse into their private working methods and thought processes, and reveal the inspiration behind classic pieces of work.

Showcasing forty years of witty thinking and including over 1,000 projects and 500 designers and creative thinkers, *A Smile in the Mind* is an essential compendium of contemporary designs and a celebration of classic pieces, resulting in the definitive guide to wit in graphic design. Written with humour and insight, it offers designers a friendly read, a helpful sourcebook and a trigger for ideas.

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