



Make your own luck : A DIY attitude. Edition en anglais

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Kate Moross

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224 pages

Revue de presse

Full of typography, illustration and photographs of her work and studio, here's hoping Make Your Own Luck is just the first in a series of books to help designers and creatives overcome self-imposed boundaries. -- itsnicethat.com, 20th February 2014

Moross' infectious enthusiasm and sheer love for design, coupled with her clear-headed pragmatism and a no-nonsense approach to business render this how-to guide an invaluable source of inspiration for budding entrepreneurs. --Aesthetica Magazine

It's marvellous. --The Guardian, March 2014 Présentation de l'éditeur

From art school student to designer for Nike, Topshop, and Google, Kate Moross has lived the life that young graphic artists dream of. But it hasn't always been a smooth ride, and in this informative memoir and guide Moross offers true insider's tips on how to make it in a highly competitive field. Written in an approachable, forthright, and refreshingly honest tone, Make Your Own Luck features chapters on how to thrive in art school, developing your own style, how to self-promote, collaboration with other artists, how to deal with 'copycats,' and when to consider working for free. She also touches on the fine points of music packaging and videos, how to find an agent, and looks back on the touchstone moments that helped shape her career. Designed to mimic Moross's signature bold, brightly coloured style, this book is filled with dozens of examples of her work for companies such as Google, Adidas, and Nokia, as well as musicians including Simian Mobile Disco, Jessie Ware, Zomby, and Pictureplane. Irreverent and packed with enormously helpful tips for designers of all stripes, Make Your Own Luck is certain to become an indispensable guide for anyone interested in graphic art as a vocation or hobby. Biographie de l'auteur Kate Moross is a graphic designer, illustrator and art director. She has worked prolifically, creating vibrant artwork for some of the world's most successful companies. In 2012 she launched Studio Moross, a full-service creative design studio based in London.

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