

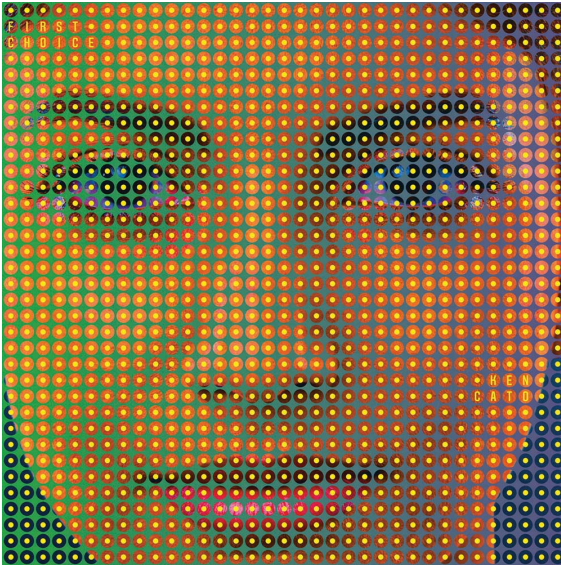


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First Choice

Ken Cato

ISBN	9781864706635
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- Beautifully packaged and designed, and richly illustrated with insightful commentary from an international body of peers, this book harnesses the thinking and philosophies behind some of the world's most influential practitioners in the design fields
- This fourth volume is compiled by the eminent Dr Kenneth W Cato AO, an Australian designer with an international reputation and who has been awarded numerous accolades for his work in brand management and design
- As the founding member of the world's largest design conference in 1991, Ken Cato helped establish the agIdeas International Design Week, which attracts annually over 4,500 young designers and over 40 speakers from around the world, making this title able to reach an extraordinary and wide-ranging market
- This book is a superb reference title for those in the design industries, advertising, corporate and education fields

First Choice is a continuing opportunity to learn how the world's top designers approach and evaluate their own work. In an attempt to demonstrate the broad parameters of design, Ken Cato has selected a cross-section of designers from more than 40 countries and asked the impossible question of them to choose and justify their favourite all-time work and support this choice with those other works considered. This is an invaluable reference book for those interested in graphic design and the selection criteria applied to the world's leading exponents of the profession.

Dr Kenneth W Cato AO is an Australian designer with an international reputation. He is Chairman of Cato BrandPartners, established in Melbourne in 1970 and with partner offices in 20 cities across the globe. As a graphic designer, his work has earned him an international reputation and encompasses all facets of corporate and brand management and design. He has won numerous international and Australian design awards, and his work is represented in museums and galleries throughout the world. He is a long-standing member of Alliance Graphique Internationale and is a past AGI President (1997-2000). The world's largest student design conference was founded by Ken Cato in 1991; agIdeas International Design Week now attracts annually over 4,500 young designers and over 40 speakers from around the World. Ken is also an acclaimed author and has written numerous books. Major design publications include three editions of First Choice published in 1989, 1996 and 2003. GD 3D - Graphic Design in the Third Dimension, Design for Business, Cato Design+, Design By Thinking, Cato Partners and the recently released Experiences, presenting the company's philosophy and a selection of projects. The publication about Ken, Ken Cato: The Dimensions of Design forms part of the International Graphic Design Series published by Images Publishing, 2002.