10

How to be a graphic designer in the middle of nowhere

An introduction

16

How to think with your hands

Four decades of notebooks

36

How to destroy the world with graphic design

American Institute of Graphic Arts

40

How to have an idea

The International Design Center, New York

42

How to transcend style

American Center for Design

44

How to create identity without a logo

Brooklyn Academy of Music

52

How to invent a town that was always there

Celebration, Florida

60

How to work for free

Parallax Theater

了模式 人名斯特勒斯巴尔 在1718年7月中 How to raise a billion dollars

Princeton University

70

How to win a close game

New York Jets

80

How to be good

The Good Diner

86

How to run a marathon

The Architectural League of New York

100

How to avoid the obvious

Minnesota Children's Museum

106

How to avoid doomsday

Bulletin of the Atomic Scientists

112

How to be fashionably timeless

Saks Fifth Avenue

124

How to cross cultures

New York University Abu Dhabi

130

How to behave in church

The Cathedral Church of St. John the Divine

138

How to disorient an architect

Yale University School of Architecture

154

How to put a big sign on a glass building without blocking the view

The New York Times Building

164

How to make a museum mad

Museum of Arts and Design

172

How to judge a book

Covers and jackets

178

How to make a mark

Logotypes and symbols

194

How to squash a vote

The Voting Booth Project

196

How to travel through time

Lever House

200

How to pack for a long flight

United Airlines

208

How to have fun with a brown cardboard box

Nuts.com

214

How to shut up and listen

New World Symphony

220 292 How to top the charts How to network Billboard Verizon 228 300 How to convince people How to write a sonnet Ted Poetry Foundation 238 304 How to get where you want to be How to keep it simple New York City Department of Transportation Mastercard 250 310 How to investigate a murder How to design two dozen logos at once A Wilderness of Error MIT Media Lab 256 324 How to be who you are How to play politics Mohawk Fine Papers Hillary for America 262 336 How to get the passion back How to cover something up American Institute of Architects The Mueller Report 270 338 How to frame a picture How to save the world with graphic design International Center of Photography The Robin Hood Foundation's Library Initiative 274 350 How to set a table Acknowledgments The restaurants of Bobby Flay 352 282 Image credits How to survive on an island

Governors Island