

Make Your Own Luck

A DIY Attitude to Graphic Design and Illustration

Kate Moross

With a Foreword by Neville Brody

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One of today's most refreshing young creatives gives the inside scoop on how to make it as a graphic artist.

From art school student to designer for Nike, Topshop, and Google, Kate Moross has lived the life that most aspiring graphic artists can only dream of. But it hasn't always been a smooth ride. In this informative guide Kate 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.

Kate Moross 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.

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. She regularly speaks at arts conferences, and has sat on the jury for the D&AD Awards. In 2012 she launched Studio Moross, a full-service creative design studio based in London. For further information visit her websites www.katemoross.com and www.makeyourownluckbook.com

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